



Brighton & Hove City Council

Brunswick Town Conservation Area

Character Statement

32630

MARCH 2022

RSK

RSK GENERAL NOTES

Project No.: 32630

Title: Brunswick Town Conservation Area Character Statement

Client: Brighton & Hove City Council

Date: 28 March 2022

Office: Tonbridge

Status: Draft

Author(s)	<u>Laurence Hayes, Sebastian West & David Walker</u>	Technical reviewer	<u>Andy Towle</u>
Initials	<u>LH, SW, DW</u>	Initials	<u>AT</u>
Date:	<u>28/03/22</u>	Date:	<u>02/03/22</u>
Project manager(s)	<u>Laurence Hayes & Sebastian West</u>		
Initials	<u>LH, SW</u>		
Date:	<u>28/03/22</u>		

Stephenson Halliday Ltd and Headland Archaeology UK Ltd (RSK) have prepared this report for the sole use of the client, showing reasonable skill and care, for the intended purposes as stated in the agreement under which this work was completed. The report may not be relied upon by any other party without the express agreement of the client and RSK. No other warranty, expressed or implied, is made as to the professional advice included in this report.

Where any data supplied by the client or from other sources have been used, it has been assumed that the information is correct. No responsibility can be accepted by RSK for inaccuracies in the data supplied by any other party. The conclusions and recommendations in this report are based on the assumption that all relevant information has been supplied by those bodies from whom it was requested.

No part of this report may be copied or duplicated without the express permission of RSK and the party for whom it was prepared.

Where field investigations have been carried out, these have been restricted to a level of detail required to achieve the stated objectives of the work.

This work has been undertaken in accordance with the quality management system of Stephenson Halliday Ltd and Headland Archaeology UK Ltd.

CONTENTS

1	STATEMENT OF SPECIAL INTEREST	1
2	INTRODUCTION.....	4
3	BRUNSWICK TOWN CONSERVATION AREA	5
4	HISTORICAL OVERVIEW.....	8
5	CHARACTER ANALYSIS	16
6	MANAGEMENT APPROACHES	39
7	REFERENCES.....	48

TABLES

Table 6.1: Conservation Area Action Plan	43
--	----

FIGURES

<i>Figure 1: Location Map</i>	<i>5</i>
<i>Figure 2: 1839 Hove Tithe Map.....</i>	<i>9</i>
<i>Figure 3: C A Busby’s early plan for Brunswick Town dated 1825</i>	<i>10</i>
<i>Figure 4: General View of Brunswick Square and Adjacent Buildings (engraving dated 1826)</i>	<i>11</i>
<i>Figure 5: Watercolour, c. 1830, depicting the Hove seafront during the early stages of construction of Adelaide Crescent</i>	<i>12</i>
<i>Figure 6: 19th Century artistic impressions of Brunswick Square, Adelaide Crescent and Palmeira Square</i>	<i>13</i>
<i>Figure 7: Engraving of Palmeira Square Gardens c.1870</i>	<i>14</i>
<i>Figure 8: 1911 Ordnance Survey Map (1:2500 scale)</i>	<i>15</i>
<i>Figure 9: Brunswick Town Conservation Area- Character Sub-Areas</i>	<i>16</i>
<i>Figure 10: Listed structures adjacent to Hove Lawns</i>	<i>17</i>
<i>Figure 11: Brunswick Terrace viewed from the southern side of Hove Lawns</i>	<i>18</i>
<i>Figure 12: Views within Hove Lawns area</i>	<i>19</i>
<i>Figure 13: Illustrative views of buildings in Brunswick Terrace, Brunswick Square, Adelaide Crescent and Palmeira Square.....</i>	<i>21</i>
<i>Figure 14: Illustrative views of buildings in Waterloo Street</i>	<i>22</i>
<i>Figure 15: Illustrative views of buildings in Lansdowne Place and Lansdowne Square</i>	<i>23</i>
<i>Figure 16: Illustrative views of buildings on Holland Road</i>	<i>23</i>
<i>Figure 17: Upper and Lower Market Street</i>	<i>24</i>
<i>Figure 18: Illustrative views of buildings on Cross Street.....</i>	<i>24</i>
<i>Figure 19: Mews Properties, Brunswick Street East and West</i>	<i>25</i>
<i>Figure 20: Views within Planned Estate South.....</i>	<i>28</i>
<i>Figure 21: Western Road Commercial Area.....</i>	<i>31</i>
<i>Figure 22: Floral Clock, facing east towards Western Road</i>	<i>32</i>
<i>Figure 23: Planned Estate North.....</i>	<i>37</i>



APPENDICES

APPENDIX A DRAWINGS 49



ACKNOWLEDGEMENTS

This conservation area character statement has been prepared by RSK Group companies Headland Archaeology (UK) Ltd and Stephenson Halliday Ltd, on behalf of Brighton & Hove City Council. The staff involved in the preparation of the report were Laurence Hayes (report text, graphics), Sebastian West (report text and review), David Walker (consultation, field visits and photography) and Dr Andy Towle (quality assurance).

RSK is grateful for the assistance of Tim Jefferies and Lesley Johnston of Brighton & Hove City Council for their assistance in the preparation of the assessment. Consultation was undertaken with professional and community stakeholders as the study progressed, and their contribution is gratefully acknowledged.

1 STATEMENT OF SPECIAL INTEREST

Background

Brunswick Town Conservation Area encompasses the fine late Regency period and early Victorian planned estates of Brunswick Town (1824 - 1834), Adelaide Crescent and Palmeira Square (1830-1860). These planned estates are flanked to the south by the open seafront and Hove Lawns and to the north by the commercial thoroughfare of Western Road, with parallel streets of Victorian and 20th century residential terraces beyond.

Conceived as a fully self-contained and prestigious suburb of Brighton, Brunswick Town was a speculative development initiated by the partnership of architect C A Busby and the Reverend Thomas Scutt, owner of the Wick Farm estate in Hove. Employing an elegant neo-classical style, the most desirable housing of Brunswick Terrace faced south to the sea across a wide promenade, with a large square of bow-fronted terraces extending northwards ranged around a central formal garden. The town's design included surrounding terraces of smaller, less prestigious housing on parallel streets, as well as a chapel, hotel and public baths. Service roads included mews, a market hall and public houses. Western Road at its northern boundary was to include shop premises.

The remainder of the Wick estate was sold to Sir Isaac Lyon Goldsmid in 1830, who employed architect Decimus Burton to design Adelaide Crescent, a Regency-style set piece of sweeping residential terraces on land to the west of Brunswick Town. The crescent was completed to a modified design between 1830 and 1865, incorporating the Italianate Palmeira Square at its northern end. Both developments included central gardens and an area of landscaped grounds to the north, now known as Floral Clock.

In the years following 1850, Isaac Goldsmid released plots of land for development to the north of Western Road. These parallel streets of terraces include Regency-style continuations of the principal terraces to the south, alongside Victorian Italianate terraces, less prestigious housing and courtyards of mews properties, with a wider variety of architectural styles employed in streets developed in the late 19th and early 20th centuries.

Statement of Special Interest

Brunswick Town has been described as one of the finest examples of Regency and Georgian architecture and integrated planning in the United Kingdom, designed and built as a fully self-contained suburb of Brighton. Along with Kemp Town it is also regarded as the finest achievement of the Regency architect Charles Augustin Busby. Adelaide Crescent and Palmeira Square represent an interesting transition between the late Regency designs of Decimus Burton and the increasingly fashionable Italianate style of the early Victorian period.

The conservation area as a whole contains over 550 individual listed properties, including over 100 listed at Grade I and 40 at Grade II*. The area includes notable buildings by other key architects of the late Regency and early Victorian period, including the early Italianate Church of St Andrew by Sir Charles Barry.

The relationship between the formal landscaping and open space of the squares and sea front, the formal architecture of the terraces and the legibility of the town's original spatial planning all contribute to the special interest of the area.

Specific characteristics which contribute positively to the conservation area's character and appearance can be summarised as follows:

- ❑ Brunswick Town was completed almost entirely as first conceived by C A Busby. The street layout and buildings survive largely intact, providing clear legibility of the functional zoning and architectural ambitions of its designer.
- ❑ Throughout the conservation area there is a broad consistency in scale, with terraces forming rhythmic and ordered compositions of similar, or deliberately stepped, height.
- ❑ Individual terraces and streets are largely consistent in architectural style, with consistent use of materials and detailing. The tall bow-fronted terraces of Brunswick Town are replicated in later Victorian terraces to the north, alongside canted bay variations in the secondary and later streets. Off-white painted stucco and render facades over bungaroosh and brick, and iron balustrades at first floor balcony level, are ubiquitous throughout the area. Boundaries are dominated by perimeter railings or low stub walls, with front gardens being relatively rare. Windows are generally of the timber sliding sash variety in various configurations, and roofs slate covered. Original stone entrance steps survive to the larger terraces, though many were tiled in later periods.
- ❑ The rear elevations of the taller terraces are frequently visible from adjacent streets, with exposed brick or render and ad hoc arrangements of rainwater goods and external fire escapes.
- ❑ Since 1830 an Act of parliament has required all buildings in Brunswick Square, Brunswick Terrace and Brunswick Place (south) to be regularly repainted to a uniform colour. These requirements remain. Article 4 directions are in place for the repainting, boundary management and control of change within the majority of the conservation area, lending the individual streets and terraces a strong uniformity and sense of place.
- ❑ The landscaped spaces of Brunswick Square Gardens, Adelaide Crescent Gardens, Palmeira Square Gardens, the Hove Lawns and Floral Clock form part of the essential setting of the principal terraces and provide a sense of tranquillity and openness within the otherwise dense configuration of residential and commercial streets. The open spaces permit important views of the surrounding architecture and seascape. Street trees and temporary planters in a number of north-south aligned streets also contribute to the ambience.
- ❑ Landmark buildings form important focal points in views throughout the conservation area, including the grand palace-style facades and formal terraces at the seafront, places of worship and elaborate Victorian commercial and residential buildings in and around Western Road.
- ❑ The service streets and mews present a marked change in scale, ambience and architecture, with two storey buildings and a range of vernacular styles and materials used. The relationship between these more intimate spaces and the surrounding streets is important to the appreciation of the intended functional zoning of the town, and is at risk of erosion through inappropriate alteration and infill development.
- ❑ The later 19th and early 20th century streets in the north west of the conservation area include more frequent use of red brick, and varied architectural styles, with a decrease in the density of development on Holland Road and Rochester Gardens.
- ❑ Western Road stands in contrast to the prevailing residential character and is a busy commercial street and through route for traffic. A number of early and interesting shop fronts survive, however modern inserted shop fronts dominate, alongside a number of modern blocks of apartments and offices of low architectural quality.

2 INTRODUCTION

Brunswick Town Conservation Area covers an area of 38.8 ha (388198 m²), located at the eastern limit of Hove, bordering Brighton to its east. Established within former farmland of the Wick Estate, the area includes the fine Georgian and early Victorian planned estates of Brunswick Town, developed between 1824 and 1834, with Adelaide Crescent and Palmeira Square to the west (1830-1860), flanked to the south by the open seafront and Hove Lawns, and to the north by the commercial thoroughfare of Western Road, with further Victorian and 20th century residential terraces to the north.

This Conservation Area Character Statement has been prepared by Stephenson Halliday Ltd and Headland Archaeology, both part of the RSK Group, in coordination with Brighton and Hove City Council. The purpose of the statement is to define the special interest of the conservation area, describing its history, character, appearance and significance, and presents proposals for its management and enhancement through the planning process.

The assessment presented in this Character Statement has been informed by desk-based research and site survey, alongside public consultation undertaken between November 2021 and January 2022. It seeks to fully define elements that contribute or detract from the area's character and inform the formulation of management proposals.

This statement provides context for the policies contained in the adopted Development Plan, as well as forming an evidence base for emerging and future Development Plans.

The purpose and implications of conservation area designation

Brunswick Town was first designated as a conservation area in 1969 and subsequently extended in 1978. Designation as a conservation area recognises a place's '*special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*'.¹ This designation therefore places controls on new development, demolition and the way in which owners can alter or develop their properties, where such development might adversely affect the area's character or appearance. It is a material consideration in the planning process.

The designation also supports additional controls which enable the withdrawal of specified permitted development rights under the General Permitted Development Order (Article 4 Directions). There are five Article 4 directions applicable to Brunswick Town as discussed later in this document (see also Drawing 4).

