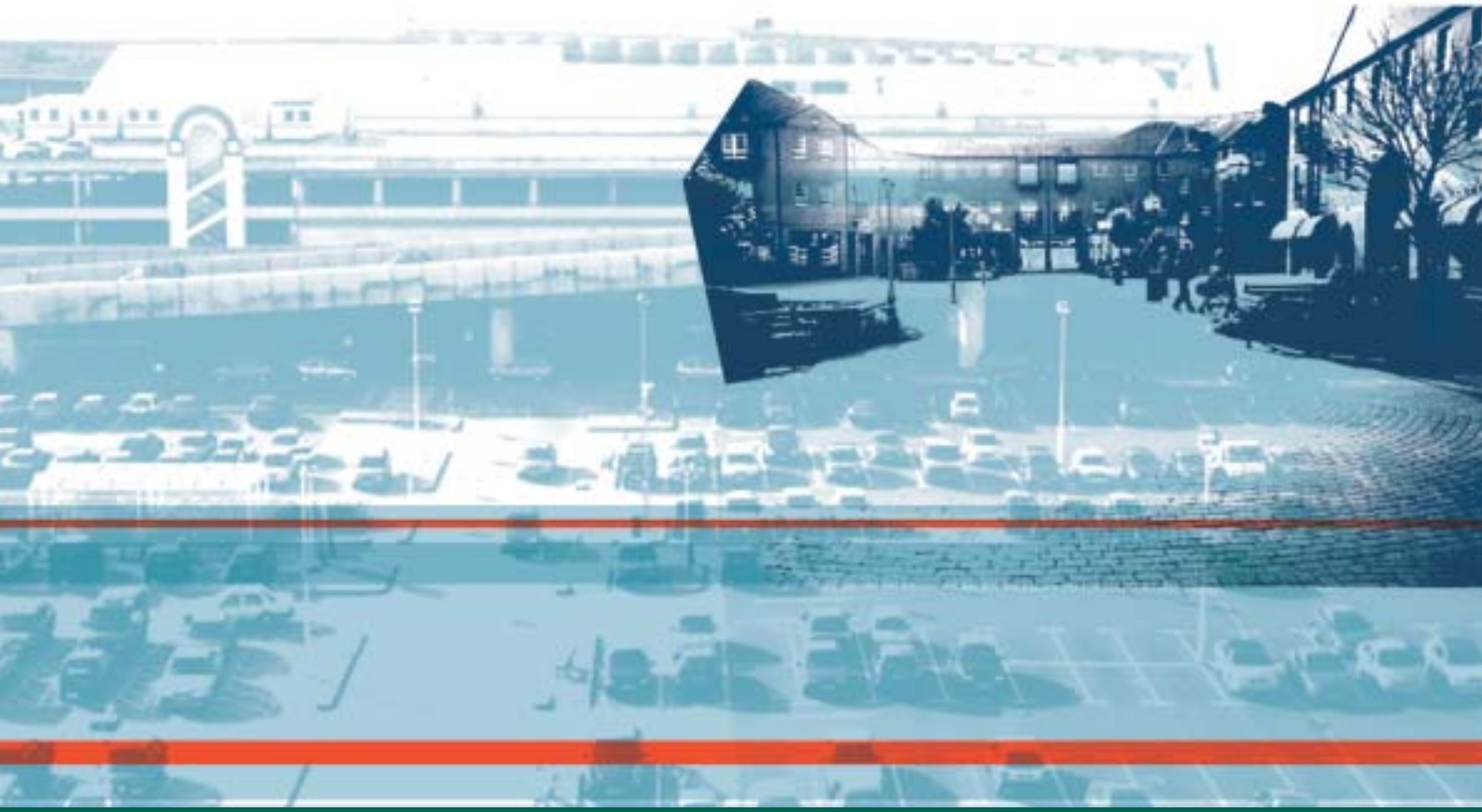
Supplementary Planning Guidance Note: Brighton Marina

Masterplan for Enhancement

Volume 1 of 2 An Urban Design Analysis



Brighton & Hove

What is an SPG?

A Supplementary Planning Guidance Note (SPG) is one of the material considerations that can be taken into account when determining a planning application. It is intended to provide helpful guidance for the developer, consistent with the provisions of the Local Plan. This particular SPG note consists of two volumes which should be read in conjunction. Volume 1 is an Urban Design Analysis of the site and Volume 2 is a Development Brief. The SPG Note derives from work commissioned by Parkridge Developments Ltd, owners of much of the commercial areas within Brighton Marina. The work was monitored by the City Council and, following a consultation exercise on an earlier draft, the Urban Design Analysis and Brief Development were adopted in January 2003 in the form of this SPG by the City Council for development control purposes.

Vol 1

Identifies the strengths, weaknesses, opportunities and threats inherent in the existing development

Vol 2

Seeks to examine the identified potential for change and to provide a framework and Urban Design Analysis within which this change can occur.

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1. Background

Background

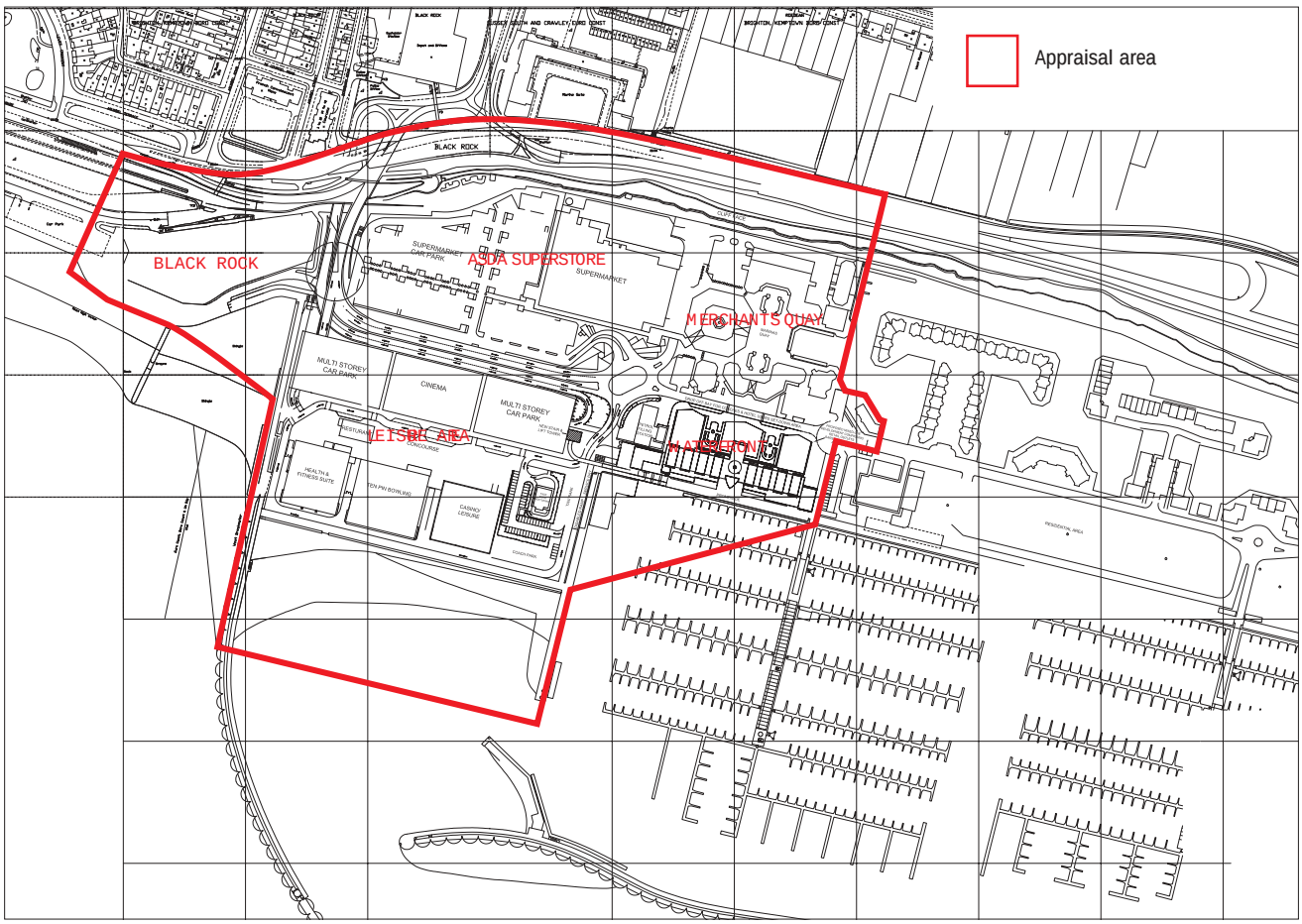
1. Background

Appraisal Area

This Urban Design Appraisal primarily covers the western half of Brighton Marina, which includes the commercial elements; Merchants Quay, the leisure area, the Asda Superstore and the 'Black Rock' site identified for development in the Brighton & Hove Local Plan.

The Appraisal Area will be studied in the context of the whole Marina and its relationship to the surrounding area.

Part of the site is identified as a District Centre in the Brighton and Hove Local Plan and Policy SR6 clearly commits to the maintenance and enhancement of Brighton Marina District Centre.



1. Background

The Marina

The area of development which is now generally known as 'The Marina' at Brighton includes a mix of housing, shopping, commercial, leisure and recreational buildings which, together with the yacht moorings and working harbour, combine to create a distinctive waterside environment, unique in the City.

Situated at the base of the cliffs, east of Kemp Town, it functions as an independent component of the urban area.

It was created in a relatively short period of time, during the 1970's, out of beach and sea with a bold civil engineering operation which required initiative, imagination and considerable courage.

The fortunes of 'The Marina' have fluctuated and it is fair to say that, so far, its potential as a place to live, work, shop and enjoy has not been fulfiled.

Brighton Marina was opened in 1979, difficult conditions prevailed and in 1985 it was bought by Brent Walker who built the superstore and the 'Marina Village' comprising shops, leisure and residential users. The firm went into administration in the early 1990's, following which piecemeal development of further flats and leisure uses have taken place by successive owners. The Marina became characterised as a disjointed, drab development failing to fulfil its role or potential. A coordinated design and investment strategy was desperately needed.

1. Background

In 1998 Parkridge Developments Ltd acquired the commercial elements of the Marina (apart from the superstore) and completed an initial £25 million investment - (the Waterfront development).

Whilst the Waterfront assists in creating critical mass and additional local choice, substantial further investment, development and improvement is clearly necessary if the Marina is to become a successful place in which to live, work, shop and relax.

Consequently, a process of analysis has been initiated which is intended to define more clearly the inadequacies and deficiencies of the present situation and to help to stimulate proposals for enhancement.

In this context, therefore, this document deals with urban design issues. It

- identifies priorities and themes promoted by Government.
- summarises the approach which Brighton and Hove City Council takes to design matters in its new Local Plan.
- by reference to "key aspects and objectives of urban design" carried out an appraisal of the Brighton Marina District Centre and identify strengths and weaknesses.

