

Conway Street Industrial Area (near Hove Station)

Key facts

- **Area:** 3.4Ha
- **Location:** West of central area of city, adjacent to Hove Station
- **Ownership:** Various including BHCC, Brighton & Hove Bus Company and Matsim Properties



This brownfield site provides an opportunity for a high density mixed use development in the inner urban area of Hove.

The Site

The site is an industrial area comprising a mixture of buildings and roads close to the east side of Hove Station. It is bounded by the railway line to the north, Ellen Street to the south and Ethel Street to the east. Conway Street itself runs east-west through the centre of the site, before turning southwards where it marks the site's western boundary. To the immediate south of Ellen Street, just outside the area covered by this document, is a row of residential council blocks, constructed alongside the adjacent industrial area as part of a 1960s redevelopment programme.

The existing commercial properties within the site include offices, warehouses, distribution centres, some research and development companies, along with the main depot for the Brighton & Hove Bus and Coach Company Ltd (a mixture of bus garages, workshops and offices). To their west and to the south - between Conway Street and Ellen Street - are further disparate industrial buildings largely dating from the 1960s redevelopment programme, although an exception is the modern Agora building on the corner of Ellen Street and Goldstone Street, providing medical services.



Redevelopment opportunities

This is a major brownfield redevelopment opportunity, subject to site assembly. As would be expected from an inner urban industrial area largely developed in the 1960s, the overall built environment and public realm throughout the Conway Street site are uninspiring, with the streetscape lacking in defined frontages and deficient in natural features or green space. Under-utilised spaces and large areas of surface car parking provide significant redevelopment potential.

It is understood that Brighton & Hove Bus and Coach Company is exploring site options that may include relocating elsewhere in the city (if a suitable site can be found). If this objective can be realised, it also provides the opportunity for extensive redevelopment to create a vibrant mixed use high density scheme including employment floorspace, residential and a variety of associated land uses. The council's targets in respect of employment floorspace and housing are referred to in the following section (Main Planning Issues). Other potential land uses (beyond employment and housing) would need to be appropriate within the context of the site and its locality.

An underlying requirement in comprehensively redeveloping this site will be in ensuring its successful integration with the surrounding area and the city as a whole, particularly with regard to the following urban design considerations:

Legibility – the layout of the site, its land uses, built form and other details relating to design should be spatially appropriate and 'make sense' within the context of their locality and the city as a whole

Accessibility – the design of the built environment should ensure access for all

Townscape – the design, massing and heights of buildings should make a positive and contextually appropriate contribution to the city and the locality

Public realm – the design and execution of roads, footways and other areas of hard and soft landscaping between the buildings should be generous and of a high quality, to provide a pedestrian-focussed environment, including the provision of facilities conducive to a range of sociable and informal recreational activities.

Place-making – ensuring the above factors are carefully considered and applied to provide a true sense of place of distinctive character that will be valued by its communities and visitors.

Main Planning Issues

The site is allocated for employment uses both in the adopted [Local Plan 2005](#) and in the [Submission City Plan](#) (which, when adopted, will replace the Local Plan). In the Local Plan the site is allocated under policy EM1 for business and light industrial use. In the Submission City Plan the site is identified under 'Strategic Allocation 1' as part of the wider development area policy DA6 (Hove Station Area).

The main difference between the Local Plan and Submission City Plan in respect of the site is that the City Plan relaxes the 'employment only' restrictions and proposes the addition of a significant residential element in the development mix. The strategic allocation of Conway Street in policy DA6 of the Submission City Plan seeks a comprehensive mixed use redevelopment with an employment focus, to deliver more effective use of the under-used land and buildings, requiring

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the retention/replacement of 12,000 sqm employment floorspace with a shift into high quality flexible office/business (B1) floorspace, the provision of 200 residential units and enhancements to the streetscape.

The employment floorspace requirements had previously required an additional 3,000 sq m of employment (B1) floorspace above the existing 18,700 sq m (i.e. 21,000 sq m in total) along with the provision of 150 residential units. The employment floorspace figure has therefore been reduced by 9,000 sqm and the residential figures increased by 50 units. In recognition of prevailing market conditions, the Submission City Plan envisages that the employment elements would come forward in the latter part of the Plan period (which runs up to 2030).

As the draft City Plan progresses through stages of examination, inspector's report and onto eventual adoption, more weight will increasingly be attached to it in the planning decision-making process. The document includes some additional detail regarding the development expectations for this site. These include the following:

- Encouragement for facilities that help meet existing and anticipated community needs, including school requirements and possible sport and gym/health and fitness facilities that may arise from future residents, office workers and commuters and to meet outdoor sports requirements generated by redevelopment in the area
- Public realm and townscape improvements to help attract high quality office development. This would include creating more active and accessible street frontages
- Carefully designed and managed development to ensure that residential and other occupiers in the area have an appropriate level of amenity, including improved access to green infrastructure

- Priorities for developer contributions to include environmental enhancements, improvements in open space, sustainable transport and general public realm, traffic calming measures, public health and school facilities (if not delivered on-site)
- Potential for district heating as part of the creation of a wider network

The area covered by this note is included within a wider 'Tall Buildings node' around Hove Station. Such areas are defined and referred to in the council's Supplementary Planning Guidance on 'Tall Buildings' (SPGBH 15). The nodes are physically contained areas where opportunities exist for taller buildings. 'Tall buildings' are defined in the guidance as buildings of 18 metres (approximately 6 storeys) or taller, although in tall buildings nodes it is possible that buildings considerably above this height will be acceptable in principle, subject to meeting the various considerations and criteria set out in the document.

In the case of this particular area near Hove Station, the opportunity for tall buildings is provided by the existing presence of the 10 storey residential tower blocks to the immediate south, along with the physical 'buffer zone' provided by the railway to the north. The council is currently undertaking work on an urban design framework for the city, which will include further advice on the appropriate scale and location of tall buildings within tall buildings nodes, including the area around Hove Station. This will be the subject of consultation over the course of 2013 and is likely to be agreed by the council in early 2014.

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Access

Vehicular access: The site is in close proximity to principal routes such as Old Shoreham Road and Sackville Road, although the roads leading into the site tend to be narrow and present challenges for manoeuvring large and heavy vehicles. However, the site has the advantage of being on level ground. Several bus services run to and from Hove Station and the site is a five minute walk from central Hove and the shopping area of George Street.

Train: The site's location close to Hove Station provide it with excellent train linkages to a variety of

destinations. As well as Brighton (one stop away), Hove has direct and regular services to London, Gatwick Airport and various south coast towns and cities including Worthing, Chichester, Portsmouth and Southampton.

Pedestrian and cycle access: The site has a variety of pedestrian and cycle access points, although these are of relatively poor quality. Pavements tend to be narrow and the roads dominated by on-street car parking. Access from Hove Station, a two minute walk away, is via a steep set of steps that connect Ethel Street to the nearby shopping parade of Goldstone Villas to the east.

Further Planning Information

- [SPD 08:Sustainable Building Design](#)
- [Employment Land Study \(2006\)](#); [Employment Land Study update \(2012\)](#)
- [SPGBH9](#): A guide for residential developers on the provision of recreational space [SPGBH9: Ancillary update document](#). Open space contributions calculator
- [SPGBH15: Tall Buildings](#)

The above list of documents and policies demonstrate the summary planning policy position for this site only; it is not necessarily a comprehensive list.

This is one of a series of notes that have been prepared to provide a summary of planning policy and other issues of relevance to the development of strategically important sites in Brighton & Hove. It is not, however, a formal planning policy document and the information it contains does not fetter the discretion of the council

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