



STATEMENT OF REPRESENTATIONS

SUPPLEMENTARY PLANNING DOCUMENT (SPD) LONDON ROAD CENTRAL MASTERPLAN

This Statement has been prepared by Brighton & Hove City Council under regulation 18(4) of the Town and Country Planning (Local Development) (England) Regulations 2004 (as amended).

Consultation period and methods

The formal consultation period for the draft Supplementary Planning Document (SPD) on the London Road Central Masterplan ran from 26 May to 6 July 2009. A public notice was placed in the Brighton and Hove Leader on 21 May 2009. The draft SPD, the draft Sustainability Appraisal, the Statement of SPD Matters and the Consultation Statement were made available for inspection throughout this period in the council's City Direct offices in Bartholomew Square, Brighton and Hove Town Hall; at Brighton Jubilee Library and Hove Library; at Brighton & Hove Housing Office in Oxford St, Brighton and on the council's website. A drop-in public exhibition staffed by council officers ran from 4 to 6 of June 2009 on the ground floor of the Co-operative building in London Road.

Consultation alerts were sent by post and/or via email sent to 678 organisations and individuals including developers, landowners, local councillors, planning agents, residents, amenity groups, local schools and churches as well as key council officers representing different interests in the London Road area.

Representations received and how issues raised have been addressed in the SPD

The Draft SPD attracted 65 responses by email or post, 58 standard response forms produced and submitted by the Another London Road Campaign and 410 exhibition comments posted during the three-day drop-in exhibition at the Co-op building in London Road.

The top five themes emerging from the consultation are shown below. These reflect the issues considered to be of most importance by all three sets of respondents. Response from the council to each issue is provided for each issue

1. The need for improved facilities and/or priority for pedestrians and cyclists.

This was seen as a key issue for many respondents. The objectives of improving pedestrian and cycle accessibility are already important aspects of the masterplan, which proposes the removal of unnecessary road barriers and clutter, provision of some areas of central reservation on London Road and improved conditions at major nodes such as Preston Circus. These were combined with improved facilities for cyclists. Such measures will need to be carefully planned and managed and have been achieved in other countries, as well as elsewhere in the UK, on busy through routes, without resulting in increased traffic congestion.

2. General opposition to additional supermarkets in the area and particular opposition to the possibility of a large superstore.

A high proportion of respondents were opposed to additional supermarkets in the area and were particularly opposed to the possibility of a large superstore. These comments related largely to proposals by St James's Investments in 2008 for a new Tesco store in the area. It should be noted that a superstore does not form a proposal of the masterplan. Any potential planning application for a superstore in London Road would need to be considered on its merits and assessed against local and national retail policies. This would require a retail impact assessment to be undertaken as part of any planning application for a retail development in excess of 2,500 sq m, in order to assess its effects on existing shops and shopping centres in the surrounding area.

3. The need for traffic reduction as a means of reducing pollution, noise and carbon emissions.

There are no existing council plans to reduce the volume of traffic flowing through the area. The masterplan therefore assumes that existing traffic flows will be maintained for the foreseeable future (in line with the London Road/Lewes Road Regeneration Strategy). Should the council implement wider strategic transport measures that provide the opportunity to reduce volumes of through traffic, such as park and ride, further attention could be paid to the possibility of altering existing routing in the London Road area, including the possibility of reducing traffic volumes and carbon emissions. The scope and key objectives of the draft masterplan already recognise and allow for this possibility. Support for these types of businesses is highlighted in the masterplan document. However, this was further emphasised in order to reflect the large number of respondents raising concerns over this issue.

4. The need to safeguard space for small, independent, low-rent, sustainable businesses

Support for these types of businesses is highlighted in the masterplan document. However, this was further emphasised in order to reflect the large number of respondents raising concerns over this issue.

5. The need to prioritise the re-use of existing buildings and/or empty shops.

The principle of refurbishing and reusing existing buildings is already an important aspect of the masterplan. Additionally, the reuse of buildings as a sustainable development option is already covered in council planning policies and documents

as well as the emerging LDF Core Strategy. These policies are relevant to any development proposals in the London Road masterplan area. A reference for the need for developers to consider re-use of existing buildings before options for redevelopment was added to the masterplan. There are instances, however, where the masterplan has highlighted opportunities where replacement buildings of high quality design, improved configuration and more rational building height could secure some of its key objectives (including accommodating additional land uses, improving the townscape and providing a more legible and accessible built environment). In addition to the above, the masterplan provides a framework to guide environmental and public realm improvements in order to improve the appearance of the area, encourage investment in existing building stock, reduce vacancies in business properties and generally turn around the fortunes of London Road which has suffered a long term economic decline.

6. Other issues arising from the consultation

Overall, the consultation process has revealed very strong support for the principal of improving the environment of London Road and the objectives of the masterplan in bringing these about. A number of changes have been made to the SDP and its annex where practicable, to reinforce certain issues, in response to various concerns raised. These are highlighted in appendix 2. In essence, the changes are minor in nature and have been added to further emphasise the following issues:

- encouragement of a wide mix of shop types and sizes including local, independent, affordable businesses;
- the needs of cyclists;
- archaeological considerations;
- urban design issues;
- improvement in the noise climate;
- reference to council's ambition to achieve Urban Biosphere Reserve;
- minor textual and layout changes, including a glossary of technical terms, to increase clarity of the masterplan for readers of the document.

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