The appraisal will assist in determining how far the current Marina development meets the recognised tests and quality control; would it succeed if it was promoted in that format today? If not, what level of potential exists to upgrade, invest and enhance?

2. Policy Review

Policy Review

2. Policy Review

1. GOVERNMENT POLICY & GUIDANCE

PPG1: General Policy and Principles

Government's overall policy on planning matters is set out in PPG1 "General Policy and Principles" (1997). PPG1 confirms that the three themes which underpin the Government's approach to the planning system are;

- sustainable development
- mixed uses
- design

The PPG, interail, also reaffirms the role of the planning system in meeting the needs of a growing and competitive economy and in providing for new development such as housing and the need "to ensure that housing is available where jobs are created".

The benefits of mixed use proposals are highlighted;

> *"...mixed use development can help create vitality and diversity and reduce the need to travel. It can be more sustainable than development consisting of a single use. Local planning authorities should include policies in their development plans to promote and retain mixed uses, particularly in town centres, in other areas highly accessible by means of transport other than the private car and in areas of major new development..."*

PPG3: Housing

PPG3 aims to provide a greater choice of housing and to ensure that new homes are provided in the right place at the right time. It seeks to ensure that mixed and inclusive communities will be created offering a choice of lifestyle.

The PPG gives priority to the release of previously developed (brownfield) land, and in identifying sites to be allocated for housing in Local Plans, planning authorities are advised to follow a search sequence, starting with the re-use of previously developed land and buildings within urban areas .

As with PPG1, PPG3 promotes and highlights the benefits of mixed use development – in accommodating new households and bringing new life into towns and cities. It also emphasises the importance of high quality design, layout and landscape.

2. Policy Review

PPG6 Town Centres and Retail Developments

This Guidance places emphasis on a sequential approach to selecting sites for new retail development and underlines Government support for the importance of District and Local Centres in providing facilities to meet the needs of residents in that area. The PPG establishes three key tests for assessing retail developments;

- impact on vitality and viability of town centres
- accessibility by a choice of means of transport
- impact on overall travel and car use

Local planning authorities are urged to adopt planning policies to

- locate major generators of travel in existing centres where access by a choice of means of transport; not only by car, is easy and convenient
- enable town, district and local centres to meet the needs of residents of their area
- safeguard and strengthen existing local centres
- maintain and improve choice for people to walk, cycle or catch public transport
- ensure an appropriate supply of attractive, convenient and safe parking for shopping and leisure trips.

PPG12: Development Plans

Local authorities are expected to

- take account of the need to revitalise and broaden the local economy and the need to stimulate development opportunities.
- identify suitable sites for development taking account of the requirements of existing and future businesses.
- identify any logical phasing proposals accounting for physical or social infrastructure.

It is acknowledged by PPG12 that the provision and sequence of infrastructure is important in all major developments particularly in ensuring that bodies responsible for provision can plan with certainty.

PPG13: Transport

The objectives of this PPG are

- to reduce the need to travel especially by car
- to focus additional housing and jobs on existing towns and to follow a search sequence.

In respect of employment the PPG encourages local authorities to adopt a positive approach to business uses which should be accessible to public transport, walking and cycling. Businesses should adopt travel plans to encourage greater use of non-car modes of transport.

2. Policy Review

"Planning: Delivering a Fundamental Change"(December 2001)

Government has suggested in its white paper that:

"we need a better, simpler, faster, more accessible system that serves both business and the community".

The Green Paper also proposes;

- *"planning should be seen as a positive tool rather than merely a negative brake on development".*
- *"a successful planning system will promote economic prosperity by delivering land for development in the right place and at the right time".*
- *"delays in receiving a planning decision can mean loss of competitiveness for business; something that we simply cannot afford in the modern global economy".*
- *"we need to address the flaws and inefficiencies in the system that frustrate business and others seeking to develop land. Development for business, housing, services and infrastructure are all vital to the health of our economy".*
- *"we will replace local plans with new Local Development Frameworks. These will connect up with the local Community Strategy and help deliver the policies it contains. The framework will include a set of criteria by which local authorities will be able to steer development and use growth to deliver the vision for their areas. Action Plans will be drawn up for town centres, neighbourhoods and villages".*
- *"there will be a fundamental change in planning so that it works much better for business. New handling targets for local authorities will distinguish business from householder applications and we propose delivery contracts between local authorities and business for reaching decisions on the biggest planning applications".*
- *"master planning of major sites will help developers plan for higher quality development in partnership with local authorities".*

2. Policy Review

- *"local plans are failing their users. At the end of the complex, obscure process the status of the plan is sometimes uncertain. This affects the ability of business to plan with confidence".Against the above background Government proposes a "new framework" involving possibly a single level of plan described as a "Local Development Framework" which would comprise;*

- *a statement of core policies based on a vision and overall strategy.*

- *a detailed action plan for smaller areas of change, such as urban extensions, town centres and neighbourhoods undergoing renewal.*

- *a simplified map showing the areas of change for which action plans would be prepared and existing designations such as conservation areas.*

"Action Plans" could, it is suggested, be new and free-standing or based on existing plans and strategies - that is reflecting local circumstances. They could include Area Master Plans - a comprehensive scheme for a major area of renewal or development concerning design, layout and location of new houses and commercial uses supported by a detailed implementation programme.

They could be reviewed quickly and regularly and life spans would vary. Methods of procedure and community engagement would need to be considered further.

2. Policy Review

2. AN EMPHASIS ON URBAN DESIGN

In March 2000 - Government published "By Design : Urban Design in the planning system : towards better practice". In the Foreword to the document the Minister for Housing and Planning and the Chairman of the Commission for Architecture and the Built Environment said:

"Good urban design is essential if we are to produce attractive, high quality, sustainable places in which people will want to live, work and relax. It is fundamental to our objective of an urban renaissance.

We do not have to put up with shoddy, unimaginative and second-rate buildings and urban areas. There is a clamour for better designed places which inspire and can be cherished, places where vibrant communities can grow and prosper."

"By Design" is one in a series of publications and pronouncements which encourage decision-makers to think more deeply and carefully about design complexities and challenges. Ultimately the aim is to translate those thoughts into creative proposals - to improve and regenerate existing environments and to produce innovative new buildings, spaces and activity.

In introducing its Planning Policy Guidance (PPGs) Government confirms that three themes underpin its approach to the planning system;

- sustainable development
- mixed uses
- design

These interdependent themes are the basis for high quality contemporary development and lifestyle.

So far as "Design" is concerned PPG1 (General Policy and Principles) suggests:

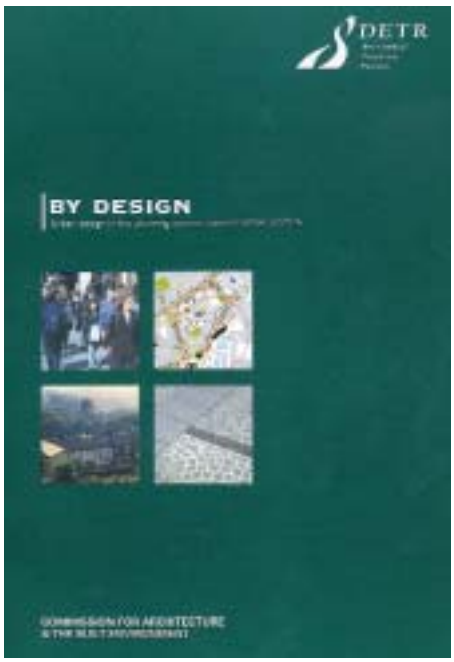
"New buildings and their curtilages have a significant effect on the character and quality of an area. They define public spaces, streets and vistas and inevitably create the context for future development.

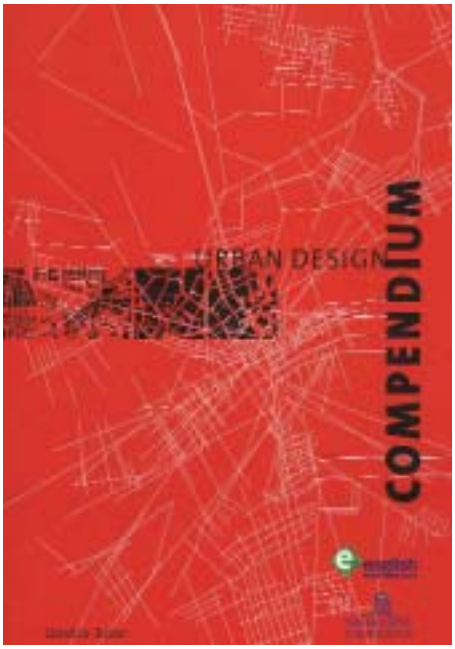
These effects will often be to the benefit of an area but they can be detrimental. They are matters of proper public interest."

"...to translate those thoughts into creative proposals; to improve & regenerate existing environments and to produce innovative new buildings, spaces & activity."

2. Policy Review

… urban design should be taken to mean the relationship between different buildings; the relationship between buildings and the streets, squares, parks, waterways and other spaces which make up the public domain; the nature and quality of the public domain itself; the relationship of one part of a village, town or city with other parts; and the patterns of movement and activity which are thereby established; in short the complex relationships between all the elements of built and unbuilt space. As the appearance and treatment of spaces between and around buildings is often of comparable importance to the design of the buildings themselves, landscape design should be considered as an integral part of urban design.





Good design should be the aim of those involved in the development process and should be encouraged everywhere. Good design can help promote sustainable development; improve the quality of the existing environment; attract business and investment, and reinforce civic pride and a sense of place. It can help to secure continued public acceptance of necessary new development."

"Good design can help promote sustainable development."

2. Policy Review

3. LOCAL PLAN POLICY

These design themes and thoughts have been enthusiastically taken up by the **Brighton and Hove Local Plan.** In "realising the vision" for the city key **objectives** include;

- **the best use of land.**
- **opportunities for new types of development, mixed uses and higher residential densities.**
- **land use and transport integration.**
- **placing a "new emphasis on the importance of design for individual buildings, streets and neighbourhoods" and improving public safety.**
- **maintaining and enhancing the vitality and viability of District Centres.**

The Plan confirms;

"e1.12. It is clear from the results of consultation that there has to be a new emphasis on design in Brighton and Hove. The policies aim to improve the quality of design at all levels and to provide a supportive framework for distinctive and innovative development schemes that respect their surroundings and context. Bland and uniform developments will be rejected and development proposals will be expected to demonstrate how they improve the visual quality of the environment.

Design is of the utmost importance if new types of development which include a mix of uses and raise densities are to work effectively, and in planning for a safer environment."

"...there has to be a new emphasis on design in Brighton and Hove."

2. Policy Review

The Local Plan's design policies follow the thinking through;

QD2 …"seeks to ensure that spaces created around buildings should be satisfactorily enclosed and should be functional and attractive to the intended users."

"opportunities should be taken to enhance landmarks, prominent corners and intersections which then provide visual interest and can act as "signposts" to pedestrian circulation around a neighbourhood."

"Design can have a significant impact on the quality and character of an area and good design is an important factor in promoting sustainable development, attracting investment and reinforcing civic pride."