¹ Planning (Listed Buildings and Conservation Areas) Act 1990 Part II Section 69

3 BRUNSWICK TOWN CONSERVATION AREA

Location and Context

Brunswick Town is located in the south east corner of the coastal parish of Hove, centred on NGR 529657, 104464 (Figure 1 and Drawing 1, Appendix A). The eastern boundary of the conservation area is defined by the historic parish boundary between Hove and Brighton, in part preserved by Boundary Passage and Little Western Street. The northern boundary follows the alignment of Lansdowne Road, at its western end turning southwards along Rochester Gardens before bisecting the residential streets of Palmeira Avenue, Salisbury Road and terminating at Selbourne Road. The western boundary is defined by Selbourne Road/First Avenue in the north-west, before continuing southwards to the rear of properties on St John’s Road. The southern boundary adjoins the beach and seafront. Overall the conservation area is 653m wide at the seafront and extends a maximum of 614m northwards.

The conservation area is spanned by two east-west aligned thoroughfares. The A259 Kingsway extends along the seafront, flanked by the open space of Hove Lawns and the pedestrian promenade to the south. Western Road bisects the centre of the conservation area and is commercial in character. Between Kingsway and Western Road, within the southern half of the conservation area, are the early-mid 19th century planned residential estates of Brunswick Town, Adelaide Crescent and Palmeira Square. To the north of Western Road are north-south aligned streets of residential terraces which were developed in phases during the mid-late 19th and early 20th centuries.

Brunswick Town borders the Avenues and The Willett Estate Conservation Areas to the west and north-west respectively, and Regency Square and Montpellier & Clifton Hill Conservation Areas to the east.

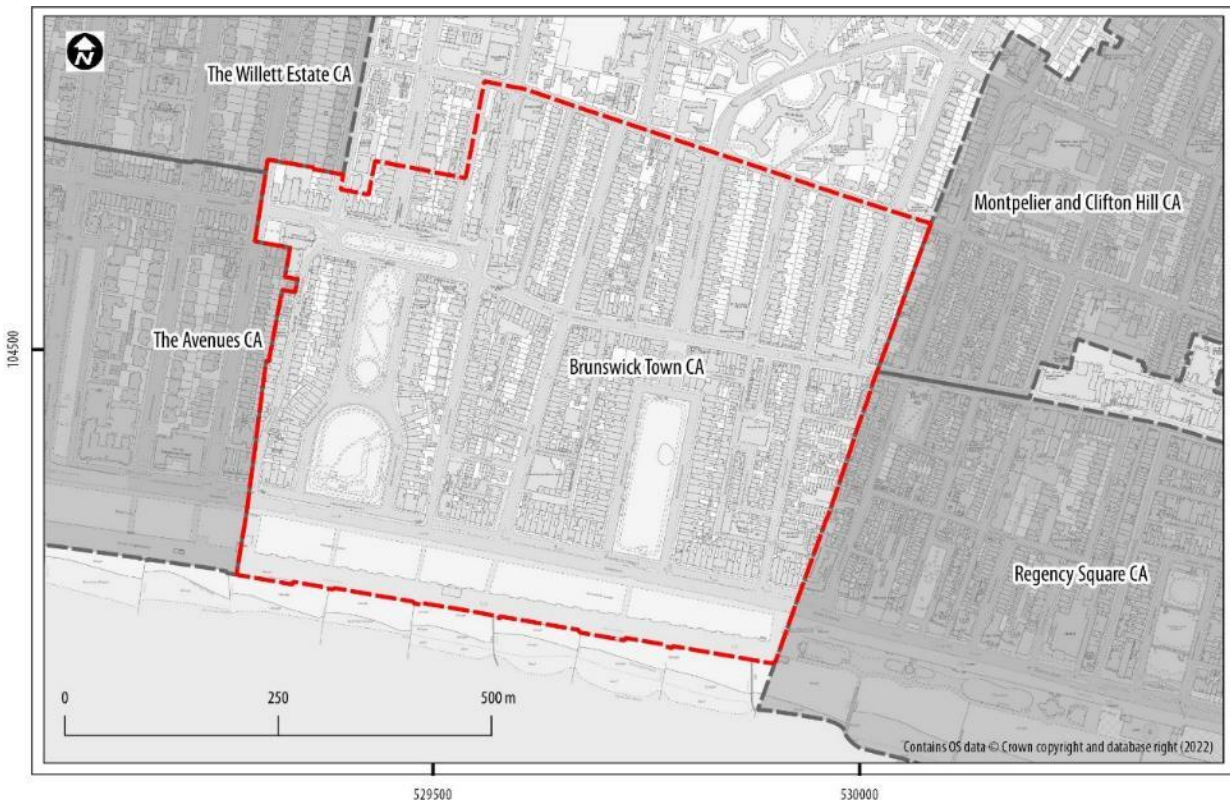


Figure 1: Location Map

Topography and Geology

Brunswick Town is located on a gentle south-west facing slope, the topography gradually falling from 39 m AOD in the north-east to between 6-7 m AOD at the seafront. Ground levels are generally even, however there are localised areas of reduced ground level: the gardens of Adelaide Crescent, Palmeira Square and Brunswick Square being 1-2m lower than the surrounding streets.

At a wider scale, Brunswick Town is surrounded by the chalk uplands of the South Downs, which rise to local high points at Hollingbury Castle (178 m AOD) 4 km to the north-east, Sweet Hill (129 m AOD) 5 km to the north and Round Hill (135 m AOD) 4.5 km to the north-west.

The local bedrock geology comprises the Newhaven Chalk Formation, overlain in the south and west by superficial deposits of clay, silt, sand and gravel (known as Head deposits) which derive from hillwash and soil creep from the higher ground to the north.

Summary of Designations and Environmental Considerations

Designated heritage assets (Drawing 2, Appendix A)

Brunswick Town contains a large number of listed buildings reflecting the architectural significance of the planned Georgian town and the historical associations which it possesses. There are 69 individual entries on the National Heritage List for England, representing a total of approximately 579 individual properties, structures and street furniture. Of these, seven are listed at Grade I (103 individual properties), four at Grade II* (40 individual properties) and 58 at Grade II (436 individual properties). The majority of these buildings are residential properties, however places of worship, commercial properties, walls, street light columns, shelters, monuments and boundary stones are also represented.

A number of listed buildings within the conservation area are covered by the Hove Borough Council Act 1976, which includes provision for preserving the uniformity of appearance of properties in Brunswick Square, Brunswick Terrace and Brunswick Place.

There are no scheduled monuments or registered parks and gardens within the conservation area.

Non-designated heritage assets (Drawing 3, Appendix A)

Brighton and Hove City Council maintains a local list of heritage assets, defined as buildings and parks or gardens considered to be of special interest because of their local historic, architectural design or townscape value. Planning Advice Note 07 (Local List of Heritage Assets) published by the council in 2015² provides information on the local list and the criteria for including assets on the list.

The current local list was published as part of a review in 2013-15. In Brunswick Town there are 27 locally listed heritage assets. These include the open spaces and gardens of Brunswick Square, Adelaide Crescent, Palmeira Square, Floral Clock and Hove Lawns. Other assets on the list include residential and commercial buildings, letterboxes and street light columns. The council has produced thematic studies for street lighting and letterboxes which are available online.³ At the time of writing the local list is under review.

² https://www.brighton-hove.gov.uk/sites/default/files/migrated/article/inline/PAN07%20Local%20List%20of%20Heritage%20Assets%20Jun%202015_0.pdf

³ <https://www.brighton-hove.gov.uk/content/planning/heritage/local-list-heritage-assets>

The East Sussex Historic Environment Record identifies two further non-designated heritage assets (excluding duplicate entries for listed and locally listed buildings), comprising records of 18th-19th century brick manufacture at Brunswick Square and Adelaide Crescent.

There are two Archaeological Notification Areas in Brunswick Town: the Church of St Andrew on Waterloo Street (for which a burial register exists) and the site of a former prehistoric burial mound on Salisbury Road. These Archaeological Notification Areas provide a mechanism for consultation relating to any development which might adversely impact upon buried archaeological remains.

Arboriculture and Tree Preservation Orders (Drawing 4, Appendix A)

In terms of historic design intentions, formal lines of trees are typically found at the open space margins within the conservation area to visually define the space and offer additional shelterbelt and windbreak protection. More informal scattered tree planting is also found within some of these spaces which is typical of the Victorian 'Gardenesque' design movement. The style was introduced by Scottish author, botanist and garden designer John Claudius Loudon (1783-1843) and was subsequently adopted by numerous public parks which encouraged the planting of exotics and a range of specimen trees and shrubs which were used to showcase new species with ornamental and sensory interest. Street trees also soften the streetscape at some locations. The trees provide important aesthetic, amenity, ecological and climate benefits to the community.

Two tree preservation orders are present within Brunswick Town Conservation Area: at 43 Cambridge Road (sycamore tree located to the front of the property); and the rear of Dudley Mansions, Lansdowne Place (two sycamores and an elm within a courtyard).

Further information on works to trees within conservation areas and the associated legislation can be found through the following links:

- Planning Portal Website, 2022:
www.planningportal.co.uk/info/200126/applications/60/consent_types/14
- The Arboricultural Association Website, 2022. *A brief guide to legislation for trees*:
www.trees.org.uk/Help-Advice/Public/A-brief-guide-to-legislation-for-trees

4 HISTORICAL OVERVIEW

Early history

The East Sussex Historic Environment Record (HER) does not record any evidence for human activity pre-dating the 18th-19th century within the conservation area, reflecting the limited opportunity for systematic, commercially-funded or research investigation of the area's archaeological potential since the establishment of the town in the 19th century.

The HER records only three previous archaeological investigations in the area:

- a watching brief was carried out at Lansdowne Place and Wilbury Avenue between 2007-2008 during the installation of wastewater infrastructure. No archaeological remains were encountered.
- geophysical survey of Hove Lawns was carried out in 2009, recording the presence of c.1800 brick-manufacture.
- a detailed desk study of the entire Hove area was carried out in 2007 as part of the Extensive Urban Survey of Brighton and Hove.

Despite the absence of recorded archaeological remains, there is a long history of human habitation in the immediate area. Most pertinent to Brunswick Town was the presence of a middle-Bronze Age burial mound containing an important assemblage of grave goods just beyond the northern boundary of the conservation area, on what is now Salisbury Road. The site was excavated and destroyed in the 1850s: there remains a potential for associated remains to survive in the vicinity. Findspots from the wider area of Hove indicate prehistoric activity from the Neolithic period onwards, including finds of flint arrowheads and Bronze Age axes and metal artefacts.

Local activity during the Romano-British period is similarly known through findspots of artefacts and wider evidence for Roman activity noted in the form of villas, settlements and cemeteries. Evidence for early-mid Saxon occupation is sparse, the nearest being a probable cemetery site at the junction of Church Road and St Andrew's Road 3 km to the west of Brunswick Town.

During the early part of the medieval period there was no recorded significant settlement in Hove. It is likely that during this period the parish was sparsely settled and in agricultural use. Throughout the later medieval and early post-medieval period this rural, coastal parish was overlooked by the expansion of Brighton which emerged as a centre of commerce and trade. The medieval town was focussed around the Lanes c. 1 km to the east from as early as the mid-12th century.⁴

The rural character of Hove persisted throughout the post medieval period, and by the 16th century the land which would subsequently become Brunswick Town was part of the Wick Farm Estate, purchased by the Stapley family in 1573. The land remained in their ownership until its sale in 1701 to John Scutt of Brighthelmstone for £1600. The grandson of John Scutt built Wick Farm and House in the location of the present Wick Hall, within landscaped grounds adjacent to the Brighton parish boundary.

⁴ Harris 2007, p20

The tithe map for the Parish of Hove was published in 1839 (Figure 2) after the establishment of Brunswick Town, but it is based on an earlier survey and shows the original layout of the fields and the land within and surrounding the later planned estates.



Figure 2: 1839 Hove Tithe Map⁵

The Development of Brunswick Town

In contrast to the surging popularity of Brighton as a fashionable seaside resort in the 18th century, by the early 1800s Hove remained a small village with surrounding farmland. Brighton continued to flourish in the late 18th and early 19th century, helped in part by the Prince of Wales' continued patronage and by improvements in coach transport from London, which encouraged both speculative development and financial investment.

