

Conway Street Industrial Area Masterplan - Supplementary Planning Document



Issues & Options

February 2019

Introduction

Consultation on this paper seeks to establish a broad consensus on the issues and options that will inform the production of a masterplan the focuses on the Conway Street Industrial Area, located to the south west of Hove Station. The issues and options that have been identified below are not necessarily definitive – it is possible that further issues and options may come to light during the consultation process.

The masterplan will form a Supplementary Planning Document (SPD) to provide a more detailed level of guidance for certain relevant policies in the Brighton & Hove City Plan – in particular policy requirements in respect of Hove Station Development Area (DA6).

DA6 includes a range of requirements that are relevant to the Conway Street Industrial Area, which forms a specific Strategic Allocation within the DA6 area. The purpose of an SPD is not to replicate existing policy, but to provide an additional level of detail to adopted policies where appropriate. In the case of this particular SPD it will assist in realising the objectives of DA6 and its strategic allocation.



Above: Extract from Brighton & Hove City Plan showing DA6 (Hove Station Development Area. Conway Street Industrial Area (Strategic allocation) is shown edged in red

In addition to the above, it is intended that the masterplan will align with the policies and broad strategy for the local area set out in the emerging Hove Station Neighbourhood Plan (which is currently being prepared by the Hove Station Neighbourhood Forum). A draft version of the Neighbourhood Plan will be published by the Neighbourhood Forum for a separate public consultation around the same time as this Issues & Options paper.

Issues & Options

1 Boundary of masterplan area	
Issue	Options
<p>Should the boundary be limited to the Conway Street Industrial Area Strategic Allocation, or be expanded to include additional opportunities in the wider area?</p> <ul style="list-style-type: none"> • If the area is limited to the strategic allocation alone, opportunity to include and integrate certain potential nearby opportunities will be lost. • Conversely, if the area of coverage is too extensive, the masterplan could be too complex to deliver. 	<ul style="list-style-type: none"> A. Strategic Allocation only - Limiting the masterplan area to the Conway Street Industrial Area Strategic Allocation as defined within City Plan Part One Policy DA6 B. DA6 land south of the railway - Widening the masterplan area to include additional land south of the railway within the DA6 area. C. All land within DA6 area - Widening the masterplan area even further to include all land within DA6. <p>NB – regardless of where the boundary is determined, the masterplan will examine the wider area context and issues of connectivity (including strengthening north-south connections across the railway).</p>
2 Sustainable transport	
Issue	Options
<p>How can the masterplan best take advantage of the area’s location (close to the train and bus network) to maximise opportunities to support and increase sustainable forms of transport?</p>	<ul style="list-style-type: none"> A. ‘Business as usual’ approach – No further detail or guidance to City Plan policies required. B. Mixed mode approach – Providing a traffic-calmed environment that allows for general car ownership along with sustainable transport modes including walking, cycling and use of public transport. C. Radical approach – Prioritising car-free development and a pedestrian and cycle-focused environment with integrated sustainable transport service provision.

3 Public Realm and community facilities	
Issue	Options
<p>How should the masterplan help provide for social inclusion along with a high quality, safe and secure public realm that meets the needs of its communities.</p> <p>(‘Public realm’ refers to public spaces including public routes and all other open spaces accessed by the public)</p>	<ul style="list-style-type: none"> A. ‘Business as usual’ approach – No further detail or guidance to City Plan policies required. B. Indicative approach – Identifying key opportunities/locations within masterplan area for community uses/hubs and public open spaces. C. Detailed approach –Identifying locations for community uses/hubs and the type of community facilities required and providing illustrative concept design guidance for public realm and open spaces.
4 Building heights	
Issue	Options
<p>Hove Station Area has been identified as a ‘node’ suitable for taller development. What types of guidance should the masterplan provide in relation to building heights?</p>	<ul style="list-style-type: none"> A. ‘Business as usual’ approach – No further detail or guidance required to City Plan policies and other relevant planning documents. B. ‘Broad brush’ approach - Testing strategic views of the masterplan area and identifying key sensitivities. Providing general advice in establishing a ‘tall buildings cluster’. C. Detailed approach - Providing more specific advice on building heights, densities and massing for each specific development plot within the masterplan area.
5 Existing businesses	
Issue	Options
<p>How can the masterplan help address the needs of existing businesses in the Conway Street Industrial Area?</p>	<ul style="list-style-type: none"> A. ‘Business as usual’ approach – No further detail or guidance required to City Plan policies, with the council’s Economic Development team providing assistance where possible to help displaced businesses find new accommodation. B. Relocation approach – As above – and identifying opportunities for wide range of new workspaces with potential to meet needs of both existing businesses and future within the masterplan area.

6 Development phasing and viability	
Issue	Options
<p>If phasing requirements for development are too rigid, there is a danger that investment is not forthcoming; if too relaxed, there is a danger that only the more profitable elements get constructed and vital infrastructure fails to come forward.</p> <p>How can the masterplan provide helpful guidance on development phasing and viability to help ensure its overall delivery?</p>	<p>A. 'Business as usual' approach – No further detail or guidance to City Plan policies required.</p> <p>B. Strategic approach - Running a viability check and including an advisory strategy on phasing and funding, to help ensure an 'equitable' approach across the masterplan area. Profitable developments would be expected to cross-fund and bring forward less profitable elements, including open spaces and community facilities.</p>
7 Surface water flooding	
Issue	Options
<p>How can the masterplan play a role in ensuring development incorporates appropriate measures to reduce the risk of surface water flooding in the masterplan area and the wider neighbourhood.</p>	<p>A. 'Business as usual' approach – No further detail or guidance to City Plan policies required.</p> <p>B. 'Broad brush' approach - Referencing a range of good practice on 'climate change resilient' design.</p> <p>C. Detailed approach - Providing specific design guidance and identifying opportunities within the masterplan area to ensure development is both 'climate change resilient' and helps alleviate surface water flooding in the wider area.</p>
8 Energy networks	
Issue	Options
<p>The council intends to commission an energy network feasibility study of the wider Hove Station Network. How can this work best be integrated with the masterplan?</p>	<p>A. 'Business as usual' approach – No further detail or guidance to City Plan policies required.</p> <p>B. Integrated masterplan approach - Ensuring that Masterplan is informed by and integrates with the Energy Network Feasibility Study.</p>



Aerial view of area looking south-eastwards towards Brighton