QD3 … seeks "efficient and effective use of brownfield sites which will in general include the promotion of higher densities and greater diversity in the mix of uses. In general higher densities will be sought where a site has good public transport accessibility, pedestrian and cycle networks and is close to a range of services and facilities."

QD4 - recognises views, vistas, skyline variety and landmarks as components of good design.

QD5 - seeks to avoid development of a sterile or bland appearance and to encourage ground floor uses/activity, visual interest and safer, livelier places.

QD6 - promotes public art as part of new development.

QD7 - promotes safe and secure environments through careful attention to design, layout and detail.

QD15 - emphasises the need to ensure soft and hard landscape is an integral part of the design process.

QD25 - emphasises that lighting is also important for safety and security as well as improving the quality of the night-time environment and "revealing, enhancing and dramatising an area's architecture."

2. Policy Review

Additionally, the local plan states:

TR1 Development and the demand for travel

Development proposals should provide for the demand for travel they create and maximise the use of public transport, walking and cycling.

TR6 Pedestrian routes

Planning permission will be granted for development proposals that provide for the needs of pedestrians by creating short, safe, attractive and direct routes for walking.

All new development must take account of pedestrian links within and outside site boundaries and improve links to and between pedestrian routes and public transport facilities.

TR12 Cycle access and parking

In all proposals for new development and changes of use, applicants should provide facilities for cyclists in accordance with the parking guidance.

TR 13 Cycle Network

Development proposals that affect proposed or existing cycle routes should protect and enhance them and protect the alignments of proposed cycle routes. Developments should contribute toward the implementation, improvement and maintenance of the cycle network and/or additions to the network.

The network will include the following key routes:

South Coast Cycle Route (A259) · National Cycle Network Route 2

A23 London Road Corridor to Brighton Central Area – National Cycle Network Route 20

Hangleton to Hove Central Area – Regional Cycle Network Route 82

Lewes Road Corridor to Brighton Central Area – Regional Cycle Route 90

SU2 Efficiency of development in the use of energy, water and materials

Planning permission will be granted for proposals which demonstrate a high standard of efficiency in the use of energy, water and materials provided that they are otherwise in accordance with the other policies of the development plan. Proposals will be required to demonstrate how the factors have been integrated into their siting, layout and design:

a. measures that seek to reduce fuel use and greenhouse gas emissions;

b. the incorporation/use or the facilitation of the use of renewable energy resources;

c. measures that seek to reduce water consumption;

d. measures that enable the development to use greywater and rainwater; and;

e. use of materials and methods to minimise overall energy and/or raw material inputs.

When considering these factors, particular regard should be given to the following:

i) daylight/sunlight;

ii) orientation;

iii) building form;

iv) materials;

v) the use of natural ventilation;

vi) fenestration;

vii) landscaping;

viii) provision of space within each planning unit and general facilities for refuse, waste recycling and composting and

ix) suitable space for occupier and visitor cycle parking.

QD17 Protection and integration of nature conservation features

Development proposals affecting nature conservation features outside protected sites will be granted planning permission provided:

a. the proposal can be subject to conditions that prevent damaging impacts on those feature; or,

b. the impact is minimised and as many existing features as possible are protected and enhanced and compensating and equivalent features are provided for any that are lost and damaged.

New nature conservation features will be required as part of development schemes. These features should be provided for early on in the design stage so that they are appropriate to the location, suitably sited and are fully integrated within the scheme. Suitable schemes where such features have not been incorporated will be refused.

HO2 Affordable housing – 'windfall' sites

Planning permission for proposals for residential development comprising 10 dwellings or more, on sites that have not been identified for housing prior to submission of a planning application, will only be permitted where at least 40% of the total number of dwellings are 'affordable' (in accordance with the definition of affordable housing set out (in the local plan).

HO3 Dwelling type and size

The Council will seek to ensure that proposals for new residential development and residential conversions (including changes of use) incorporate a mix of dwelling types and sizes that reflects and responds to Brighton and Hove's housing needs.

HO4 Dwelling Densities

To make full and effective use of the land available (in accordance with Policy QD3), residential development will be permitted at higher densities than those typically found in the locality where it can be adequately demonstrated that the proposal:

a. exhibits high standards of design and architecture;

b. includes a mix of dwelling types and sizes which reflect local needs;

2. Policy Review

c. is well served by public transport, walking and cycling routes, local services and community facilities; and,

d. respects the capacity of the local area to accommodate additional dwellings.

HO21 Provision of community facilities in residential and mixed use schemes

Proposals for (or which include) residential uses will be expected to demonstrate that a suitable range of community facilities will be provided to meet the needs of residents, consistent with the scale and nature of the development proposed.

Accordingly, as part of such developments, the local planning authority will seek, by means of a legal agreement, the provision of community facilities as an integral part of the development scheme.

EM9 Mixed uses and key mixed uses sites

Planning permission will be granted for the conversion or redevelopment of redundant or vacant sites not identified in the plan for any other purpose, for mixed uses. The uses should include employment generation, affordable housing, amenity space, community facilities and commercial development amongst other uses. Uses should be mixed both horizontally and vertically, add to the vitality of the area and respect the grain of the neighbouring developments.

The mixed use areas should be readily accessible by public transport.

SR2 New retail development within or on the edge of existing defined shopping centres

Applications for new retail development within the built-up area and within or on the edge of an existing defined shopping centre will be permitted where the proposal:

a. itself, or cumulatively with other or proposed retail developments, will not cause detriment to the vitality or viability of existing established shopping centres and parades in Brighton and Hove;

b. is well located with convenient, attractive and safe pedestrian linkages to existing shopping frontages;

c. is genuinely accessible by a choice of means of transport that enables convenient access for a maximum number of customers and staff by means other than the car;

d. will not result in highway danger, unacceptable traffic congestion or environmental disturbance;

e. provides adequate attendant space and facilities for servicing and deliveries;

f. provides facilities for parent and child, the elderly and people with disabilities; and,

g. provides facilities for the recycling of waste packaging generated by the proposal and complies with the relevant policies in the Waste Local Plan.

In addition, applications for new retail development on the edge of existing established shopping centres will be required to demonstrate, firstly, that there is a need for the development, and, secondly, that no suitable site can be identified within the existing centre. The development should also be appropriate in scale with the centre – whether regional, town, district or local- to which it is intended to serve.

2. Policy Review

SR6 Town and district shopping centres

The role of the following town centres and district centres should be maintained and enhanced:

- Town Centres: London Road; Hove.
- District Centres: St James Street; Lewes Road; Brighton Marina; Boundary Road/Station Road.

Within the defined prime frontages of these centres, the change of use of existing Class A1 use shops to Class A2 or A3 uses will be permitted provided that all of the following criteria are met:

a. a clear predominance of Class A1 uses would be maintained;

b. as a result of the proposal there would not be a significant break in the shopping frontage of more than 15 metres;

c. it would have a positive effect on the shopping environment of the area by encouraging combined trips and attracting pedestrian activity to the centre; and

d. the development would not be significantly detrimental to the amenities of occupiers of nearby properties or the general character of the area.

In addition to Class A2 and A3 uses, some Class D1 community uses (e.g. doctors, dentists) may be permitted provided that a window display is maintained and it can be demonstrated that the proposed use would draw pedestrian activity into the Centre.

Within any part of these Centres a change of use at ground floor level to residential in a shopping frontage will not be permitted.

SR20 Seafront recreation

New recreation facilities which are related to seafront/coastal activities will be permitted on the seafront provided that:

i. there will be no development onto the beach

ii. the importance of the seafront and beach as an open space is not undermined;

iii. any development does not have a detrimental impact on strategic views along the coastline;

iv. the development respects the character of the stretch of seafront to which it relates;

v. the development does not have a harmful impact on the amenity of local residents and the seafront due to noise, disturbance and light pollution;

vi. the development will not result in the significant generation of car borne journeys, nor additional pressure for car parking

vii. the development will not have an adverse impact on the setting of important seafront buildings;

viii. the development does not have an adverse impact on nature conservation interests; and

ix. they enable the beach and seafront to be accessible to all.

2. Policy Review

SR21 Black Rock site

Planning permission will be granted for the development of the Black Rock site which will be centred around a recreation and leisure scheme which may include wet and dry sports, multi purpose/special events space and hotel accommodation. The following requirements for any development should be taken into account:

a. the development should be provide an all-year-round attraction for all residents (particularly families) as well being as a tourist attraction;

b. it should complement and not duplicate facilities already available at the adjacent Marina;

c. passive leisure uses such as casinos, cinemas and nightclubs will not be permitted;

d. provision of a significant area for children's recreation;

e. the development should be energy efficient and utilise sustainable building techniques;

f. provision for sustainable means of transport (including walking and cycling) to and from the site will be expected including links with the Marina and the Palace Pier;

g. protection and enhancement of the seashore and shingle beach as an area of nature conservation importance;

h. protection and enhancement of the adjacent conservation areas; and,

i. expansion of coastal wildlife sites adjacent to the site; and,

j. any development should conform to the coastal zone management policy

2. Policy Review

NC2 Sites of National Importance for Nature Conservation

Planning permission will not be granted for a proposal within or in the setting of, an existing or proposed site of national importance for nature conservation where it is likely to have an adverse impact, directly or indirectly, on the nature conservation features of the site. Exceptions will only be made where either:
a. the proposal can be subject to conditions that will prevent damaging impacts on the nature conservation features and their setting, and includes provision for the protection, enhancement and management of nature conservation features; or

b. the proposal is of national importance and cannot be located anywhere else, and the following requirements have been met:

i. the location, design and construction of the development is such that damage to the nature conservation features is minimised and opportunities are taken for nature conservation gain;

ii. compensating and equivalent nature conservation features are provided

iii. remaining features are protected and enhanced and provision made for their management: and,

iv. improvements to public appreciation of access to the site are provided.

NC4 Sites of Nature Conservation Importance (SNCIs) and Regionally Important Geological Sites (RIGS)
Planning permission will not be granted for a proposal within, or in the setting of, an existing or proposed Site of Nature Conservation Importance (SNCI) or a Regionally Important Geological Site (RIGS) where it is likely to have an adverse impact, directly or indirectly, on the nature conservation features of the site. Exceptions will only be made where:
a. the proposal can be subject to conditions that will prevent damaging impacts on the nature conservation features and their setting, and includes provision for the protection, enhancement and management of nature conservation features: or,

b. the proposal is essential to meet social, environmental and/or economic needs, of at least city-wide importance, cannot be located anywhere else and the following requirements have been met:

i. the location, design and construction of the development is such that damage to nature conservation features is minimised and opportunities are taken for nature conservation gain:

ii. compensating and equivalent nature conservation features are provided:

iii. remaining features are protected and enhanced and provision made for their management: and,

iv. improvements to public appreciation of and access to the site are provided.

Conditions will be imposed or a planning obligation sought in order to secure these requirements.