In the midst of a national building boom which emerged in the years following the end of the Napoleonic wars (1815), local landowners Thomas Read Kemp and the Rev. Thomas Scutt (owner of the Wick Estate) sought to capitalise on this opportunity and were responsible for a number of prestigious housing schemes in Brighton on a par with Nash's developments in London, turning Brighton into an elegant 'London by the Sea'. In 1823 Thomas Kemp invited the architect Charles Augustin Busby to Brighton to work in partnership with builder Amon Wilds and his son, the architect Amon Henry Wilds. Using their designs, work began on the Kemp Town Building Project to the east of Brighton that year.

⁵ Plan of that part of the Parish of Hove in the County of Sussex North of the Road from Shore-ham to Brighton. Copied by Wm Leach, Surveyor, Brighton, ESRO TD/E153

In parallel, a separate partnership was formed between Busby and Thomas Scutt to design and develop a new estate, Brunswick Town, immediately adjacent to Brighton. As landowner, Thomas Scutt sold building plots defined on Busby's plans, while Busby guided the new purchasers and speculators on the construction of their houses in accordance with his masterplan. This detailed guidance extended to the dimensions of all the timber, types of render, thickness of walls and the specific sources and types of materials, as well as the overall form and appearance of the buildings.

Conceived along similar lines to Kemp Town, the design for Brunswick Town included the prestigious housing of Brunswick Terrace in the neo-classical style along the sea front and facing south across Hove Lawns (also known as Brunswick Lawns), with a large square of bow-fronted terraces extending northwards ranged around a central formal garden.

Terraces of smaller, second-class housing, as well as a hotel, chapel and public baths were placed on parallel streets between the sea and Western Road. Service roads included mews, a market hall and public houses. Western Road itself was to house shops, and overall the development was deliberately intended as a self-contained suburb containing all necessary amenities for the new inhabitants.

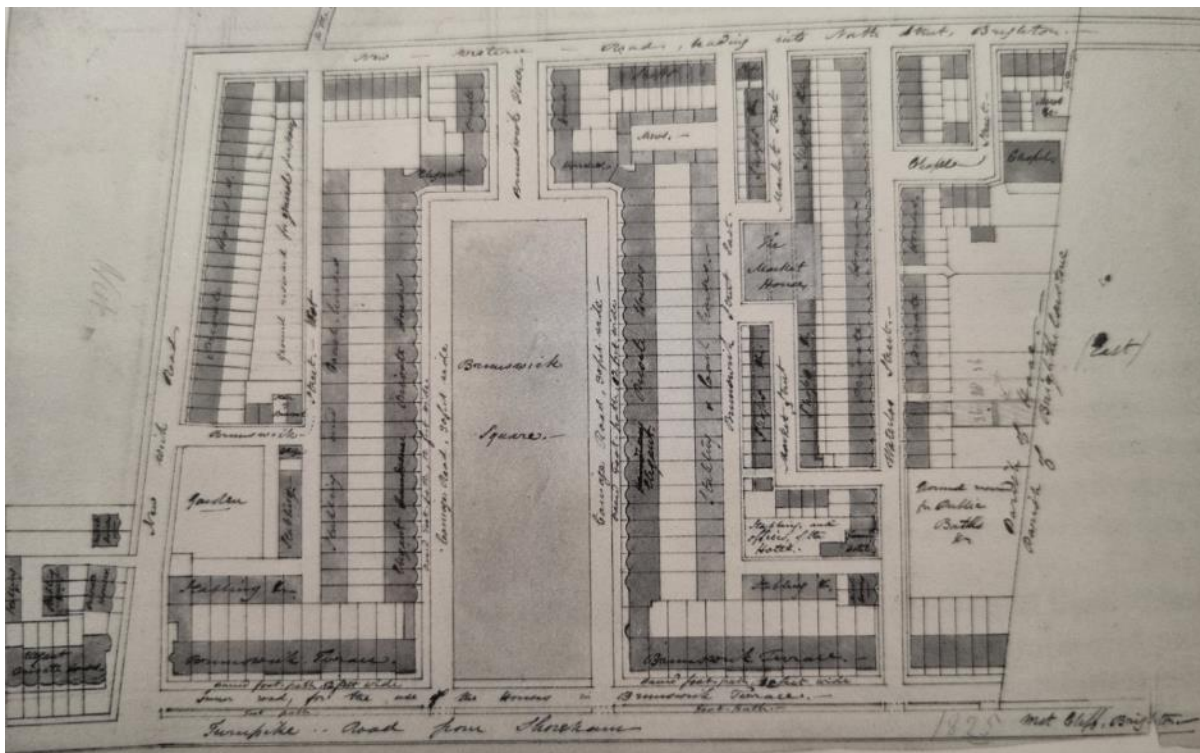


Figure 3: C A Busby's early plan for Brunswick Town dated 1825⁶

Construction work began on Brunswick Town in 1824 on a 25 acre plot of land, commencing with the eastern terrace. In 1825 work commenced on the square. The first houses of the eastern terrace were ready for occupation in 1826 and much of Brunswick Terrace and Square was finished by 1834. This first phase of development extended as far west as Lansdowne Square (formerly New Wick Road) and Holland Road in the south-west, and as far north as Western Road. Busby's early plan of the scheme dated to 1825 (Figure 3 above) shows that the town was largely completed as planned, with only minor alterations. These

⁶ Bingham, 1991, p66.

included the later addition of semi-detached housing and a small square on Lansdown Place (Lansdowne Square), and the Church of St Andrew in the south-east, built to the designs of Sir Charles Barry and noted as the first example of the use of the Italianate style in England. Further terraced housing imitating the bow-fronted style of Brunswick Square was built on Lansdowne Place and to the north of Western Road along Brunswick Place following Busby's death in 1834.

The Brunswick Town Commissioners developed the garden at the centre of Brunswick Square in 1830 from rough land containing brick kilns. From 1874 the garden was managed by the Hove Commissioners, emerging as an Authority from 1894. It remained private until World War II when railings were removed.

Historic mapping of 'Brighton and its environs' from 1853 identifies five diagonal belts of sinuous planting within Brunswick Gardens. A steel engraving by Newman & Co, London c. 1860 shows surrounding railings, a central entrance to the south and belts of planting and tree formations at the margins and within. The first illustrations from 1875 also depict a mixture of shrubbery beds and the serpentine soft landscaped feature within the centre, currently raised and planted with bulbs.

Ordnance survey maps of 1880 highlight scattered tree planting amongst elliptical and sinuous planted borders. There appears to be a formal line of established tree planting at the perimeter with a circular walk at the margins. Many of these designed features remained into the 20th century.

The design styles and horticulturalist principles are also comparable to the Kemp Town Enclosures and the Royal Pavilion Gardens which were the work of Brighton landscape gardener and author Henry Phillips (1779-1840).



Figure 4: General View of Brunswick Square and Adjacent Buildings (engraving dated 1826)⁷

The Development of Adelaide Crescent and Palmeira Square

In 1830 the remainder of the Wick Estate was sold by Thomas Scutt to Sir Isaac Lyon Goldsmid, who employed the architect Decimus Burton to design a new estate to the west of Busby's Brunswick Town. 'Queen Adelaide Crescent' was intended as a single, Regency-style set piece, comprising a semi-circular terrace with houses at either end facing the sea. However, following the start of the building work in 1830 only thirteen houses at the south-eastern corner were built before work halted in 1834 (Figure 5).

⁷ Bingham, 1991, p67

During this period Goldsmid funded the construction of a huge iron-framed glass conservatory planned by English botanist and landscape gardener Henry Phillips (1779-1840) and designed by architect Amon Henry Wilds (1784/1790-1857) on land to the north of the crescent in the area now occupied by the gardens of Palmeira Square. The dome, known as the Anthaeum, was conceived on a very large scale and consisted of a gigantic cupola-topped dome covering more than 1.5 acres (0.61 ha). The structure was intended to enclose a carefully landscaped tropical garden and other attractions, but collapsed in 1833 shortly before its official opening. The financial setback may have contributed to the cessation of work on the crescent.

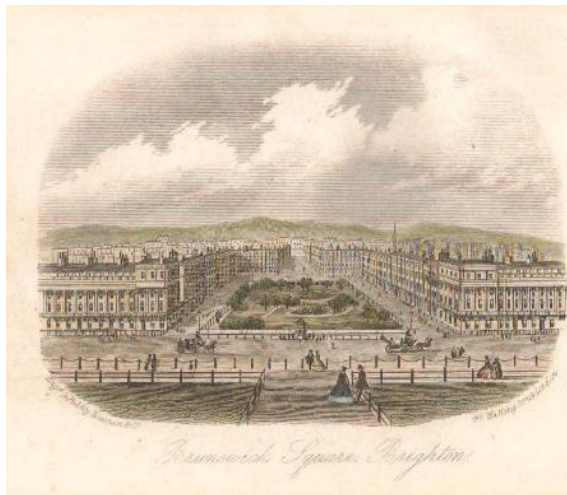


Figure 5: Watercolour, c. 1830, depicting the Hove seafront during the early stages of construction of Adelaide Crescent⁸

Construction did not recommence on Adelaide Crescent until 1850. In that time the proposed layout was altered, opting for two wings of the crescent curving northwards to a new square which would be known as Palmeira Square, rather than a single crescent (a reference to Goldsmid's title given by the Queen of Portugal *Baron de Goldsmid e de Palmeira*). The two wings of the crescent were completed between 1850 and 1860 to the designs of Decimus Burton, while Palmeira Square was built between 1860 and 1865 (the architect is unknown). The Church of St John the Baptist was built at the northern end of Palmeira Square between 1852 and 1854, designed by Edward and William Gilbert Habershon. The later 'Palmeira Mansions' (H.J. Lanchester) were built on the north side of Church Road between 1883-1884, completing the 'square'.

The differing periods of development in this area brought with it a distinct transition of styles, the Georgian Regency style of Adelaide Crescent giving way to the mid-late 19th century Victorian Italianate architecture of Palmeira Square.

⁸ <https://somesetandwood.com/adelaide-crescent-hove-brighton-hove-original-c-1830s-watercolour-painting-js-709>



Brunswick Square c1860



Palmeira Square and Adelaide Crescent c1865

Figure 6: 19th Century artistic impressions of Brunswick Square, Adelaide Crescent and Palmeira Square⁹

As with Brunswick Square, open spaces were a key feature of the Adelaide Crescent and Palmeira Square developments. Large formal gardens were created within the spaces enclosed by both the crescent and square to form a centrepiece and visual foil to the surrounding terraces. Historic mapping of 'Brighton and its environs' from 1853 identifies a more geometric and formal layout with pockets of planting within Adelaide Crescent which is perhaps more schematic. A steel engraving published by J. S. & Co c. 1870 (Figure 7) shows Palmeira Square gardens, with its classical pavilion at the southern end and sea beyond. Ordnance survey maps of 1880 highlight an increasingly planted south-eastern portion within Adelaide Crescent with a network of paths and a circular pathway at the margins and an avenue of planting to its edges. At around this time there appeared to be a formal line of established tree planting at the perimeter of Palmeira Square with a network of paths within the gardens and a circular pathway to the south. A focal point feature is located within the centre much like the present day. Many of these designed features remain.

An additional open space was created to the north of Palmeira Square in the space defined by Church Road and Western Road, originally known as Palmeira Mansions Enclosures. A photograph from 1906 illustrates a circular thatched shelter in the centre with surrounding lawns, hedges, trees and railings. The space was adorned with a floral clock in 1953 to commemorate the coronation of Queen Elizabeth II.

⁹ Images used courtesy of the Regency Society of Brighton & Hove



Figure 7: Engraving of Palmeira Square Gardens c.1870¹⁰

Late 19th - 20th Century Expansion

Having taken possession of the remainder of the Wick Estate in 1830, Goldsmid systematically sold off plots for further residential development between Adelaide Crescent and Brunswick Town, and to the north of Western Road in the mid-late 19th century. These included the northward extensions of Brunswick Place and Lansdowne Place (backing onto mews along Farm Road), as well as Brunswick Street, which were built between 1850 and 1860 replicating the bow-fronted terrace style employed by Busby in Brunswick Town. Cambridge Road was also developed within this period, differing in the use of canted bays to the town houses. The houses on the western side of Cambridge Road originally faced east onto a linear formal garden which was subsequently built over in the late 19th-early 20th century.

Between 1876 and 1898 work progressed westwards, with the development of Lansdowne Street, Holland Road, Rochester Gardens, Palmeira Avenue, Palmeira Mansions and Salisbury Road. Houses were built along these north-south aligned streets in stages, commencing in the south. At the northern end of Holland Road and Farm Road some building plots remained vacant for many years, and as a result these areas represent the most varied in terms of the periods and uniformity of style of architecture.

A broad overview of the phasing of development within the conservation area is depicted on Drawing 5, Appendix A.

¹⁰ Image used courtesy of the Regency Society of Brighton & Hove



Figure 8: 1911 Ordnance Survey Map (1:2500 scale)

5 CHARACTER ANALYSIS

The definition of character sub-areas within the Brunswick Town Conservation Area is an important tool in the management of change. It enables the unique qualities of the townscape to be understood in their historical context and helps to develop an informed approach to the management of the conservation area in ways which reinforce its character and appearance.

The character sub-areas described below have been delineated on the basis of two key factors. The first relates to the discrete stages, or phases, of historical development, considering amongst other factors the original layout of the planned estates and their street patterns, historic functional zoning, noted figures associated with each phase and the architectural styles and ambitions of their creators. The second factor relates to current use, and the principle that subdividing the conservation area offers an opportunity to manage change within a framework which is informed by modern-day activities, patterns of use and future concerns.

Four character sub-areas have been defined as follows: Hove Lawns; Planned Estate South (Brunswick Town, Adelaide Crescent & Palmeira Square); Western Road Commercial; and Planned Estate North (Figure 9). In the following sections the character of each area is defined, considering the buildings and scale of the area, open spaces, streets, paths and street furniture, landscape and views.



Figure 9: Brunswick Town Conservation Area- Character Sub-Areas

1: Hove Lawns

Description

The Hove Lawns (also known as Brunswick Lawns) span the southern limit of the conservation area and comprise a series of rectilinear lawns bordered to the south by the wide pedestrian seafront promenade and the Hove sea wall, and to the north by Kingsway, Adelaide Crescent and Brunswick Terrace. The lawns were laid out as part of the establishment of Brunswick Terrace, and later extended to the west with the construction of Adelaide Crescent. The lawns form a key element of the setting of Brunswick Terrace and Adelaide Crescent, protected since the introduction of the Hove Improvement Act 1830 to restrict any development with the exception of lighting and fencing, and to preserve the open seafront aspect of the terrace and square.

Buildings and scale

There are no substantial buildings in this character area. Two ornate Grade II listed shelters of iron construction with inset windbreak glazing and benches are present on the esplanade (**Figure 10b**). The Grade II listed Edward VII Memorial Monument, known locally as The Peace Statue, was commissioned to commemorate the reign of Edward VII (1841-1910) and stands at the eastern limit of the conservation area forming a prominent local landmark (**Figure 10a**). The angel design is a reference to Edward's nickname "The Peacemaker".

Modern kiosk-type cafes of timber and brick construction are located immediately to the east and west of the conservation area boundary, with open-air seating areas extending into the conservation area within the pedestrian zone.

The prevailing scale of the Hove Lawns is, accordingly, low, with no sense of permanent buildings, providing essential contrast against which the facades of Brunswick Terrace and Adelaide Crescent are experienced.



a) Grade II listed King Edward VII Peace Monument



b) Grade II listed shelter

Figure 10: Listed structures adjacent to Hove Lawns

Spaces

Reflecting the intended function of the lawns, open space is the defining characteristic of this area. The series of five rectilinear lawns are flat and under grass, with stone kerbs surmounted with low iron railings along the southern side. The wide walkway to the south is an important through-route for pedestrians and visitors to Brunswick Town, while Kingsway to the north is a busy route for traffic passing east and west between Brighton and Hove. A cycle lane runs immediately to the north of the lawns.



Figure 11: Brunswick Terrace viewed from the southern side of Hove Lawns

Streets, paths and street furniture

Pedestrian walkways are predominantly tarmac surfaced. Seating areas for cafes beyond the limit of the conservation area boundary, and pavements along the northern edge of the lawns adjacent to Kingsway are surfaced with concrete paving slabs.

A row of twelve 19th century ‘Type 8’ electric lighting columns dating from 1923 along the southern edge of the lawns, and the seafront railings which top the Hove sea wall, are locally listed.

In addition to the listed timber shelters noted above, recessed areas along the southern edge of the lawns contain seating of timber construction. Iron/timber benches are placed at intervals adjacent to the sea wall and railings.

A modern cycle hire stand is present at the western end of the lawns. Additional street furniture includes refuse and recycling bins along the southern edge of the lawns, iron bollards, road signage, and modern streetlighting to the north and south of Kingsway. There is on-street parking on the northern side of Kingsway with intermittent parking meters.

Landscape and key views

This historically open area has remained as such and provides an open space for leisure, relaxation and promenading with a range of nearby facilities. The space provides important visual and physical access to the sea for pedestrians and local residents. The lawns are now locally listed reflecting the local importance of these areas as a community asset and their relationship to the formal architecture of Brunswick Town.

Views are panoramic in all directions, with open vistas of the sea to the south, views along the seafront towards Brighton in the east and Hove in the west, and obliquely north along Brunswick Terrace (**Figure 12a** and **12d**). This includes oblique views along the frontage of Brunswick Terrace and Adelaide Crescent from outside Brunswick Town, from the adjoining Regency Square and The Avenues Conservation Areas. Taller buildings in Brighton, including the i360 viewing platform, are visible above the roof lines of the 19th century terraces.

When moving through the area, intended views northwards into Brunswick Square and Adelaide Crescent/Palmeira Square are revealed, permitting the composition of the formal squares, central gardens and associated walls, ramps and stairways to be appreciated (**Figure 12b** and **12c**). These views are fundamental aspects of the original town plan for both developments, the lawns and promenade having been intended for enjoyment and recreation along the seafront. This is reflected in artistic representations of the town in the 19th century as both a selling point for the developments in the first instance, and as a destination for elite and middle class visitors alike following their completion.



a) Panoramic view- Brunswick Terrace



b) Intended view- Brunswick Square



c) Intended view- view to north of Adelaide Crescent



d) Panoramic View- Adelaide Crescent and Brunswick Terrace facing east

Figure 12: Views within Hove Lawns area

2: Planned Estate South (Brunswick Town, Adelaide Crescent & Palmeira Square)

Description

At the heart of this character area are the set-piece architectural compositions of Brunswick Terrace, Brunswick Square, Brunswick Place, Adelaide Crescent and Palmeira Square, located to the south of the commercial thoroughfare of Western Road and flanked to the south by the Hove Lawns. More broadly however this character area incorporates the majority of Busby's planned 'Brunswick Town', excluding the southern side of Western Road. It incorporates the subsidiary streets of less prestigious housing, service roads, mews and facilities built between 1824 and 1834, and the subsequent westward expansion of the town with the planned estates of Isaac Goldsmid built between 1830 and 1865. The layout of the 19th century estate remains intact and legible; it is predominantly residential in character.

Buildings and scale

This area includes a large number of architecturally important buildings which were conceived and built to designs which rivalled the Regency architecture of London and Bath. The key buildings are major landmarks in their own right, and represent a transition in style from the fashionable neo-classical style of the late-Regency period to the Italianate style popularised in the early and mid-Victorian period. The key elements of this area can be summarised as follows:

- ❑ **Brunswick Terrace:** a terrace of four storey + basement stuccoed dwellings flanking Brunswick Square, built in four sections and presenting a continuous frontage to Hove Lawns to the south. Conceived to be the most prestigious housing in the area, the terrace was designed by C A Busby, initially in partnership with Amon Henry Wilds, with Palladian influences incorporating strong vertical fenestration and Corinthian pilasters, with first floor balcony railings and railings at street level. Within each block the individual houses form part of a wider 'palace' façade (**Figure 13a**). All buildings forming the terrace are Grade I listed.
- ❑ **Brunswick Square and Brunswick Place (South):** two broadly symmetrical terraces of four, five and six storey + basement stuccoed houses arranged around Brunswick Gardens. The houses exhibit some variation but for the most part incorporate Busby's distinctive full-height bow and curved fronts, with Ionic and Corinthian pilasters, balustraded or continuous parapets and railings at street level and to the first floor balconies (**Figure 13b**). All buildings are Grade I listed.
- ❑ **Adelaide Crescent:** two broadly symmetrical continuous terraces of Grade II* listed four and five storey + basement stuccoed houses arranged around Adelaide Crescent Gardens with two flanking terraces fronting Hove Lawns to the south. The south-eastern corner of the terrace was built between 1830 and 1834 to the design of architect Decimus Burton (**Figure 13c**), the remainder completed to a simplified design between 1850-60. The houses are flat-fronted with balustraded or iron first floor balconies and railings at street level.
- ❑ **Palmeira Square:** two terraces of five-storey + basement stuccoed dwellings, Grade II listed, facing east and west across Palmeira Square Gardens to the north of Adelaide Crescent. Built between 1860-65 for Isaac Goldsmid, the terraces are Italianate in style with flat-roofed Doric porches, and canted bay windows and iron balconies at first floor level (**Figure 13d**).

In all cases, the materials of the most substantial terraces comprise stucco over brick, with some bungaroosh/flint/sea cobble walling to rear elevations which are variously rendered or exposed. In keeping with existing controls over the regular painting of the terraces (Article 4 directions and the Hove Borough Council Act 1976) a uniform off-white (magnolia/cream) colour scheme is maintained for the front facades

of specific groups of buildings and black for railings and balcony metalwork. In a number of cases the side elevations remain unrendered, exposed brick; for example the western elevation of 32 Brunswick Terrace.

Slate roofing is ubiquitous throughout this area and evident in the principal terraces. Slate-tiled mansards are particularly a visible feature of the rear elevations seen from adjacent service streets, more generally concealed from the front behind building parapets, though the slate roofing and rising roofline of Adelaide Crescent is widely visible when viewed across the central gardens.

Detailing of the buildings is somewhat variable, the variation providing distinction between the periods and architects involved in the design, particularly in Adelaide Crescent. Windows are generally 2, 4 or 6 pane sliding sash windows with timber surrounds and glazing bars, finer glazing bars being present on the earlier Regency examples of Brunswick Square. Curved windows are present on the narrower bow-fronted buildings. Timber framed French windows are present at first floor level, most notably in Brunswick Square.

Doors are typically black painted timber, though part-glazed and varnished wood examples are present with varying styles in Adelaide Crescent. The majority of buildings are accessed from street level via tiled or exposed stone steps.



a) Nos 20-32 Brunswick Terrace



b) Nos 23-27 Brunswick Square



c) Nos 3-19 Adelaide Crescent



d) Nos 1-11 Palmeira Square

Figure 13: Illustrative views of buildings in Brunswick Terrace, Brunswick Square, Adelaide Crescent and Palmeira Square

The secondary streets dividing the most prestigious housing of Brunswick Terrace and Square, Adelaide Crescent and Palmeira Square are aligned broadly north-south, extending between Western Road and Kingsway. Two streets flanking Brunswick Square- Lansdown Place and Waterloo Street- contain terraces of less substantial, though still well-detailed and proportioned dwellings, while Holland Road to the west of Adelaide Crescent and Palmeira Square has a more variable character:

- Waterloo Street:** Situated to the east of Brunswick Square, the majority of the buildings in this street date to c. 1830 and are listed at Grade II, comprising terraces of three and four storey + basement stuccoed dwellings (**Figure 14a**). These include full or half height bow fronts or canted bays, with attic rooms within mansards concealed behind the parapets. The majority of buildings have railings at street level and to the first floor balconies. Front doors are generally painted black timber with rectangular fanlights above, though other colours are noted. The bow-fronted houses generally have multi-pane timber sash windows, while those with canted bays have four or six pane sashes. The Church of St Andrew (Sir Charles Barry) at the south-eastern end of the street is Grade I listed and is noted to be the first example of the use of the Italianate style in England (**Figure 14b**). The Waterloo Street Arch (Grade II listed) was built in 1877 as part of the Dupont Riding Academy housed on the Old Market behind (**Figure 14c**). At the northern end of the street the eastern terrace (not listed) is less well preserved and incorporates inserted shop fronts at ground floor level (**Figure 14d**).



a) Nos 55-59 Waterloo Street (east side)



b) Waterloo Street: Church of St Andrew



c) Waterloo street Arch and Old Market



d) Nos 37-42 Waterloo Street (east side)