HE6 Development within or affecting the setting of conservation areas

Proposals within or affecting the setting of a conservation area should preserve or enhance the character or appearance of the area and should show:

a. a consistently high standard of design and detailing reflecting the scale and character or appearance of the area, including the layout of the streets, development patterns, building lines and building forms;

b. the use of building materials and finishes which are sympathetic to the area;

c. no harmful impact on the townscape and roofscape of the conservation area;

d. the retention and protection of trees, gardens, spaces between buildings, and other open areas which contribute to the character or appearance of the area;

e. where appropriate, the removal of unsightly and inappropriate features or details; and,

f. the retention and, where appropriate, the reinstatement of original features such as chimneys, chimney pots, gates, railings and shop fronts and small scale architectural details such as mouldings which individually or cumulatively contribute to the character or appearance of the area.

Proposals that are likely to have an adverse impact to the character or appearance of a conservation area will not be permitted.

3. KEY ASPECTS AND OBJECTIVES OF URBAN DESIGN

Urban Design

3. KEY ASPECTS AND OBJECTIVES OF URBAN DESIGN

RETROSPECT - How far does Brighton meet the the key aspects and objectives?

PROSPECT - How much potential exists to bring it further into line?

3. KEY ASPECTS AND OBJECTIVES OF URBAN DESIGN

In examining the current quality of Brighton Marina and the potential for enhancement guidance is provided within two documents;

(i) "Urban Design Compendium"
"(Llewelyn Davies for English Partnerships and the Housing Corporation 2000)"

(ii) "By Design" (Commission for Architecture and the Built Environment 2000)"

The Compendium usefully summaries what its authors see as the "key aspects of urban design".

These are;

KEY ASPECTS OF URBAN DESIGN
Places for People For places to be well-used and well-loved, they must be safe, comfortable, varied and attractive. They also need to be distinctive, and offer variety, choice and fun. Vibrant places offer opportunities for meeting people, playing in the street and watching the world go by.
Enrich the Existing New development should enrich the qualities of existing urban places. This means encouraging a distinctive response that arises from and complements its setting. This applies at every scale - the region, the city, the town, the neighbourhood, and the street.
Make Connections Places need to be easy to get to and be integrated physically and visually with their surroundings. This requires attention to how to get around by foot, bicycle, public transport and the car - and in that order.
Work with the Landscape Places that strike a balance between a natural and man made environment and utilise each site's intrinsic resources - the climate, landform, landscape and ecology - to maximise energy conservation and amenity.
Mix Uses and Forms Stimulating, enjoyable and convenient places meet a variety of demands from the widest possible range of users, amenities and social groups. They also weave together different building forms, uses, tenures and densities.
Manage the Investment For projects to be developable and well cared for they must be economically viable, well managed and maintained. This means understanding the market considerations of developers, ensuring long term commitment from the community and the local authority, defining appropriate delivery mechanisms and seeing this as part of the design process.
Design for Change New development needs to be flexible enough to respond to future changes in use, lifestyle and demography. This means designing for energy and resource efficiency; creating flexibility in the use of property, public spaces and the service infrastructure and introducing new approaches to transportation, traffic management and parking.

3. KEY ASPECTS AND OBJECTIVES OF URBAN DESIGN

Mindful of the above "By Design" sets down a number of "objectives" which help to remind us what should be present in order to create a successful place. There is considerable overlap between the objectives and they are mutually reinforcing;

OBJECTIVES OF URBAN DESIGN	
Character	
A place with its own identity	To promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture.
Continuity and Enclosure	
A place where public and private spaces are clearly distinguished	To promote the continuity of street frontages and the enclosure of space by development which clearly defines private and public area.
Quality of the Public Realm	
A place with attractive and successful outdoor areas	To promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.
Ease of Movement	
A place that is easy to get to and move through	To promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport.
Legibility	
A place that has a clear image and is easy to understand	To promote legibility through development that provides recognisable routes, intersections and landmarks to help people find their way around.
Adaptability	
A place that can change easily	To promote adaptability through development that can respond to changing social, technological and economic conditions.
Diversity	
A place with variety and choice	To promote diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.

The seven objectives of urban design set out above provide a framework within which an appraisal of the strengths and weaknesses (in terms of urban design) of Brighton Marina can be undertaken. The following chapters therefore take each of these 'objectives' of urban design in turn. Whilst these urban design 'objectives' form a basis for analysis, it is recognised that the very nature of the Marina and its location on the Seafront, expands the definition of 'urban design' to encompass other precedents and issues to do with Maritime culture, seaside heritage, leisure and living in Brighton and its very great potential to be something unique and special.

4. Character - Objective one

A place with its own identity

Character

4. Character

A place with its own identity

The positive features of a place and its people contribute to its special character and sense of identity, the best places are memorable with a character which people can appreciate easily.

A distinctive place will;

- *respond to land form and character.*
- *provide continuity of urban form and landscape.*
- *have buildings that respond to one another, streets that are connected and spaces that complement one another.*
- *contain distinctive building types and form which will help to reinforce a sense of place.*
- *integrate all elements of the street scene, which contribute to the identity of the place, including sculpture, lighting, railings, litter bins, paving, fountains and street furniture.*
- *provide a variety of building heights and scales which relate to their neighbour and create a continuous urban form.*
- *contain buildings which contribute positively to views and vistas.*

4. Character

A place with its own identity

1 Structure and Grain

Brighton Marina : District Centre :

It does not have a readily identifiable sense of place or sense of pride – the muddled and disparate pattern of buildings and spaces creates a weak, loose and poor quality environment.

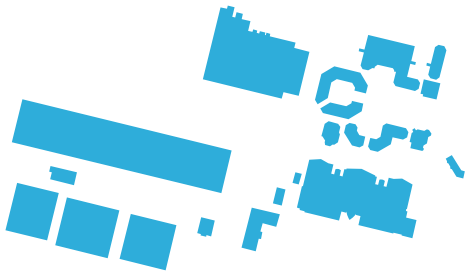
However, it does have its own identity but not one based on local distinctiveness.

It does not respond to local building forms and patterns of development. It is derived from a car-based design with a major access road and substantial parking provision.

Access to the sea is an important function of the marina as a whole. However this is currently difficult and indirect. The sea and yachts have become visually and functionally separated from the majority of the landside development, with most of the buildings looking inward and turning their backs on the sea and the boats.

There is little coordination and integration of buildings and spaces. Spaces are largely accidental consequences of independent development of different areas rather than as coherent components of a unified concept. The "street pattern" is weak or non-existent. There is limited plot definition. Key frontages and spaces are underused. Routes and spaces are poorly defined.

By contrast for example Brighton City Centre has a much stronger and readily identifiable urban form and character. The street pattern is distinctive and offers variety, choice and vitality. Vibrant places offer opportunities for meeting, socialising, relaxing and watching the world go by. They are usually people friendly. There is a clear and strong relationship between the buildings and spaces. The buildings define and enclose streets and spaces. Routes are well-defined, easily understood and reasonably direct. The area incorporates contrast, focal points, landmarks and interest.



BRIGHTON MARINA

BRIGHTON CITY CENTRE

4. Character

A place with its own identity

2 Land Use and Activity

For places to be well used and well-loved, they must be safe, comfortable, varied and attractive and offer variety, choice and fun. The Marina fails in many respects.

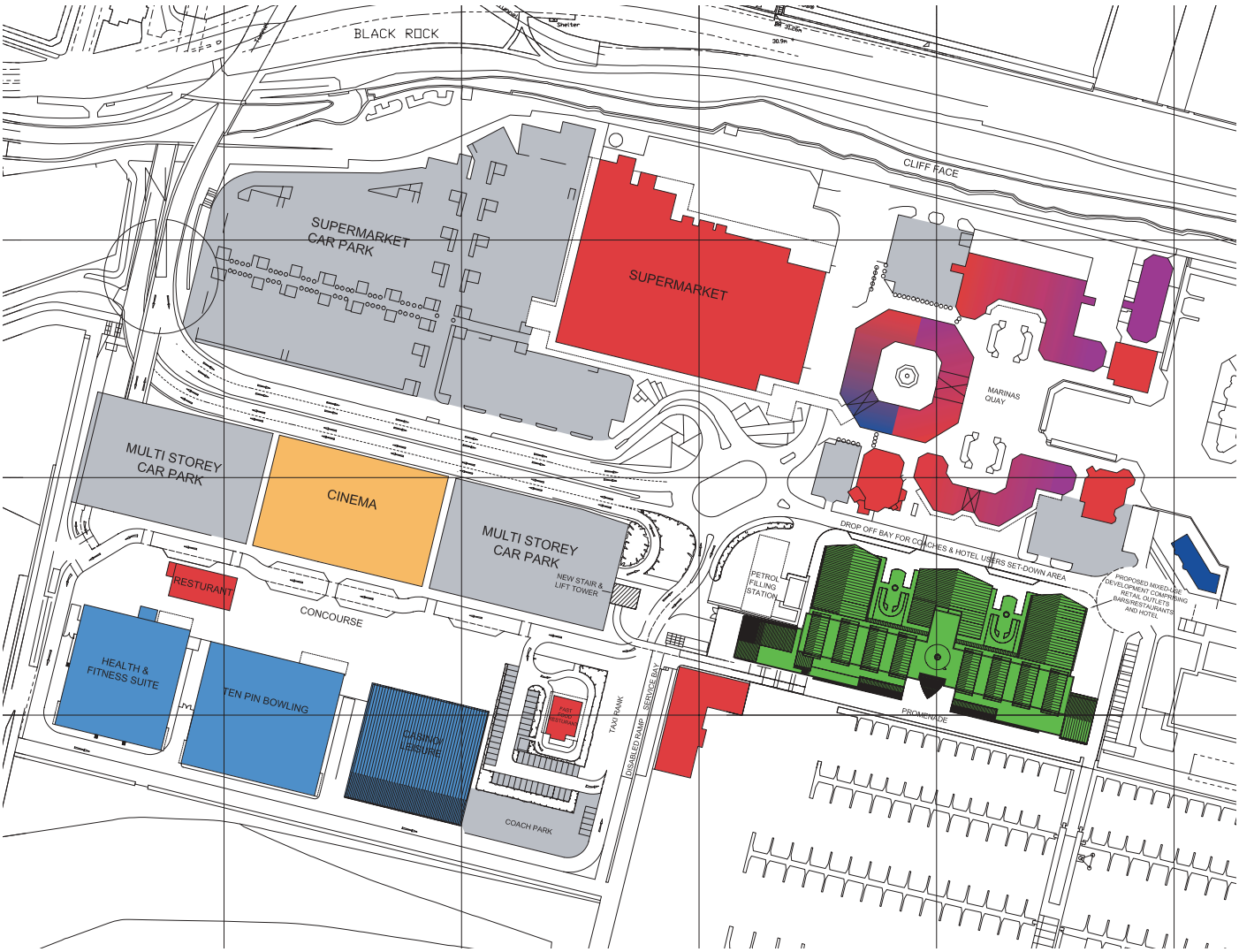
It has a mix of uses including a food store, shops, restaurants, bars, leisure uses, cinema, offices, housing and car parking and a large active 'marina' with many boats and water sport activities. It has the basis of a sustainable location. Nonetheless it is rather less than the sum of its parts.
If stimulating, enjoyable and convenient places meet a variety of demands from the widest possible range of users, amenities and social groups, they will also weave together different building forms, uses, tenures and densities. Brighton Marina succeeds to a degree but far more could be achieved.