Figure 14: Illustrative views of buildings in Waterloo Street

- Lansdown Place (South) and Lansdowne Square:** situated towards the western limit of Busby's Brunswick Town, this street is slightly more varied and includes terraces of three, four and five storey stuccoed bow-fronted houses alongside semi-detached three storey bow-fronted houses with front gardens behind low rendered boundary walls (**Figure 15a**). The majority of buildings are listed at Grade II with the exception of Dudley Mansions (locally listed) and a pair of later houses (nos 9-11). The variability of the architecture on this street reflects the changing fortune of Brunswick Town following Busby's bankruptcy and death in 1834, before the completion of his later scheme. As a

result, the majority of the buildings in the northern half of the street were completed to a similar design for Isaac Goldsmid.



a) Nos 22-33 Lansdowne Place (west side)



b) Lansdowne Square (view to west)

Figure 15: Illustrative views of buildings in Lansdowne Place and Lansdowne Square

- ❑ **Holland Road:** lying beyond the western limit of Busby’s Brunswick Town and flanked to the west by the rear elevations of Adelaide Crescent and Palmira Square, the eastern side of Holland Road comprises a continuous terrace of unlisted stuccoed four storey + basement town houses with canted bays, street level and first floor balcony iron railings, built between 1850 and 1876. These stand in marked contrast to the scale and materials of the detached and semi-detached two storey houses on the western side of the road which were developed in stages between the late 19th-mid 20th century on an area of former open ground (**Figure 16a**). The houses include front gardens (the majority having been paved) behind brick boundary walls, and are part rendered, variably with tile-hung bays, plain tile roofs and mock-Tudor timber detailing. To the south of the junction with Alice Street is The Brunswick pub (locally listed) built in the 1930s with distinctive curved bays, crittal windows and plain tiled roof with turrets above the bays (**Figure 16b**).



a) Holland Road (view to south)



b) The Brunswick, Holland Road

Figure 16: Illustrative views of buildings on Holland Road

Interspersed throughout this character area is a network of smaller streets and mews which form part of the original layout of Brunswick Town and Adelaide Crescent. The buildings here are lower in scale and

reflect more closely local vernacular traditions not seen in the more prestigious streets and terraces. Of these, the most substantial are centred on the Old Market, situated in a small square and designed by C A Busby as part of his holistic approach to develop an entirely self-contained new town. The Old Market was built in 1928 and served its original purpose for a short time only, later becoming a riding school. It is now in part a performance venue and is listed at Grade II. To its north, Upper Market Street contains two short terraces of small, rendered town houses. The western, of three storeys + attic, with narrow bow fronts and multi-pane timber sash windows, is also Grade II listed (**Figure 17a**). The eastern terrace is three storeys + attic and basement with canted bays and two or four pane sash windows and railings at street level. These buildings are an interesting variation on the style employed by Busby in the more prestigious terraces and are characteristically white painted with black painted window surrounds and doors. Lower Market Street to the south of the Old Market includes the Bottoms Rest public house and contains terraces of three storey + basement rendered town houses, with canted bays either at ground level or extending to the full height (**Figure 17b**).



a) Upper Market Street (west side)



b) Lower Market Street (view to north west)

Figure 17: Upper and Lower Market Street

Cross Street to the east of Waterloo Street contains two terraces of unlisted two and three storey rendered town houses, again with some interesting variation on the prevailing character seen elsewhere in Brunswick Town. These are flat-fronted with varying roof lines. The southern terrace includes multi-pane timber sashes with painted timber window shutters (**Figure 18a**). The northern terrace includes some elaborately detailed early shop fronts at ground level, with dentil cornicing above moulded timber supports and signage panels (**Figure 18b**).



a) Cross Street (south side)



b) Shop fronts on Cross Street (north side)

Figure 18: Illustrative views of buildings on Cross Street

Throughout the conservation area, mews properties are not listed or locally listed, and are generally low in scale, standing in clear contrast to the taller surrounding terraces. This dichotomy permits appreciation of the planned functional zoning of the town. The majority of the mews buildings are two storeys in height and variously have surviving boarded or part-glazed carriage entrances, or modified door entrances. While the majority have been modified for permanent residential use (**Figure 19a** and **19c**), many are converted to retail or workshop uses, and as a result the condition of the buildings is variable (**Figure 19b** and **19d**). Materials are predominantly rendered brick, painted white or off white, though other colours are present, and other materials are noted including weatherboard cladding and flint and bungaroosh walling, particularly on Brunswick Street West. There is little uniformity to the colours or types of doors. Equally, many windows have been replaced, with double glazed units present alongside original timber sash windows. Roofing includes slate or modern concrete tiles. Infill development includes the presence of single storey 20th century garages (notably on St John’s Road to the west of Adelaide Crescent) and light industrial buildings (e.g. the sawtooth-roofed workshop of the Bimm Institute on Brunswick Street West). Modification of some mews properties is also evident, with the addition of extra storeys noted in Brunswick Street East which serve to erode the character of the area, blurring the difference in scale between the service roads and surrounding terraces.



a) Mews property, Brunswick Street East



b) Mews workshops, Brunswick Street East



c) Mews, residential conversions, Brunswick Street West



d) Mews, commercial use, Brunswick Street West

Figure 19: Mews Properties, Brunswick Street East and West

There are relatively few negative buildings within this character area. It is largely the result of inappropriate adaptation of existing buildings, new-build developments lacking architectural interest or poorly maintained buildings in the secondary streets and mews that has resulted in isolated instances of buildings

which do not contribute to the character and appearance of the area. These include modern housing, garages and apartments in St John's Road, modern apartments in Golden Lane, and isolated residential and commercial buildings in Kerrison Mews, Brunswick Street East and West and Holland Mews.

Spaces

Within this character area are the key open spaces of Brunswick, Adelaide and Palmeira Gardens. These are fundamental to the design of the respective squares and terraces and are indivisible components of the setting of each terrace, also providing a sense of openness between the squares and the seafront to the south. While not formally designated, the gardens are locally listed. Brunswick Terrace faces directly south across Hove Lawns to the seafront.

Elsewhere, the dense urban development is such that there are limited areas of open space, the width of the streets and the scale of the surrounding buildings providing a sense of enclosure which increases in the narrower streets. Notable exceptions include Brunswick Place as it approaches Western Road in the north, the courtyard space between the Old Market and Waterloo Street Arch, and the southern end of Holland Road/Alice Street in which the garden of 'The Brunswick' represents a break in the otherwise continuous terrace on the east side of this street.

The mews streets have an even greater sense of enclosure, with narrow streets and courtyards backed by the rear elevations of taller terraces behind, creating an almost canyon-like effect.

Streets, paths and street furniture

Throughout the character area, roads are tarmac-surfaced with on-street parking in marked bays on one or both sides of the road. Pavement materials vary: kerbstones are predominantly stone, and in the larger terraces roads the pavements are stone slabs. In the narrower streets concrete paving slabs are more common, while the mews streets include a wide variety of surfacing materials including cobble setts, brick paving or concrete aprons at the entrance to former carriage bays.

Many original gas street lighting columns survive, modified to electricity in 1892-3. In Adelaide Crescent ten lamp posts are Grade II listed, while the remainder which continue into Palmeira Square are locally listed, though identical in form. These comprise square plinths chamfered to an octagon with ribbed decoration, slender shaft of clustered columns, calyx capital and swan neck support with original shades above, manufactured by J Every of Lewes. Sixteen lampposts are listed at Grade II in Brunswick Square. Further locally listed examples of this type are present around the Old Market, Upper Market Street and Cross Street, while unlisted examples of this type are present around Brunswick Square and the surrounding streets and mews.

Black street bins for domestic refuse positioned on the road are common throughout the conservation area on most streets.

Landscape and key views

The formal gardens of the principal squares and crescent are locally listed, providing an important and attractive setting for the properties.

The gardens of Adelaide Crescent are elevated above the Hove Lawns to their south and the topography is gently undulating, clearly an intentional designed landscaped feature offering some natural play and visual interest. There are pockets of ornamental trees and shrubs in sinuous form within the space and more informal sinuous tarmac paths winding through the lawns and occasional ornamental timber and metal benches. A stone bird bath is located within the space.

The ornamental and fairly linear gardens of Palmeira Square to the north have a more geometric design, particularly to the southern and northern portions. To the south there is a stone birdbath focal point, surrounded by formal rectangular rose planted borders amongst lawns and ornamental timber and metal benches. A circular planted border is located to the northern end. Palmeira Square is more porous at its boundaries with linear planting of trees comparable to depictions of more regimented established tree planting shown in early 19th century photographs. Historic locally listed lamp columns are located within the space.

Both Adelaide Crescent and Palmeira Square have designed landscape features reminiscent of the Victorian 'Gardenesque' design movement which was introduced by Scottish author, botanist and garden designer John Claudius Loudon (1783-1843). This style was subsequently adopted by numerous public parks which encouraged the planting of exotics and a range of specimen trees which were used to showcase new species with ornamental and sensory interest.

Brunswick Square Gardens have been restored since the early 1990s, work including the replacement of railings, recreating the side beds and two elliptical 'eye' beds, reviving the eastern side 'copse', planting new trees provided by local residents, relaying the pathways and improving signs. Funding was received by the Hove and Brighton Urban Conservation Project. Currently the gardens have railings at the perimeter and established hedging and established intermittent trees particularly on the north and western edges. Similar to Palmeira Square and Adelaide Crescent, there are designed landscape features of groups of exotic or evergreen planting within formal lawns which conforms with the Victorian 'Gardenesque' design movement which has been identified since the 19th century. An ornamental stone drinking fountain is located to the south. There is a risk of clutter, including excessive signage and site furniture in the vicinity of the space. There are some signs of anti-social behaviour within the gardens.

Landscaping elsewhere in this character area is limited. Tree and shrub planting in semi-permanent planters is present on Waterloo Street, and notably on the walkway between the Waterloo Street Arch and Old Market. Street trees and some planted front gardens are present on the western side of Lansdowne Place. Domestic front gardens (some planted) are also present on west side of Holland Road and east side of St John's Road.

There is an important visual relationship between most prestigious housing of the area and the surrounding landscape. Brunswick Terrace and Adelaide Crescent were established with full and open views to the sea across the foreground landscaping. As originally conceived, both Brunswick Square and Palmeira Square enjoyed views to the north across the former Wick Estate towards the South Downs, a view that is now lost through subsequent urban development. These visual connections were intended to reinforce the relationship between the ordered and elegant neo-classical architecture and the natural world beyond.

As such, these remain key views and are important aspects of the setting of the town. Within Brunswick Square, Adelaide Crescent and Palmeira Square there are panoramic views which encapsulate the architecture of the terraces, the central formal gardens and the sea beyond which are available throughout. Views are also channelled south towards the sea along the perimeter roads of these areas, unobstructed by the low-lying Hove Lawns along the seafront.

In the surrounding streets, static, oblique views along the front of the residential terraces are channelled southward towards the sea on Holland Road, Lansdowne Place and Waterloo Street.

Elsewhere there are a number of interesting short-range views which form part of the planned layout of Brunswick Town, notably views towards the Old Market from the north along Upper Market Street and west through the Waterloo Street Arch, and also west into Lansdowne Square which provides an

unexpected view of a particularly fine town house façade (**Figure 15b**). The view north along St John’s Road terminates with the spire of the Church of St John the Baptist, prominent above the surrounding mews.



a) Intended view- Brunswick Square Gardens facing north



b) Intended view- Adelaide Crescent Gardens facing north east



c) Oblique view- Palmeira Square Gardens facing north west



d) Intended view- Palmeira Square Gardens facing south

Figure 20: Views within Planned Estate South

3: Western Road Commercial

Description

Western Road formed the northern limit of Busby's Brunswick Town and was extended west as a continuation from Brighton. From its first inception, the southern side of the road was always intended as a commercial street, with Busby producing designs for buildings which could be either residential or incorporate shop fronts. During the mid-19th century the road was extended further to the west with the development of Palmeira Square, wrapping around the northern side of a zone of formal landscaping now known as Floral Clock. The buildings on the northern side of the road were established in successive phases as Isaac Goldsmid released plots of the former Wick Estate for development, starting in the east between 1850-60 and culminating in the establishment of Palmeira Mansions in the west in 1883-84.

This character area comprises the buildings on the north and south sides of Western Road, between Little Western Street in the east and First Avenue in the west, and includes the landscaped Floral Clock, Church Road and the Church of St John the Baptist at its western end. Uses are predominantly commercial, with shops, cafes and pubs lining both side of Western Road as far as Floral Clock, with some external dining areas and office uses on upper storeys. The area around Floral Clock includes commercial use to the south and residential terraces of Palmeira Mansion to the north.