- The Marina does not currently contain sufficient commercial mass to attract primary retailers and increased visitor numbers.
- Shops within the Merchants Quay area are in the most part secondary retailers.
- Pedestrian activity around the Marina is often low – it can feel empty, exposed and lacking life and vitality.
- The number of dwellings and amount of office space within this area is surprisingly low for a District Centre of this status.
- The surface and multi-storey car parks, whilst necessary to a degree, are unattractive, inefficient in the use of land, act as barriers to pedestrian movement and do not contribute to life and vitality.
- The main Plaza in front of the Cinema will host large numbers of people only on limited occasions; it has a sense of vastness and emptiness. It never generates a sense of activity, hustle and bustle, healthy interaction associated with successful District Centres. These are not social spaces.
- Certain parts of the Marina close down at night and become dark, uninviting, insecure.

In terms of land use and activity therefore there are a number of community and commercial disadvantages.

4. Character

A place with its own identity



LAND USES:

Retail		Hotel	
Cinema		Retail/Office	
Leisure		Retail/Residential	
Office			
Residential			
Car Parking			

4. Character

A place with its own identity

3 Architectural Composition

- A rare mix of largely undistinguished buildings has emerged. Some are fairly brutal – the multi-storey car park, the leisure boxes. Others take their design influence from a wide variety of styles, periods and products.
- An incoherent, incongruous and uncoordinated mixture has emerged. There is a variety in scale and proportion but it is not complementary.
- The buildings do not create a sense of place but instead a sense of disorder and conflict.
- The vitally important detailed ingredients are missing or poorly articulated.
- Townscape and floorspace is impoverished.

4. Character

A place with its own identity

4 Setting and Arrival

Setting

- From the west, views are dominated by the grey sea wall and the side of the David Lloyd building.
- The setting is generally dull and uninviting.
- There are no landmark features, no statement of identity or destination.
- The buildings display a regular monotony.
- There is no interest in the skyline profile.
- There is no highlight or distinguishing entrance and arrival to the city.
- From the east, the main visual focus is the multi-storey and Asda car parks and the large expanse of grey roofs to the leisure buildings.

Arrival

The entrance to the site itself is dominated by a mass of concrete, roofing and parking

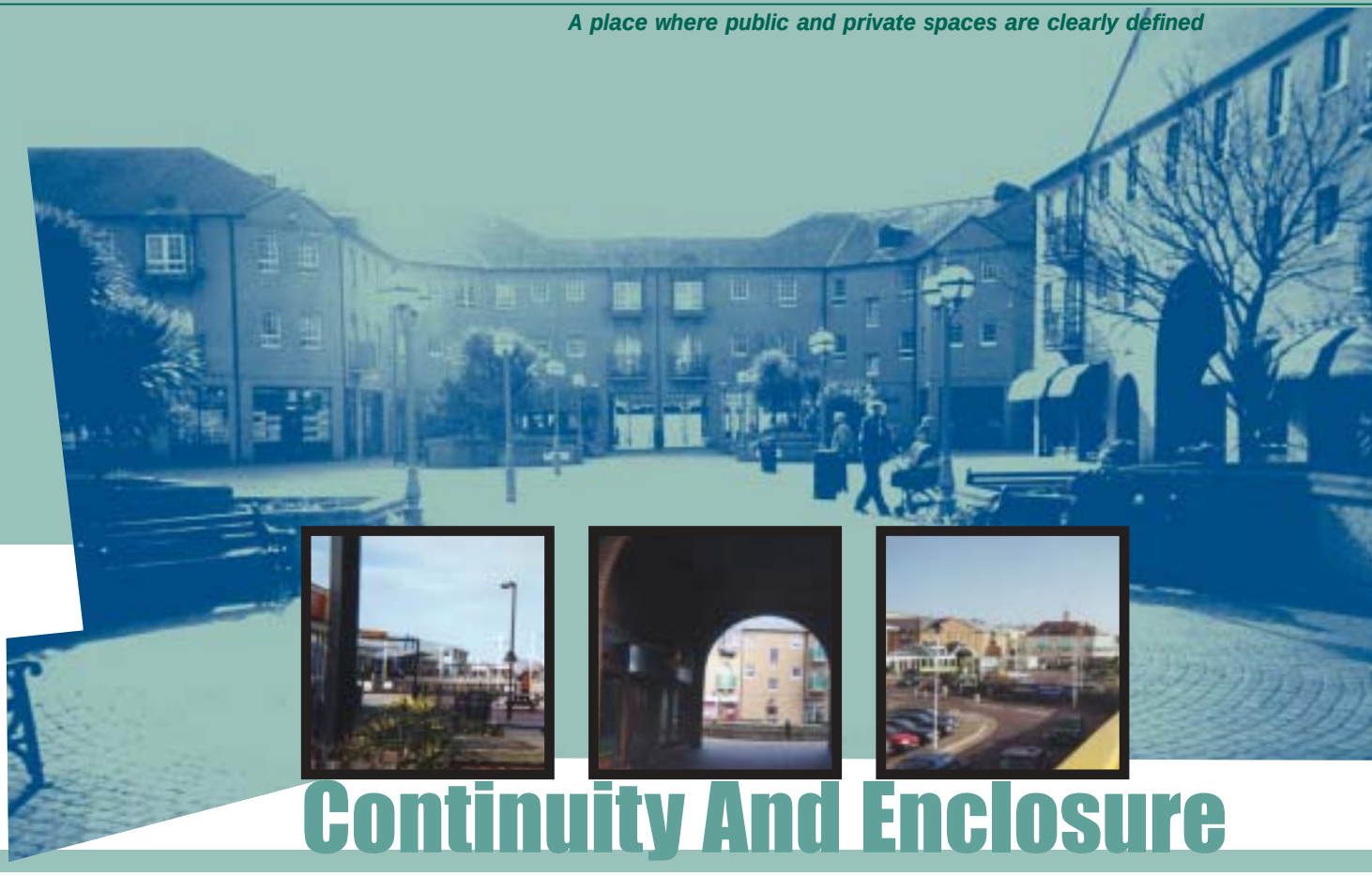
- First impressions are bleak and uninviting.
- There are no landmark buildings or features and little interest in the vistas and profile of the structures.
- Routes are poorly defined and difficult to orientate, particularly for pedestrians and cyclists.

At Night

- Night time views are dominated by the bright lighting of the multi-storey car park.
- Lighting is out of scale and generally ugly.
- The lighting infrastructure is bland and repetitive. It does not embellish, inform or highlight consistent parts or routes.

5. Continuity and enclosure - Objective two

A place where public and private spaces are clearly defined



Continuity And Enclosure

5. Continuity and enclosure

A place where public and private spaces are clearly defined

Urban design is often a matter of adopting good manners, recognising that any building is part of a greater whole. Too many places have been blighted by development which, even if its design has merits seen in isolation, ignores its local urban structure and creates bits of leftover space that contribute nothing to the life of the area.

Successful urban space is defined and enclosed by buildings, structures and landscape. The relationship between buildings on a street, and between buildings and a street, are the key to this. Buildings which follow a continuous building line and contain the private space with back yards or courtyards are often more successful than individual buildings that stand in the middle of a site. Buildings with live edges, such as shop fronts, doors directly to the street, or residential upper floors, enable people to keep an eye on public space and make if feel safer.

In general a place with clearly distinguisheds paces will;

- *contain buildings that relate to a common building line.*
- *include primary accesses to buildings from the street.*
- *possess clearly defined and enclosed private space.*
- *be defined by appropriately scaled buildings and trees.*
- *contain clearly defined relationships between the fronts of buildings and the street.*

5. Continuity and enclosure

A place where public and private spaces are clearly defined

1 Frontages

- The private space at Brighton Marina is largely internalised within large soulless buildings. This produces a huge amount of dead frontage, limiting the amount of activity around the District Centre, reducing life and vitality, and limiting built-in interaction with and surveillance of the public realm.
- Much of the 'active' frontage actually contributes little to the vitality of the area. Many frontages are shop windows with advertisements or displays and some are screened by canopies - adding to the sense of the area being empty and underused.
- The pedestrian and vehicular entrance is characterised by car parks, petrol station, superstore and dead frontages.
- There is very little continuity along the frontages with serial punctuation by pedestrian routes which often lead nowhere and are dark and uninviting.
- Activity on upper floors is limited with very little contribution to the life, vitality or security of the area.
- Key frontages are often underused or faced by blank sides or backs of other buildings.
- The interface between buildings and spaces is poorly defined.
- Many areas (particularly Merchants Quay) close down in the evening. Spaces become inactive and can feel unsafe.
- The Cinema and leisure areas are used in the evening, but due to the lack of active frontage and the scale of the spaces, can feel quite barren.
- As a consequence of the above factors the pedestrian areas are bleak, lifeless, windswept. They singularly lack the activity and vitality of successful District Centres.

Active frontage

5. Continuity and enclosure

A place where public and private spaces are clearly defined

2 Spatial Definition

(i) Entrance Roundabout

- one of the Centre's focal points - a car orientated area.
- buildings line the roadways rather than defining a sequence of interesting spaces.

(ii) Merchants Quay

- bland.
- open and exposed.
- partial enclosure but lacks intimacy.
- poor landscape/townscape.

(iii) Courtyard

- a tighter space with some serial views and surprise but poor attention to detail, landscape and lack of focus.

(iv) Cinema and Leisure Area

- vast, flat, exposed space with no pedestrian-friendly enclosure.
- open-ended space with very limited active frontage.
- buildings have limited strength in relation to spaces framed.

(i)

(ii)

(iii)

(iv)

5. Continuity and enclosure

A place where public and private spaces are clearly defined

3 Underused Space

In combination, observation and analysis reveals extensive areas of underused, poorly defined and sparsely detailed space. (see plan overleaf)

1 Area adjacent to David Lloyd Leisure: Enclosed by inactive frontages. Utilised for (part) car parking and (part) circulation, only very infrequently used by pedestrians.

2 Cinema and Leisure Plaza: Very large space, poorly defined by buildings. Few active frontages, underused in comparison to its size; feels exposed and lifeless.

3 Area behind McDonalds: Used for coach parking, circulation and McDonalds parking. Majority of the area is infrequently used and contributes little to vitality of the area. McDonalds provides no enclosure to surrounding area, is visually unattractive and is an inefficient use of the available space.

4 Petrol Station and security hut: This area detracts significantly from the entrance into the Marina. The buildings make a poor visual contribution to the District Centre and the Petrol Station acts a barrier to pedestrian movement.

5 Surface car park and single storey office building: Area enclosed by inactive frontages, detracts from the life and vitality of the area and is an inefficient use of space on an important frontage.

5. Continuity and enclosure

A place where public and private spaces are clearly defined

5. Continuity and enclosure

A place where public and private spaces are clearly defined

6 Surface car park: As 5 above. In addition the area has potential for a focal building or feature to frame the entrance to the Marina.

7 Merchants Quay Plaza: Large, open, windswept and inactive space. Buildings provide limited enclosure and have relatively inactive frontages, little vitality and generally underused.