Buildings and scale

Reflecting the phased development of this area, there is an eclectic mix of building styles along Western Road. The buildings form continuous terraces. There are comparatively few listed buildings, those that are listed tending to incorporate the end terraces of streets to the north and south at the junctions of Brunswick Road, Brunswick Place, Lansdowne Place and Palmeira Square, though there are a number of exceptions.

Along the southern side of Western Road the earlier commercial buildings are generally of three to four storeys creating a varied roofline, rendered and painted off white with pronounced string courses and parapets, and occasional canted or curved bays at or above first floor level. The majority have inserted modern shop fronts and signage. Moving from east to west, notable buildings include:

- Grade II listed shop and dwelling above at 20 Western Road on the corner of Upper Market Street, and the adjacent locally listed former Western Hotel
- Grade II listed shops at the eastern corner of Brunswick Place (30a-c Western Road)
- Locally listed shop at 31a Western Road, incorporating a Dutch gable and large curved bay with ogee canopy at first floor level
- Grade II listed Freemasons Inn and Restaurant at 39 Western Road (1870) incorporating a distinctive mosaic frontage
- Grade II listed shops at 44-47 Western Road housed in the side return of 48 Lansdown Place
- Locally listed parade of shops at 50-58 Western Road within the three and four storey art deco former William Hill's department store
- Grade II listed shop at 62 Western Road and adjacent Italianate Wick Public House
- Locally listed Hove Bank at 64 western road, a four storey red brick corner building incorporating a corner turret

- ❑ Grade II listed parade of shops at 68-72 Western Road incorporated into northern return of 17 Palmeira Square, and 73-76 Western Road incorporated into northern return of 18 Palmeira Square

A single building is identified on the southern side of Western Road which detracts from the character and appearance of the street: Intergen House (65-67 Western Road) is a nine storey late 20th century apartment block of brick construction with vertical columns of windows interspersed with gloss black cladding.

Buildings on the northern side of Western Road are broadly of a similar scale to the south, being three-four storeys, but are stylistically more varied. Moving from east to west, notable buildings include:

- ❑ Grade II listed shops at 124-125 Western Road within southern return of terrace at 1 Brunswick Road
- ❑ Grade II listed shops at 108-110 Western Road with the southern returns of 9 and 10 Brunswick Place
- ❑ Locally listed shop at 100 Western Road (late 19th century Lane & Steadman with art nouveau/timber shop front)
- ❑ Grade II listed shops at 86-90 Western Road, incorporating southern return of 59 Lansdowne Place
- ❑ Grade II listed 'Maples' at 82 Western Road (four storey Italianate shop and apartments in prominent corner position at the eastern end of Floral Clock, now a Tesco Express).

To the north of Floral Clock are the Italianate five storey + basement Grade II and II* listed Rochester Mansions and Palmeira Mansions with listed walls to the front, built in 1883-4 to the designs of H J Lanchester. Further unlisted town houses (rendered and stock brick) are located further to the west extending to the western boundary of the conservation area.

A number of negative buildings are identified on the northern side of Western Road at nos 83, 112-116 (Sheridan House) and 130, comprising later 20th century infill developments, broadly in keeping with the prevailing scale on Western Road but of low architectural value.

At the western end of the Character Area is the Grade II listed Church of St John the Baptist, designed by Edward and William Gilbert Habershon and built in 1852-4 with the spire added c. 1859. The church was built on land donated by Isaac Goldsmid for the residents of Adelaide Crescent and Palmeira Square. The church is of knapped flint construction with stone dressings and clay tile roof.

Spaces

The majority of the character area is a single, busy shopping street with through traffic from Brighton in the east and Hove in the west. The tall buildings to the north and south of Western Road create a sense of enclosure.

Floral Clock marks a departure from this, with the Church of St John the Baptist at its western end and large Italianate mansions surrounding the northern, eastern and southern sides of the landscaped garden which is also open to Palmeira Square in the south, creating an open, boulevard-type character.



a) View to west along Western Road



b) Listed and locally listed commercial premises, Western Road/Upper Market Street



c) Floral Clock- view to west from Western Road



d) Church of St John the Baptist, facing west from Floral Clock

Figure 21: Western Road Commercial Area

Streets, paths and street furniture

Throughout this character area Western Road and Church Road are tarmac surfaced, with stone kerbs and concrete pavements. Zones of cobble sett paving are present demarcating specific changes in use, including bus stands at Floral Clock and around the perimeter of the gardens.

Pavements are generally wide and include outdoor seating with awnings at some cafes and restaurants. Roadside refuse, recycling and communal bins are also present at intervals, alongside bike stands, belisha beacons, road signage and modern bus stands.

Locally listed street furniture comprises a red pillar box with the 'VR' cipher at the junction of Lansdowne Place and Western Road. Modern street lighting is present throughout.

Landscape and key views

Along the commercial section of Western Road there is minimal landscaping. Street trees, where present, are located at the ends of adjoining residential streets and do not contribute strongly to the character of the area. Views are channelled east and west, with fleeting, glimpsed views into residential streets to the north and south. A number of buildings occupying prominent corner positions act as focal points to the observer moving along the street, including the Wick Inn, Hove Bank and former Western Hotel.

By contrast, the colourful linear space of Floral Clock provides visual interest for the surrounding properties and Church Road, the B2066 and Western Road/Holland Road. A colourful clock formed through bedding planting provides a focal point within the centre of the gardens. Amenity features and site furniture are positioned within the space including ornamental timber and metal benches, knee high fencing, bins and colourful formal bedding displays amongst lawns, tarmac paths and established boundary tree planting with some localised replanting. There is ongoing wear and tear and vandalism given its frequent use by pedestrians and busy roadside location.

Views across the Floral Clock area are important aspects of its intended function as a recreational space for Adelaide Crescent and Palmeira Square. These include views oriented west towards the Church of St John the Baptist and east towards the Maples building (**Figure22**), and oblique views along the prominent façades of Palmeira Mansions and south towards the terraces of Palmeira Square and Palmeira Square Gardens.



Figure 22: Floral Clock, facing east towards Western Road

4: Planned Estate North

Description

This character area includes the north-south aligned streets extending between Western Road and Lansdowne Road at the northern limit of the conservation area. Essentially a continuation of the planned estates to the south, this predominantly residential area was developed in successive stages by Isaac Goldsmid in the mid-late 19th century. It includes northward continuations of some key terraces from the south, including Brunswick Place and Lansdown Place, drawing on the design principles established by CA Busby in Brunswick Town alongside terraces of later Victorian and early 20th century housing.

Buildings and scale

The buildings of this character area are described below by street moving from east to west:

- ❑ **York Road:** opposing terraces of paired three storey + basement unlisted town houses. The majority are off-white painted render over brick, with one example which has been roughcast rendered. Canted bays variously extend to two or three storeys. Roofs are concealed behind parapets. Black painted railings at street level, with tiled steps to front doors which are part glazed timber with rectangular fan lights. Four pane timber framed sash windows. At the northern end of the road are two individual bow-fronted, four storey houses with balcony railings at first floor level.
- ❑ **Brunswick Road:** Grade II listed, built c. 1850-60, opposing terraces of paired three storey + basement bow-fronted town houses. Uniform off white painted stucco over brick, with black balcony railings at first floor level (**Figure 23a**). Low walls and gate piers to the front of the properties with tiled steps to front doors which vary in style and colour. Four-pane timber sash windows with horizontal glazing bars.
- ❑ **Cambridge Road:** Church of St Patrick at south-western end of road (Grade II listed, built 1878 in Kentish ragstone to design of Edward Kendall Jnr). The remainder of buildings in the street are unlisted. On the western side is a continuous terrace of four storey + basement town houses, painted stucco over brick with full height canted bays, railings at first floor balcony level, two pane timber sashes and dwarf boundary walls with gate piers at the roadside (**Figure 23b**). The majority have heavily moulded parapets with balustrades above. On the eastern side, nos 1-22 and 50-56 are four storey + basement townhouses, the southern two being bow fronted and the remainder having canted bays to the third storey with Doric porches above the doors supporting iron balcony railings. Windows are two-pane timber sashes with narrow glazing bars placed towards the window edges. Dwarf walls at the roadside support elaborate iron railings. Until the late 19th century the space between nos 22 and 50 was a linear landscaped garden. Substantial semi-detached housing was built in this area between 1898 and 1911, comprising two storey + attic double-fronted houses in pale stock brick with red brick dressings to the window and door surrounds. Balcony railings supported on porch above glazed doors with large fanlight. Mock Tudor timber dressings with roughcast panels to heavy projecting gables at attic level. Roofs are covered with plain tiles, some having been replaced with cement tiles. Tiled steps between low stock brick walls at the front of the properties.
- ❑ **Brunswick Place:** Grade II listed, c. 1850, opposing terraces of paired four and five storey + basement bow-fronted town houses (**Figure 23c**). Uniform magnolia painted stucco over brick, with black balcony railings at first floor level. Railings to the front of the properties with stone or tiled steps to front doors which are black, part glazed with rectangular fanlights above. Two pane timber sash windows to the ground and first floor, four-pane timber sashes above. This street is a continuation of

Busby's Brunswick Place on the south side of Western Road, but was built following his death on land owned by Isaac Goldsmid to a similar design.

- **Farm Road:** this road is highly variable in character. Formerly leading to Wick Farm, this narrow road contains a discontinuous row of two storey mews-style properties on the eastern side, while the western side is dominated by a continuous terrace of compact three storey + basement town houses with simple canted bays (**Figure 23d**). Carriage entrances pass beneath these buildings at intermittent points leading to secluded courtyards of mews properties at the rear (Lansdowne Mews, Farm Mews, Goldsmid Mews and Spink Close). The mews-style buildings on the eastern side of Farm Road were built in stages from the early-mid 20th century onwards and are generally off-white painted render over brick (though unpainted brick and tile hung bays are noted at the southern end of the street), fronting directly onto the pavement with four-pane timber sashes and slate covered pitched roofs concealed behind low parapets. In the northern half of the street the buildings are interspersed with ad-hoc single storey garages in varying states of repair, brick built and some with pebbledash render. The town houses on the western side of Farm Road were built between 1850-60 and are of a simple design with painted render or pebbledash over brick. Roofs are concealed behind flat parapets. There is some variation along the terrace, with bays at the front of the properties either extending to full height or single bays placed centrally at first floor level. Satellite dishes are ubiquitous. At the northern end of the street, St Anne's Well House is a modern brick and part-rendered apartment building with a fourth storey mansard roof. No 26 Farm Road to the north of this is a slightly more elaborate town house, while the side return of no 4 Lansdowne Road forms the corner of the street and is a two storey + basement double fronted mid-19th century villa. The Brighton and Hove Progressive Synagogue to the west of 4 Lansdowne Road has existed on the site since the late 19th century, but now has a simple, flat modern frontage painted white.
 - **Lansdowne Mews:** 1850-60, comprises 12 properties within a courtyard accessed beneath the Coopers Cask pub on Farm Road. These are two-storey rendered brick buildings with accommodation at first floor level over garages. Timber garage doors survive in most of the buildings, while there is some variation in the quality of the first floors, with replaced windows and doors. Roofing materials are slate, though roofing felt only is also present. The buildings are in generally poor condition and are used as workshops and storage. A large panel of graffiti is present on the southern wall of the carriage entrance from Farm Road.
 - **Farm Mews:** 1850-60, contains 13 properties within two courtyards accessed between nos 11-12 Farm Road. The northern courtyard comprises two storey rendered brick or weatherboarded buildings painted white and black (**Figure 23e**), with accommodation at first floor level over garages. Timber garage doors survive. Windows vary and include double glazed units, timber framed sash and metal framed examples. Roofing materials are concrete tiles. The buildings are in generally poor condition.
 - **Goldsmid Mews:** 1850-60, contains 7 properties within a courtyard accessed between 15 and 16 Farm Road. Two storey flint-built mews properties with red brick dressings to carriage entrances, doors and windows (**Figure 23f**). No. 1 has white painted rendered walls. White painted timber doors and multi-pane casement windows. Roofs are slate covered. The buildings in this courtyard are in a good state of repair and well-maintained.
 - **Spink Close:** modernised apartment blocks in former mews courtyard accessed between 21 and 22 Farm Road. The buildings are rendered brick painted white and two storeys high with additional accommodation in a slate-tiled mansard. Square double height bays with white painted two-pane sash windows.