8 Courtyard: Reasonably well-enclosed but low level of activity and visual interest. Landscaping detracts from the area.

9 Area at the back of Merchants Quay: Currently used for surface car parking and circulation. Another underused space.

10 Asda car park: Vast parking area, visually unattractive but prominent on the entrance to the Marina.

11 Multi-storey car park: Visually unattractive. Provides a specific function for the District Centre but adds nothing to the sense of place.

6. Quality of the public realm - Objective three

A place with attractive and successful outdoor areas

Public Realm

6. Quality of the public realm

A place with attractive and successful outdoor areas

The success of a public realm depends on the arrangement of its paving, planting, lighting, orientation, shelter, signage, street furniture and the way it is overlooked as well as the routes which pass through it and the uses in and next to it.

A successful place will have;

- *a sequence and variety of spaces – in terms of character and scale.*
- *well-designed public places as part of a network of pedestrian routes.*
- *streets and junctions designed as public spaces.*
- *planting and lighting to reinforce character and the importance of a building or route.*
- *full value from any natural assets.*
- *ground floors occupied and enhanced by active uses, entrances, colonnades and windows; but privacy for ground floor residential uses.*
- *street entrances at frequent intervals.*
- *buildings on busy corners to contribute to identity and activity.*
- *public zones with a purpose – space left over is a wasted resource.*
- *spaces which are overlooked allowing for natural surveillance.*
- *spaces which account for the micro-climate and energy efficiency.*
- *works of art and well-designed street furniture to enhance the sense of identity and place.*
- *high quality materials and a richness of colour, texture and detail.*

"...the first impressions of the Marina are generally negative."

The visual record of Brighton Marina District Centre illustrates the general lack of these components.
In this respect it is an unsuccessful place.

6. Quality of the public realm

A place with attractive and successful outdoor areas

1 Hard Landscaping

The majority of the open areas within the Marina are hard landscaped. The surfacing is generally utilitarian in nature; large areas are treated with monotonous paving or tarmac, creating a bland and cold feel to the spaces. For example;

- The surfacing of the access road involves large expanses of tarmac with HGV kerbs and standard highway line markings making this a very linear space, encouraging speed.
- The central roundabout area is dominated by patchy tarmac, with little to indicate a sense of arrival at what should be the hub of the marina complex. This is coupled with the bland and poorly detailed pedestrian footpaths into the site ensuring that the first impressions of the Marina are generally negative.
- The quality of the hard landscaping within and around the Asda store is low. The surfacing of the pedestrian areas is predominantly unit block pavers in herringbone fashion, this is often damaged by vehicle trespass providing an unwelcoming feel. The materials are lifeless and bland and there is little relief from edge or detail elements.
- Much of the surfacing within Merchants Quay and the leisure area is unit block paving. This hard landscaping contributes little to the appearance of the area because, for example the spaces in the leisure zone tend to be large and linear paved with concrete block pavers en masse. Although the materials tend to be hardwearing and robust the patterning of these areas tends to accentuate the linear nature of the space.

6. Quality of the public realm

A place with attractive and successful outdoor areas

2 Signage

The arrival experience at Brighton Marina is dominated by signage. There is a variety of signs; low level signs, traditional signs, modern signs, and large obtrusive signs.

Commercial advertising often competes with traffic and directional signage for the attention of visitors. The signage attached to building facades causes little visual disturbance but many of the smaller signboards tend to be at low level and contribute to the spatial clutter. In many instances signage is inappropriately placed leading to obstruction of pedestrian movement.

Conflicting styles of signage have developed as a result of the combination of heritage style features and modern signage. This is particularly apparent in areas where the signs are seen together.

In general the number, variety and conflicting aims of the signage at the Marina contribute to a cluttered and uncoordinated feel. The lack of a coherent and comprehensive signage strategy detracts from the appearance and function of the area.

6. Quality of the public realm

A place with attractive and successful outdoor areas

3 Lighting

The lighting on entering the Marina at night is unattractive and unwelcoming. The lighting along the road access is extremely bright and pollutes the surrounding area. The experience is also dominated by the bright lights of the multi-storey car park. The entrance footpaths are poorly lit (in some instances lights are not working), which deter pedestrians and provide for a poor level of safety and security.

There are some examples where lighting has been used to contribute to the ambience and quality of the space (for example string lighting in the Merchants Quay area). However generally the lighting is unimaginative and uncoordinated and contributes little to the life and vitality of the public spaces.

6. Quality of the public realm

A place with attractive and successful outdoor areas

4 Structures and Visual Clutter

The structures at the Marina provide a number of functions, including shelters, storage areas, walls, barriers and canopies. The design of these, both in terms of position and visual appearance, is uncoordinated and of a low quality. Many of the structures therefore detract from, rather than enhance, spaces and the Marina.

The various structures at the Marina along with the amount and variety of street furniture, combine to contribute to visual clutter, and to detract from the appearance and amenity of spaces.

6. Quality of the public realm

A place with attractive and successful outdoor areas

5 Planting

The majority of the public spaces within the Marina are designed using hard landscaping.

There are few good examples (where planting has been used) of well thought out plant hierarchy, and there is little variation in the height, foliage effects and habit of the planting palette adopted.

For example;

- small insignificant planters appear randomly positioned, make little contribution to the public realm and add to visual clutter.
- trees planted in the Asda car park are stunted and unhealthy due to tough conditions and little maintenance.
- concrete planters act as barriers and contain inappropriate or poorly maintained plants.
- mixed shrub planting on the road side is compromised by damage from vehicles.

6. Quality of the public realm

A place with attractive and successful outdoor areas

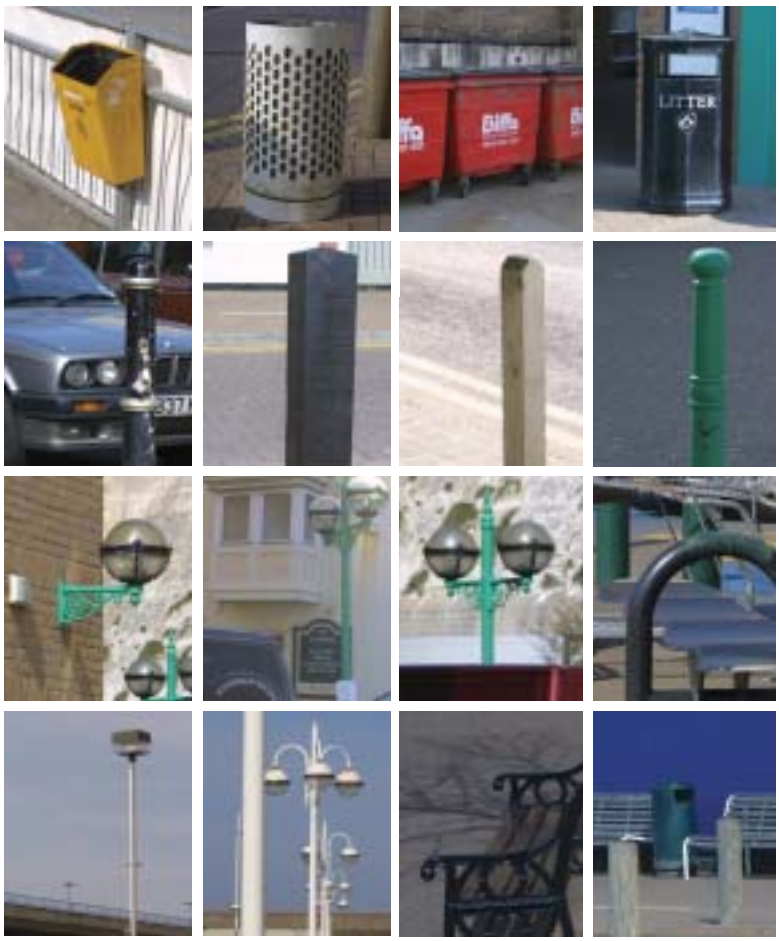
6 Street Furniture

There are many inconsistencies in the style and approach of the street furniture used in the Marina which mar the overall quality of the public domain.

Individually, some of the elements are appealing and modern, but the number of different styles, materials and functions detract from the general public realm quality.

The result of the conflicting mixture of types of street furniture is a lack of distinct character. For example;

- wooden and steel bollards compete with reproduction cast iron fixtures for their place in the scheme.
- within a short space numerous styles and types of bollards and lights contribute to an eclectic pattern of elements.
- the bins within the Marina range from large industrial waste units to small litterbins, many of which are unattractive and detract form the area.



7. Ease of movement - Objective four

A place that is easy to get to and move through

Ease Of Movement

7. Ease of movement

A place that is easy to get to and move through

The convenience, safety and comfort with which people go to and pass through buildings, places and spaces play a big part in determining how successful a place is. Streets should be more than just traffic channels for vehicles and should offer a safe and attractive environment for all. Well-designed spaces encourage people to use them and make use of the external space a safe and pleasant experience. Successful places usually do not include large blocks of inward-looking development which exclude public access.

A well designed place will; include a network of connected spaces and routes for pedestrians, cyclists and vehicles.

- provide for ease of public transport penetration to minimise walking distances.
- understand that transport routes should reflect urban design qualities and not just traffic and engineering considerations.
- include a fine-grain of direct, safe and connected routes.
- encourage lower traffic speeds by measures such as calming, materials, gateways.
- include higher densities to encourage public transport patronage.

"A well designed place will... include a fine-grain of direct, safe and connected routes."

7. Ease of movement

A place that is easy to get to and move through

1 Public Transport Services

Three private companies operate bus services into Brighton Marina, which combine to provide a reasonable service (in terms of frequency) at peak times. All buses currently terminate in front of Merchants Quay, where there is a short lay-by. The services connect with various locations to the east and west, integrating with other services and the rail network en-route. The use of public transport into the Marina represents only a small proportion of all journeys made, despite the apparently adequate frequency of the services.

The reasons for this would appear to include:

- Poor timetabling and timetable integration between the various services.
- A lack of technology, including real-time information, through travel information and GPS bus control systems.
- Inadequate bus priority routes into the Marina.
- A bewildering array of ticketing arrangements and information, which combine to frustrate travellers wishing to use more than one transport mode.
- A complete absence of on-site facilities for public transport users, including an arrival point, a waiting area, information sources and multi-modal options such as taxi and cycle transfers.
- Inadequate infrastructure including the lack of suitable bus standing area, bus stops and decent turning area and a lack of provision for further expansion.
- A lack of integration with other areas of the Marina primarily due to the inadequacy of the connecting walkways.

7. Ease of movement

A place that is easy to get to and move through

2 Pedestrian Access

The majority of the development at Brighton Marina over the last twenty or so years has taken place on a random and isolated basis. There appears to have been a distinct lack of a master planning or co-ordinated approach to development and pedestrian access. As a result the Marina has a number of shortcomings in terms of providing for pedestrian access and movement, and there are consequently very few visitors who access the site by foot.