- ❑ **Lansdowne Place:** Grade II listed, c. 1850-60, these opposing terraces of paired three and four storey + basement bow-fronted town houses are superficially similar to those of Brunswick Place to the east. Uniform magnolia painted stucco over brick, with black balcony railings at first floor level. Railings to the front of the eastern terrace with tiled steps to front doors which are black, sometimes part glazed, with rectangular fanlights above. The buildings of the western terrace stand behind painted, rendered brick walls with gate piers. Windows are white-painted timber sashes with a variety of glazing bar configurations. This street is a continuation of Lansdowne Place to the south of Western Road.

- ❑ **Lansdowne Street:** Opposing terraces of unlisted three storey + basement houses. At the southern end of the street nos 3-21 and 6-18 were built between 1870-76 and have relatively plain facades of off-white painted rendered brick with simple full-height canted bays and projecting string courses. Generally with four-pane timber sash windows, though nos 18 and 15 have been modified with removed bays and multi pane double glazed window units. Roofs are concealed behind parapets. To the north the houses were built between 1876 and 1898 and are painted rendered brick (off-white, grey and blue noted) with canted bays to the first storey and a projecting cornice at parapet level supported on brackets. The western terrace is more elaborately detailed, with dentil corning above the bays and projecting quoins. The roofs are concealed behind the parapets, though examples are noted to include inserted dormer windows at attic level. This street is notable for having a greater prevalence of satellite dishes on the western terrace, and gas boiler outlets projecting through the front elevations on a number of the buildings.

- ❑ **Holland Road:** Developed in successive phases between the late 1880s and 1950, Holland Road contains a variety of buildings and differing scales which diverge from the uniformity of residential terraces to the east. The eastern side of the road is dominated by the Transitional Gothic Grade II listed Baptist Chapel (John Wills) in coursed Purbeck rubble with its tall tower and spire. To its north is the substantial Grade II listed red brick stabling and warehouse of the Brighton and Hove Co-Operative Supply Association at 75 Holland Road, built in 1893, which presents an imposing façade to the street and stands behind iron railings. To the south are standalone residential buildings, including a five storey modern apartment block with café at ground level at 63 Holland Road, the three storey + basement Young Women’s Christian Institute at 65 Holland Road in yellow stock brick, and a three storey + basement town house in off-white painted rendered brick with full height canted bay at no. 73. A two storey house in coursed Purbeck rubble with gothic detailing is attached to the north of the Baptist Chapel at no. 71. To the north of the former Brighton and Hove Co-Operative Supply Association there is a marked decrease in density and scale: a 20th century single storey workshop (currently a vehicle rental business) with corrugated sheet roofing is set back deeply behind a wide concrete forecourt, to the north of which is the locally listed Hove Hebrew Congregational Chapel, housed in a former gymnasium of 1883 with an unusual architectural style described as reminiscent of Viennese Jugendstil. By contrast, the western side of Holland Road is dominated by almost continuous terraces of five and six storey apartments in red brick. The southern half of the street contains the vast Flemish Renaissance-style Gwydyr Mansions (1890), now locally listed and presenting frontages to both Holland Road and Rochester Gardens. To its north is the rear elevation of Rochester Court and Rochester House, built between 1911 and 1932, and Rochester Close (1932-51).

- ❑ **Rochester Gardens:** The eastern side of Rochester Gardens comprises the red brick frontages of Gwydyr Mansions, Rochester Court, Rochester House and Rochester Close, described above. These are set back within their plots and include gardens to the front behind low brick walls and clipped hedging. On the western side of Rochester Gardens only no 1-6 are included within the conservation area, comprising a short terrace of two storey + attic red and brown brick, part rendered houses, built

between 1911 and 1932. These vary slightly but similar detailing, including clay tile hung bays and steeply pitched clay tile roofs with projecting dormer windows. The windows are generally multi-pane timber sashes, though some have been replaced with double glazed units.

- ❑ **Palmeira Avenue:** Nos 1-11 and 2-12 at the southern end of the street are included within the conservation area. These are opposing terraces of substantial, unlisted, Italianate town houses which project northwards from the side returns of Palmeira Mansions to the south. These are four storeys in height + basement and attic, comprising white painted stucco over brick, with ashlar at ground level and full height, wide canted bays at the first to third storeys. Elaborate iron balustrades are present at first floor level, and iron railings to the front boundaries with tiled steps leading up to black painted, part glazed front doors. The windows are timber sashes in various configurations. Roofs are concealed behind projecting parapets.
- ❑ **Salisbury Road:** Nos 1-3 on the western side of Salisbury Road are included within the conservation area. This comprises a short terrace of unlisted, three storey + basement and attic town houses. The buildings are a buff coloured stock brick with white-painted door surrounds, canted bays which extend to the first floor and rusticated quoins. The front boundaries are defined by low stub walls with gate piers and part tiles stone steps leading to part glazed front doors. Windows are two-pane timber sashes. Dormer windows project forward from the roofs which are otherwise concealed behind the bracketed parapet.

The eastern limit of this character area is formed by Boundary Passage, a narrow pedestrian alley which follows the historic parish boundary between Brighton and Hove. The passage is enclosed by tall flint walling and includes two Grade II listed boundary markers.

Only a small number of negative buildings are identified which detract from the character and appearance of the area. These comprise 20th century garages on eastern side of Farm Road and a workshop on the eastern side of Holland Road.

Spaces

The spaces within this character area are generally confined to the linear gridded arrangement of streets which extend north to south between Lansdowne Road and Western Road. There is a noticeable change between the wider streets of Brunswick Place, Palmeira Avenue (both of which include two vehicle lanes to either side of a central parking zone) and Lansdowne Place, and the narrower secondary streets such as Lansdowne Street and Farm Road which have a greater sense of enclosure. The mews courtyards on the western side of Farm Road have a private, secluded ambience which is not seen elsewhere.

Towards the western end of the character area the density of buildings decreases, and notably the northern end of Holland Road, which contains a wide vehicle forecourt¹¹ and reduced building heights, and the western side of Rochester Gardens in which buildings are set back behind planted gardens, have a more open feel with a broader mix of uses.

¹¹ At the time of writing, consent has been granted for development within this plot.



a) View to south, Brunswick Road



b) View to south, Cambridge Road



c) View to north, Brunswick Place



d) View to south, Farm Road



e) Weatherboarded mews buildings, Farm Mews



f) Flint and brick mews buildings, Goldsmid Mews

Figure 23: Planned Estate North

Streets, paths and street furniture

Throughout the character, streets are tarmac surfaced, with stone kerbs and concrete pavements. The condition is generally good, though Farm Road differs with the presence of concrete garage entrances and multiple forms of surfacing to the mews courtyards, much of which is in poor condition.

Roadside refuse, recycling and communal bins are present in most streets, alongside bike stands and road signage. On street parking is ubiquitous.

Brunswick Place contains seven Grade II listed lamp posts which are broadly of the same form (Type 2) as those seen in Adelaide Crescent. Lighting columns in the surrounding streets are also of the same type. A locally listed red pillar box with the 'VR' cipher is located at the north-east corner of Brunswick Place.

Landscape and key views

There is minimal soft landscaping in this character area. Street trees are present in York Road, Brunswick Road, Cambridge Road (northern end), eastern side of Brunswick Place, western side of Lansdowne Place, Rochester Gardens, Palmeira Avenue and Salisbury Road. Rochester Gardens is also noted to include wide front gardens on the eastern side, which incorporate some mature trees.

Views are necessarily channelled along the axis of these parallel streets, however glimpsed views southwards of the sea are possible from the northern ends of Brunswick Road, Cambridge Road, Brunswick Place and Lansdowne Place which provides a visual connection to the wider landscape. A significant view is also noted facing south from Palmeira Avenue across the Floral Clock and into Palmeira Square Gardens.

6 MANAGEMENT APPROACHES

Key opportunities, issues and vulnerabilities

The overriding objective of conservation area designation is to preserve or enhance the area's character or appearance. This can be achieved in a number of ways, through a continual process of monitoring and review, sensitive and proactive management within the planning process, control of permitted development rights, and the implementation of wider planning and community initiatives.

With reference to the statement of special interest (Section 1), the assessment undertaken in the course of preparing this character statement has identified a number of key opportunities, issues and vulnerabilities as summarised below which have been incorporated into the action plan presented in Table 6.1. These are grouped below under three general themes: the built environment; open spaces; and the public realm.

THE BUILT ENVIRONMENT

Brunswick Town contains a large number of distinctive and historically important buildings which have survived intact and in groups, providing a strong sense of order and uniformity to the conservation area. Existing planning controls are in place, including the Hove Borough Council Act 1976 and five separate Article 4 Directions, which have effectively managed the appearance of many of the streets and controlled change over time. These existing controls are considered sufficient for future management of change, and no further controls are recommended.

Because of the densely developed nature of the streets in Brunswick Town, there is generally a limited opportunity for wholly new development to occur. However, a number of points are noted here:

- ❑ The conservation area contains a large number of listed and locally listed buildings, which positively contribute to the area's character and appearance. In addition, a large number of buildings have been identified which, although not designated at a local or national level, are considered to be 'positive' buildings, contributing to the character and appearance of Brunswick Town. Changes to these buildings should be resisted, including incremental alteration or loss of features through replacement of original windows, replacement of doors, use of uncharacteristic roofing materials (slate or plain tiles predominate here), installation of satellite dishes, solar panels and gas boiler flues to the street-facing elevations of buildings. Proposals for the reinstatement of lost features should be encouraged wherever possible.
- ❑ Existing character should be maintained through the continued application of Article 4 Directions. Proposals for new development should be accompanied by robust heritage statements setting out the way in which a proposal will affect not only the significance of the building(s) but also the setting of the surrounding assets and the contribution that this makes to their significance, in accordance with local and national planning policy.
- ❑ Any new development should seek to preserve the scale and uniformity of the street on which it is proposed. This is particularly important in streets of mews buildings and along the secondary streets, in which the low relative scale of the buildings compared to those of the surrounding terraces is fundamental to appreciating the intended layout of the planned historic town. There is a lower

apparent risk of new and inappropriate development within the surrounding streets of terraces, however the same principle would apply- that new development should reflect the prevailing scale of surrounding buildings on the street in question.

- ❑ Any applications for conversion of loft space should be carefully considered to ensure that this does not adversely affect the appearance of the street on which it is proposed. The conservation area includes buildings with a range of roof profiles and wall parapets; buildings in which conversion of loft space would require substantial dormers visible from street level should be resisted, and any proposals should be considered on a case-by-case basis.
- ❑ The streets of mews buildings have been subjected to the most readily apparent incremental change over time. This is reflected in the number of buildings identified as making a negative or neutral contribution to the character and appearance of the conservation area. These streets are vulnerable to the erosion of their historic character through ad-hoc alteration, extension or neglect, and is in part associated with commercial, light industrial or private garage use. In some instances this has resulted in poor maintenance over long periods of time. There is therefore an opportunity for positive enhancement of character through refurbishment, sympathetic conversion or change in use within the mews streets. New development should celebrate and complement the more diverse palette of traditional materials and vernacular styles seen in these areas.
- ❑ There is a risk of harm to the significance of buildings through inappropriate internal alteration and maintenance which may be particularly pronounced in terraces let as flats or houses in multiple occupancy (HMOs). Where heritage at risk is identified, proactive engagement with landowners, landlords or tenants should seek to rectify any issues identified.
- ❑ Western Road contains a large number of commercial properties, many of which have modern inserted shopfronts and internal alterations which detract from the character and appearance of the area. The retention of early shopfronts should be encouraged through the inclusion of buildings on the local list. Proposals for new commercial uses, including the use of awnings and provision for external seating areas, should seek to include high quality frontages which respond to the character of the area.

OPEN SPACES

The open spaces of Hove Lawns, Brunswick Square Gardens, Adelaide Crescent Gardens, Palmeira Square Gardens and the Floral Clock are integral to the historic character of the conservation area, forming a key component of the planned layout of the town and the setting of the surrounding buildings. These spaces are all included on the local list. In general these are well maintained, however some issues were noted, including the poor condition of some internal paths, missing or damaged railings, wear to grass and borders at pedestrian cut-throughs, and damaged or vandalised benches and bins.