- Connectivity to other areas of the city to the West, such as the Palace Pier and City Centre, is very poor.
- There is poor provision for pedestrian movements across Madeira Drive to the north and east, within the immediate site area.
- There is only a single point of access to the site which is unsatisfactory and uninviting and is located at the extreme western end of the site.
- The access route is bleak and unpleasant. The extensive concrete retaining walls and fly-overs create a stark and unfriendly feel. The lighting is also inadequate and the entry point (effectively into the Asda car park) reinforces the second class status of the existing pedestrian options.
- Pedestrian routes between the various components of the Marina are indirect, poorly defined and often conflict with vehicles. Routes around the main access roundabout and the subways linking Asda and the cinema are particularly grim.
- The area lacks clear and distinct signage.
- There is a lack of features or focal points to aid orientation or to establish a sense of arrival.

"...the entry point reinforces the second class status of the existing pedestrian options."

7. Ease of movement

A place that is easy to get to and move through

In terms of general pedestrian facilities therefore the Marina suffers from a lack of through routes, narrowness of walkways and the uninviting nature of the pedestrian facilities (particularly around the car park areas and main streets).

7. Ease of movement

A place that is easy to get to and move through

3 Cycle facilities

- Access routes from the north and west are poor with a lack of segregated routes and clearly demarked zones.
- Connectivity with other transport modes is poor.
- Access into the site is poorly signed for cyclist and the correct route into the site is not made clear.
- Cyclists must enter The Marina through the Asda car park. There are no cycle routes within the car park, or within The Marina itself.
- There is a complete lack of provision for the safe storage of cycles. There is also a lack of changing facilities and information.

Despite the proximity of the city centre and its facilities and the potential for cycling along the cliff top, there is currently a very low level of access to the Marina by cyclists. The low level of cycle facilities will contribute significantly to this.

7. Ease of movement

A place that is easy to get to and move through

4 Car Access

The majority of journeys made to Brighton Marina are made by private car. However access and parking arrangements at the Marina are deficient in a number of ways and effect both the take-up and safety of other transport modes.

- Signing through the grade-separated junction servicing the development is very poor and results in confusion and misperception. A lot of drivers ultimately use the wrong car park as a result.
- There is little or no sense of arrival at the Marina, routes and circulation are poorly defined.
- The surface car parks are poor in quality, with inadequate lighting, pedestrian routes and general appearance (there is little or no landscaping).
- The multi-storey car park is particularly grim, it is poorly lit, it is not secure and is poorly signed.
- There is no management strategy for the car parking areas as a whole.
- There is a major conflict between pedestrians and cars at the main roundabout.

5 Rail and other transport options

- There is a lack of understandable information relating to rail services, connecting services and train frequencies at both the Station and Marina.
- The Marina lacks real-time information which makes it impossible for visitors to make meaningful decisions regarding their departure.
- There is inadequate infrastructure for taxis. There are no waiting areas, contact points or taxi ranks and associated drop-off points.
- The 'Volks' railway that links the Marina with the Palace Pier only operates during the summer months and has limited capacity.

8. Legibility - Objective five

A place that has a clear image and is easy to understand

Legibility

8. Legibility

A place that has a clear image and is easy to understand

Landmarks, gateways and focal points help people find their way. Vistas create visual links between places. Planting can emphasise routes. Visible routes and destinations and a visible choice of routes will contribute to making a place feel safe and unthreatening.

The general rules should be;

- *make it easy to find your way around.*
- *safeguard important views; add landmarks.*
- *emphasise the hierarchy of a place.*
- *show the way by the subtle positioning of taller or focal buildings.*
- *create a skyline - this not only adds interest but also conveys particular activities.*
- *"point and line" - a clear network of routes will allow an easily useable series of connections and a favourable image or memory.*
- *welcome people with an entrance and prevent the undistinguishable blurring of centre and edge.*
- *clean up the clutter and establish a visual logic with c lear messages for pedestrians, cyclists and drivers.*
- *minimise signage.*
- *produce a comprehensive and coordinated strategy for street furniture for each space.*
- *fit art into the place to add interest, visual reference and an extra layer of quality.*
- *use a range of well-chosen lighting to enhance perception, encourage activity and highlight interest.*
- *built-in safety.*

"First impressions are pretty grim. There is no sense of arrival."

8. Legibility

A place that has a clear image and is easy to understand

1 Landmarks and Features

- Visually the most dominant building is the multi-storey car park.
- A jumbled approach to important routes, views and vistas and a lack of memorable landmarks does not help ease of movement and orientation.
- Poor design in the public realm means a limited contribution the area's character and identity.
- Key buildings, some with vertical emphasis together with skyline interest are missing, reducing perception and vitality.
- The detailing and quality of materials does not help legibility. Range, interest, quality and richness of details are notable by their absence. Similarly signage, art, features, lighting are not helping to create visual interest or establish a ready character.
- A key feature of the marina as a whole is the combination of yachts and moorings. The buildings and spaces within the appraisal area are currently inward looking and do not relate well to this important attraction and feature.

2 Gateway and Points of Transition

- There is only one access point into The Marina. This is dominated by the concrete fly-overs and underpasses and is framed by a multi-storey car park and the Asda surface car park.
- Routes for all modes of travel are poorly signed and orientation is difficult.
- The entrance is poorly defined, unattractive and uninspired.
- First impressions are pretty grim. There is no sense of arrival.
- The Gateway consists of the grey concrete retaining structures.
- The Marina also lacks any features which help to define transition between different areas.
- Transition points are devoid of significant buildings or activity and roads act as a barrier to pedestrian movement.

  Orientation into and around the Marina is therefore made difficult and dissuades potential visitors from entering the site and pedestrian movement within it.

8. Legibility

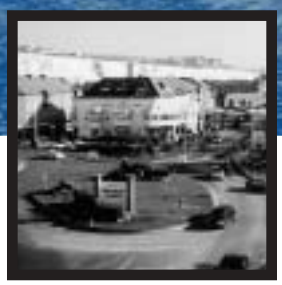
A place that has a clear image and is easy to understand

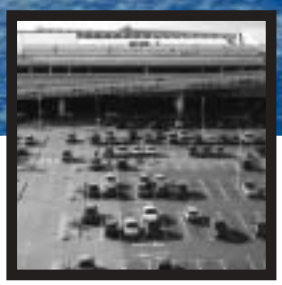
3 Focal Points and Nodes

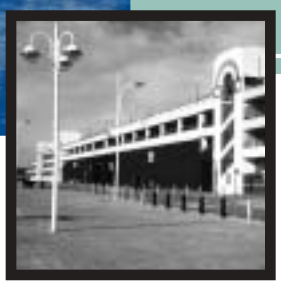
- The main node at The Marina is the central roundabout. This provides a specific function but is completely car-based and dominated.
- The spatial definition is confused.
- It fails to establish a sense of place and detracts from the overall activity and vitality of the Marina.
- The Marina does not exhibit strong memorable features or landmarks and therefore does not provide specific locations where people can meet and orientate themselves. The lack of focal points also reduces the importance of spaces and points of transition which are not emphasised or clear from the surrounding zones.
- Key locations or destinations are not readily correlated with building scale, height, detail or use.

9. Adaptability - Objective seven

A place that change easily







Adaptability

9. Adaptability

A place that change easily

The most successful places have prospered in changing circumstances. They need to be adaptable at every scale. In general they will include, for example;

- *adaptable ground floors to allow different uses to be accommodated over time.*
- *well designed housing which is capable of accommodating changing needs.*
- *well designed public spaces allowing for different uses including movements, events, performance and festivals.*
- *development well-related to the public realm, to encourage flexible use of buildings and space – for example by the imaginative use of elements such as terraces, balconies and forecourts.*
- *a mix of buildings and uses to facilitate different access arrangements and vitality at different times.*

Currently the Marina does not maximise the positive aspects of adaptability. It is based substantially on large-scale structures which are inherently very difficult to adapt and generally contribute poorly to interaction. Nonetheless, potential exists.

10. Diversity - Objective seven

A place with variety and choice

Diversity

10. Diversity

A place with variety and choice

The mix of uses at all levels will help to determine how well used a place is and what economic and social activities it will support. Housing will provide customers for shops, make use of space above them and generate activity when they are closed. Workspaces and other activities will make the place more than the sum of single uses. Generally higher densities and intensive activity encourages better transport choice and will suit a wider range of households. Vital places often have a mix of uses which involve different people using the parts of a building or place at different times of the day, as well as different uses happening at the same time. Whilst getting the mix right is important it is generally true that diversity of layout, building form and tenure can contribute to making successful living and working environments;

- *more convenient access to facilities.*
- *overall travel demand can be reduced.*
- *greater opportunities for social interaction.*
- *social diversity.*
- *visual stimulation of different buildings in close proximity.*
- *a greater feeling of security – with "eyes on street".*
- *greater energy efficiency and more efficient use of space and buildings.*
- *more consumer choice of lifestyle, location and building type.*
- *urban vitality and street life.*
- *increased viability of facilities.*

The Marina contains a range and mix of uses but there is not sufficient critical mass or combination of uses to deliver the necessary vitality; the whole is less than the sum of the parts.

11. Retrospect

Strengths · Weaknesses · Opportunities · Threats

Retrospect

11. Retrospect

Strengths · Weaknesses · Opportunities · Threats

URBAN DESIGN OBJECTIVE	STRENGTHS	WEAKNESSES	
CHARACTER **A place with its own identity**			
Structure and grain	Access to the sea and yachts	Little character; poor identity Incoherent and undistinguished No particular pattern of urban form No sense of logical enclosure or structure, therefore the place has no particular character Car friendly; user conflict Views of and access to the water and boats is limited and constrained	
Land use and activity	Currently a fair mix of uses Cinema and leisure facilities attract a large number of visitors Parking is easy to find Asda is a major anchor and attractor	Overall retail offer is limited and predominantly of a secondary nature Amount of office floorspace is very limited Number of residential units are small There is not the commercial critical mass to attract primary retailers and create vitality Overall activity and linked trips are low Certain areas close at night	
Architectural composition		Buildings are low quality and of low architectural merit individually and collectively Fail to establish sense of place Currently made up of number of disparate elements which contrast negatively Does not respond to Brighton context	
Setting	The Marina does not dominate views	Does not create a positive or visually interesting entrance into Brighton Roofscape is dull and monotonous Little visual interest in the skyline, grey concrete and bland white roof tops Uninformative and uninviting Night views are dominated by glare of multi-storey car park	

	OPPORTUNITIES	THREATS
	Potential to: Introduce new built form to create a more defined and legible urban structure	Avoid further haphazard and disparate design
	Potential to: Introduce additional retail, leisure, office and residential floor space Increase critical mass to increase activity life and vitality Improve the number of linked trips Make more efficient and effective use of land and to enhance interest and security	Avoid unbalanced land use mix Avoid impact to existing occupiers
	Potential to: Introduce new high quality contemporary architecture Improve the appearance of existing buildings and structures Introduce harmony and composition to architectural components	Avoid further clash of style and idiom
	Potential to: Introduce variety in scale and heights of buildings Introduce positive and visually attractive elements to the skyline Introduce landmark buildings Enhance first impressions Introduce improved lighting solution	Avoid disjointed confusion from new buildings Avoid disruption to key views

11. Retrospect

Strengths · Weaknesses · Opportunities · Threats

URBAN DESIGN OBJECTIVE	STRENGTHS	WEAKNESSES	
CONTINUITY & ENCLOSURE **A place where public and private spaces are clearly distinguished**			
Frontages	Some of the frontages are active There is some variety in uses and activities on ground and upper floor	There are too many dead frontages There is a lack of continuity in the buildings and frontages Spaces feel empty and inactive Many areas close down at night	
Spatial definition	A number of very large open areas	Most areas are poorly enclosed and not pedestrian-friendly Feels empty, vast and windswept	
Under used space	Abundance of car parking	Many underused spaces Vacant areas detract from enclosure, visually amenity and contribute nothing to the vitality of the area	

	OPPORTUNITIES	THREATS
	Potential to: Introduce new buildings with active uses and frontages Introduce more vibrant uses into existing units Introduce uses which contribute to more activity (offices, residential, cafe's, bars)	Avoid conflicts between different uses and harm to residential amenity
	Potential to: Introduce new building to help enclose spaces, provide visual interest and increase vitality to the spaces	
	Potential to: Utilise available space more effectively and efficiently	Avoid imbalance of built form to allocated space

11. Retrospect

Strengths · Weaknesses · Opportunities · Threats

URBAN DESIGN OBJECTIVE	STRENGTHS	WEAKNESSES	
PUBLIC REALM **A place with attractive and successful outdoor areas**			
Hard Landscaping		Quality of surfacing is poor It is utilitarian in nature There is a bland and cold feel	
Signage		There are too many conflicting styles There is no common theme Cluttered and uncoordinated feel The variety of signs compete for attention	
Lighting		Detracts from vitality and viability The multi-storey car park dominates lighting at night Some pedestrian areas are unlit and unsafe	
Structures and visual clutter	Most existing structures are functionally adequate	Design and appearance are of a low quality Structures detract from the visual appearance Contribute to visual clutter	
Planting		Planters are randomly positioned and poorly maintained Planting adds little to the visual appearance of the area	
Street Furniture	There are some appealing individual elements	There is an inconsistency of style Generally low quality design and finish An eclectic pattern	

	OPPORTUNITIES	THREATS
	Potential to: Introduce new high quality surfaces relevant to the maritime setting Provide a common theme and Link different areas and spaces	Avoid materials that weather easily
	Potential to: Introduce a coordinated signage strategy Reduce visual clutter and confusion Improve the legibility of the Marina	Avoid a disjointed signage strategy
	Potential to: Develop a comprehensive signage strategy Improve safety and amenity Improve visual appearance and ambience	Avoid an increase in light pollution
	Potential to: Reduce visual clutter Improve and coordinate the design of structures	Avoid further clash of styles
	Potential to: Introduce native plant species Coordinate hard and soft landscaping	
	Potential to: Adopt a coordinated approach to street furniture design Improve design and detail quality Include furniture as art	Avoid further conflict of styles

11. Retrospect

Strengths · Weaknesses · Opportunities · Threats

URBAN DESIGN OBJECTIVE	STRENGTHS	WEAKNESSES	
EASE OF MOVEMENT **A place that is easy to get to and move around**			
Pedestrian Access		Inhospitable and uninviting access into the site. Sole access is through the Asda car park The quality of pedestrian facilities are very low Pedestrian routes conflict with vehicles	
Cycle Facilities	South Coast cycle route	Access into the site is stark and poorly signed. There is a complete lack of cycle facilities with in The Marina	
Public Transport Services	Bus services to The Marina, in terms of frequency, at peak times	Lack of timetabling and information Poor interchange facilities Lack of integration	
Car Access	Capacity of access roads are sufficient. Car parking is plentiful Car parking is free	Signage is poor and there is little sense of arrival The car parking is poorly arranged and designed Vehicles conflict with pedestrians	
Rail and other transport options		Lack of information on rail services Inadequate infrastructure for taxis	

	OPPORTUNITIES	THREATS
	Improve connectivity to wider area Enhance access into The Marina Improve pedestrian priority, direction of routes and quality of facilities	
	Improve cycle access into the site Provide cycle parking, routes and information for cyclists	
	Improve interchange facilities Provide better timetabling and information sources Improve quality of services	
	Improve signage and arrival Improve parking facilities Reduce conflict between cars and pedestrians	Avoid under provision of parking spaces
	Provision of information regarding train services Improve taxi facilities Enhance rail link to Palace Pier	Avoid conflict between taxis and pedestrians

11. Retrospect

Strengths · Weaknesses · Opportunities · Threats

URBAN DESIGN OBJECTIVE	STRENGTHS	WEAKNESSES	
LEGIBILITY **A place that has a clear image and is easy to understand**			
Landmarks and features		The dominant landmark is the multi-storey car park There are no positive landmarks or features Buildings and spaces turn their backs on one of the key existing features; the sea and boats.	
Gateway and points of entry	A single access point	A single uninviting and unattractive access point No sense of arrival and first impressions are grim There are no features to identify points of transition Orientation into and around the Marina is difficult	
Focal points and nodes		The main node, the roundabout, contributes little to spatial definition and fails to establish a sense of place There are no focal points where people to meet or which could aid orientation and legibility	

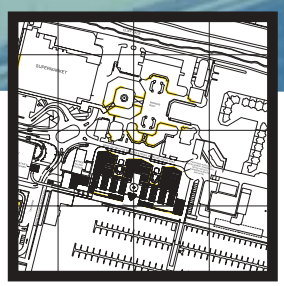
URBAN DESIGN OBJECTIVE	STRENGTHS	WEAKNESSES	
ADAPTABILITY **A place that can change easily**			
	Some potential to change the uses of existing building	Marina is based in part on large-scale structures which are inherently very difficult to adapt	
DIVERSITY **A place with variety and choice**			
	There is a mix of uses present at the Marina	The Marina does not contain sufficient quantity and quality of uses to create real variety and choice	

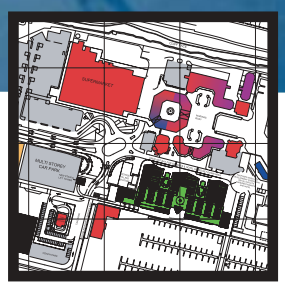
	OPPORTUNITIES	THREATS
	Introduce new landmark buildings, features, works of art, to identify The Marina and add orientation Improve access to and views of the yachts and sea	
	Create a memorable Gateway Introduce buildings and activity at key transitional areas	
	Enhance the access roundabout Introduce focal points and features	

	OPPORTUNITIES	THREATS
	Introduce new buildings which provide a greater mix of uses and can be adapted over time	
	Introduce new buildings and uses to enhance diversity, vitality and viability	

12. Prospect

Strengths · Weaknesses · Opportunities · Threats





Prospect

12. Prospect

Strengths · Weaknesses · Opportunities · Threats

It is readily evident from the above appraisal that in its current form Brighton Marina District Centre performs poorly in terms of contemporary urban design objectives. By the same token there are opportunities and capacity for new development and an enhancement strategy.

The local plan plays its part, it contains positive, promotional policies, designed to facilitate beneficial change in areas like the Marina.

The task now is to consider options and concepts. This will entail hard physical and financial facts and a series of aspirations. For each of 'By Designs' objectives therefore, the challenge will be to examine the potential for;

OBJECTIVE 1 CHARACTER

A place with its own identity

- A stronger and more distinctive urban form.
- Greater critical mass; the opportunities for additional office, residential, retail and leisure uses.
- Creating a coherent set of buildings and a hierarchy of spaces with townscape quality.
- Introducing memorable landmarks, vistas and panoramas.
- Introducing modern, innovative architecture, townscape and floorscape.
- Introducing variety and interest in the roofscape and skyline to produce a more distinctive identity.

OBJECTIVE 2 CONTINUITY AND ENCLOSURE

A place where public and private spaces are clearly distinguished

- Utilising land and space in a more effective and efficient way.
- Introducing new buildings to increase continuity and enclosure.
- Reducing significantly dead frontages at ground and upper floors and introducing "eyes on the streets".
- Introducing logical and comfortable spatial enclosure in terms of the relationship between the heights of buildings and the spaces they define.
- Upgrading boundary treatments where buildings meet the public realm.

OBJECTIVE 3 QUALITY OF THE PUBLIC REALM

A place with attractive and successful outdoor areas

An enhancement strategy encompassing;

- hard and soft landscape
- street furniture

- structures
- signage
- lighting
- public art and features
- shopfronts
- advertisements
- special treatments
- safety and security
- traffic and highways installations
- public space use and management
- boundaries

OBJECTIVE 4 EASE OF MOVEMENT

A place that is easy enough to get to and move through

- Enhancing public transport services, accessibility and interchange.
- Increasing cycle use, including routes and facilities.
- Reducing conflict between vehicles and pedestrians.
- Easing and increasing pedestrian movements and levels of comfort.
- Maximising accessibility for the elderly and infirm.

OBJECTIVE 5 LEGIBILITY

A place that has clear image and is easy to understand

- Enhancing significantly the entrance to the site to produce a distinctive gateway.
- Improving existing points of transition and introducing new ones.
- Redefining important junctions and points of interaction.
- introducing landmarks and features (including important buildings, corners, symbols and works of public art).
- Improving and creating views and vistas (both within the District Centre and from the outside).
- Redefining "edges, seams and barriers" including the boundaries between zones and sub-areas.

12. Prospect

Strengths · Weaknesses · Opportunities · Threats

OBJECTIVE 6 ADAPTABILITY

A place that can change easily

- Introducing where feasible an element of flexibility and variety, including for example;
- occupancy and tenure
- building type
- plan form
- access and circulation
- neighbouring uses
- service areas/circulation

Albeit this objective may well be less important at Brighton Marina than in other circumstances.

OBJECTIVE 7 DIVERSITY

A place with variety and choice

- Introducing additional sub-division of the existing large blocks of space.
- Further variety and choice in the amount and distribution of land uses at street level and upper floors.
- Facilitating a more interesting range of densities and activity.
- Introducing new components to what is currently dominated by monolithic structures and mono-functional uses to create diversity of layout, building form and tenure to produce more successful living and working environment.

13. The Vision

The Vision

13. The Vision

This analysis has concluded, quite unequiveally, that the subject area at The Marina fails, comprehensively, to match the potential of its fantastic location.

It fails as a 'place'. The environment created has a trans-atlantic 'quality' which is inappropriate and unappealing in Brighton.

The commercial viability remains precarious and business activity is less than it should be. In addition the Marina is difficult to get to and to get around. It is unattractive to look at.

But, it has enormous potential. Not only should it be able to claim a national status, but it could also legitimately aim at a transformation to give it international recognition.

So, as the 'Masterplan for Enhancement' is progressed, a Vision has been established, in order to set the stall out for what can be achieved.

The Vision is:

TO ENHANCE THE MARINA ENVIRONMENTALLY, VISUALLY, FUNCTIONALLY AND COMMERCIALLY AND TO TRANSFORM IT INTO AN EXHILARATING, SUSTAINABLE LOCATION OF INTERNATIONAL QUALITY AND RENOWN

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