Ongoing maintenance is important to ensure that the appearance of these spaces is preserved and that damaged or deteriorating conditions do not detract from their significance and the setting of surrounding buildings. There is an opportunity for enhancement through the restoration of lost landscaping features and diverse planting, working in collaboration with local community and residential groups.

Public events and fairs to attract visitors should be carefully managed to ensure that there is no long-term damage to the landscape fabric, and minimisation of disruption to local communities.

THE PUBLIC REALM

This central location within Brighton & Hove brings with it clear challenges in terms of managing and maintaining the public realm:

- ❑ On-street parking is present throughout, with pressure for space being a significant issue. The prevalence of parking is a negative aspect of the conservation area, but one which is unfortunately inevitable. Designated parking areas should be carefully managed and maintained to ensure that the impact is minimised wherever possible and that conditions do not deteriorate.
- ❑ Communal street bins are present in many of the residential streets and, along with the pressure for parking space, detract from the general appearance of the area. These are an inevitable feature given the density of the residential streets, however it is essential that these are maintained and managed in a way that minimises the impact upon the area resulting from deterioration of their condition and the accumulation of refuse in streets.
- ❑ There is a wide range of street furniture types throughout the conservation area. Listed and locally listed lamp post columns and pillar boxes are present in a number of areas, however many lamp posts are also present which, although not listed or locally listed, are similar in age and form. Retention and maintenance of these features is to be encouraged to preserve the contribution that these make to the character and appearance of the area.
- ❑ Modern road signage, bollards, bike racks, seating, bins and bus shelters are frequent and include a wide range of types and styles. There is a risk that a lack of coherent planning for these features will compromise the character of the area, resulting in cluttered streets and fragmented views due to incremental change. Removal of excessive street furniture is to be encouraged, and there is an opportunity for the controlling and design of new street furniture to create a locally distinctive public realm.
- ❑ Within the mews streets, the prevalence of privately owned garages and courtyards has led to a lack of consistent maintenance of floor surfaces and materials, including those along pavements at garage and workshop entrances. Opportunities for their repair and specifications for new materials should be encouraged to improve the general appearance and condition of these spaces.
- ❑ Vandalism and graffiti is a problem in some public spaces and along back streets, graffiti in particular being noted along Farm Road. Opportunities should be explored to limit vandalism and anti-social behaviour by increasing natural surveillance where possible, developing anti-graffiti measures and looking at other security measures.

Boundary revisions

As part of this assessment, consideration has been given to the potential requirement for revision to the conservation area boundary. The present boundary was drawn to encapsulate the full extent of the historic area of Brunswick Town and the land subsequently developed by Sir Isaac Lyon Goldsmid to its west and north.

The eastern boundary of the conservation area follows the historic parish boundary, marking the position from which Brunswick Town developed. While there has been some alteration to the building stock and layout of courtyards along this edge, its position is of historical importance, and its retention as the

boundary of the conservation area is considered appropriate. Regency Square Conservation Area shares this boundary to the east.

The western boundary follows the rear property boundaries of buildings on the western side of St John's Road, laid out as part of the establishment of Adelaide Crescent and Palmeira Square and forming the western limit of the mews associated with these terraces. The buildings on this road therefore have group value with the terraces, and the boundary as currently defined forms a logical grouping.

The northern boundary follows Lansdowne Road (the northern limit of Goldsmid's terraces), before stepping southwards (Palmeira Gardens/Salisbury Road) reflecting the extent of development by the end of the 19th century. Again, the boundary as defined forms a logical grouping of streets and buildings associated with this later 19th century phase of construction.

The southern boundary is defined by the Hove sea wall at the southern edge of Hove Lawns, which are closely linked to the establishment of Brunswick Town and are a central component of the setting of buildings in the conservation area.

Overall, therefore, no revisions to the conservation area boundary are considered to be necessary.

Consultation

As part of the production of the draft document, an initial consultation process was undertaken via email and phone engagement with agreed key stakeholders to determine knowledge, issues and aspirations associated with the conservation area. Comments received have helped inform the Character Statement.

Action plan

This section and **Table 6.1** sets out a series of actions which will be carried out to retain and enhance the landscape, historic and architectural character within Brunswick Town Conservation Area. It lists each broad objective, how each will be achieved and who is responsible for achieving them. Where appropriate a priority level is indicated and further considerations highlighted. The programme should be reviewed regularly.

The actions have been prioritised on criteria of importance and urgency as follows:

- **Low:** Actions which have a low impact on conservation area values
- **Medium:** Actions which have a moderate impact on conservation area values
- **High:** Actions which have a significant impact on conservation area values

Table 6.1: Conservation Area Action Plan

Ref.	Action	Resources	Priority	Notes
Objective 1: Utilise planning policy to maintain, preserve, protect and enhance the special character and appearance of the conservation area				
1.1	Ensure a balanced but robust approach to the application and enforcement of NPPF and Local Plan policies in planning decisions affecting the conservation area and its setting.	B&HCC	High	
1.2	Carry out 5 yearly reviews of non-designated buildings and structures of particular historic interest within the conservation area for potential local listing inclusion.	B&HCC	Medium	
1.3	All applications within the conservation area and setting require an appropriately detailed Heritage Statement in order to understand the impact of a proposed development on the area.	B&HCC / Applicants and Agents	High	Refer to paragraph 189 of the NPPF (impact on the significance of heritage assets or their settings)
1.4	Key views e.g. static, kinetic/dynamic, glimpsed, should be kept under review, particularly following any approved addition or removal of a building, structure, tree or infrastructure asset (including development outside of the conservation area).	B&HCC / Applicants and Agents	Medium	Key views identified within this document are not exhaustive. Refer to Historic England's Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017). Reinstatement of lost views should be encouraged. As required, views must be considered within Design and Access or Heritage Statements
1.5	Monitor the relevance and continuing usefulness of existing Article 4 Directions to ensure that they continue to control works that could threaten the character or special interest of the conservation area.	B&HCC	Medium	If an Article 4 Direction is applied, a planning application will be needed for any development listed within the Direction that would otherwise have been permitted development. Where permitted development rights change, the need for any new Directions should be considered.

Ref.	Action	Resources	Priority	Notes
1.6	Liaise with the Historic England Heritage At Risk officer (London & South East Region) to help secure the removal of any identified assets on the Heritage at Risk Register as required.	B&HCC/Historic England/Asset owners	High	
1.7	Ensure conservation area stakeholders are aware formal notice (section 211) is required for works to trees that have a trunk diameter of more than 75mm when measured at 1.5m from ground level (or more than 100mm if reducing the number of trees to benefit the growth of other trees)	B&HCC	High	Section 211 notification under Town & Country Planning Act 1990. Tree works to protected trees requires planning consent. Key arboricultural contact: arboriculture@brighton-hove.gov.uk
Objective 2: Ensure sensitive design and character retention within the conservation area				
2.1	Use traditional materials and skills appropriate to the construction of the building or structure wherever possible.	B&HCC/Asset owners	High	Appropriate professional or craft skills and experience should be used in all work including inspection, maintenance and repairs.
2.2	Encourage reinstatement of lost features e.g. windows, doors, ironwork, shop fronts, decorative detailing, and tree plantings.	B&HCC/Asset owners	Medium	
2.3	Encourage replacement of inappropriate materials with area specific and era appropriate materials for structures and floorscape.	B&HCC/Asset owners	Medium	
2.4	Continue to maintain the open space and historic squares which help us to understand the historic development, context and design intentions within the area.	B&HCC/Asset owners	High	
2.5	For the public squares, any new design interventions should celebrate and restore the square's historic Georgian sinuous and geometric features whilst offering a place for people and nature. There is a preference for implementing diverse planting, full of native flowering and fruiting plants.	B&HCC	Medium	

Ref.	Action	Resources	Priority	Notes
Objective 3: Maximise funding streams and opportunities for the enhancement and maintenance of the conservation area				
3.1	Seek funding opportunities for any future enhancement schemes.	B&HCC	Medium	Opportunities and online tools may include Grantfinder, Funds Online, Historic England, the National Lottery Heritage Fund and crowd-funding
3.2	Seek appropriate environmental funding support and initiatives.	B&HCC	Medium	Considerations may include Trees for Streets and Plant For Our Planet.
Objective 4: Enhance open space management and maintenance				
4.1	In reference to climate change, tree strategies should remain in place within the City and the Council should continue to adopt the Arboricultural Association's <i>Biosecurity Position Statement</i> and Defra's <i>Tree Health Resilience Strategy</i> .	B&HCC	Medium	It is challenging to establish trees on the more exposed east side of the squares. Trees do not like being planted as single specimens within the coastal area but prefer to be in a small group to aid establishment. The elm was extensively planted at Hove precisely because they could tolerate coastal conditions
4.2	The gardens should ideally be a robust, no-irrigation, future-proofed landscape, where all planting is closely fitted to the ecological and microclimatic conditions of the area. This will invariably lead to a lower-input but higher-impact gardens. Naturalised/meadow planting opportunities or within localised areas within the spaces should be explored.	B&HCC	Medium	
4.3	Regularly review and manage the risk of an incremental increase in unsightly signage, street furniture, vehicle parking and additional ancillary structures marring the setting of the open spaces.	B&HCC	Medium	
4.4	Viewpoints from principal approaches towards architectural eyecatchers and designed landscape features should be revealed where appropriate.	B&HCC	Medium	

Ref.	Action	Resources	Priority	Notes
4.5	Seek the opportunity for the open spaces to be included for assessment with the Green Flag Award scheme. The scheme is the benchmark national standard of open space and considers heritage values and other community benefits.	B&HCC	Medium	
4.6	Ensure regular monitoring and maintenance of seafront features. Ongoing marine environmental condition cause wear and tear and a requirement for repairs. Some of the structures affected include benches, painted railings and ornamental metal shelters and lighting columns plus lawns.	B&HCC	High	
4.7	Explore opportunities for limiting vandalism and anti-social behaviour by increasing natural surveillance and looking at other security measures.	B&HCC	Medium	
4.8	Carefully manage events and fairs to attract visitors but ensure that there is no long-term damage to the landscape fabric of the site and minimisation of disruption to local communities. This should be achieved through limits on size and frequency and through coordinated event and site management	B&HCC	Medium	English Heritage's 2010 <i>Temporary Structures in Historic Places</i> guidance document explores useful issues and recommendations related to temporary structures and events in an historic environment.
Objective 5: Regular review and communication				
5.1	Apply the Character Statement and ensure it is readily available and accessible to relevant staff and by all the various stakeholders.	B&HCC	High	The increasing importance of digital access should be taken into account.
5.2	Consider effective monitoring of the impact of the Character Statement and its effectiveness.	B&HCC	Medium	Any data updates and recent policy/guidance should be identified. The Character Statement should be reviewed every 10 years or in response to changes that would make it significantly out-of-date.

Ref.	Action	Resources	Priority	Notes
5.3	Ensure appropriate engagement and consultation with the local community and amenity societies.	B&HCC	High	Consultation should be carried out in conformity with the council's adopted Statement of Community Involvement.
5.4	Encourage community groups to assist with applying the Character Statement and to collaborate on specific projects for the maintenance and improvement of public spaces as appropriate.	B&HCC / Amenity Societies and Local community groups	Medium	Further information within COMA 2016 guidance <i>Community ownership and management of parks and green spaces</i>

7 REFERENCES

Detailed historical studies exist for Brunswick Town which can usefully be read in conjunction with this character statement for more information regarding the architects, residents, buildings and history of the area. A summary is provided below of relevant resources which may provide useful additional reading.

Published Works:

Bingham, N, 1991, *C. A Busby: The Regency Architect of Brighton & Hove*. RIBA Heinz Gallery

Unpublished Works:

Harris, R, 2007, *Brighton & Hove Historic Character Assessment Report: Sussex Extensive Urban Survey*.

Internet Sources:

<https://regencysociety.org/>: The Regency Society is Brighton and Hove's oldest amenity society, formed in 1945. Alongside campaigning for the city's past and future heritage, the society's website includes details of events, print collections (Society of Brighton Print Collectors), a photographic archive and overviews of the city's architectural heritage.

<https://georgiangroup.org.uk/>: The Georgian Group is an English and Welsh conservation organisation created to campaign for the preservation of historic buildings and planned landscapes of the 18th and early 19th centuries.

<https://historicengland.org.uk/listing/the-list/>: Historic England maintains the National Heritage List for England. The online list incorporates a map search and contains the most up-to-date listing descriptions for buildings within the conservation area.

<http://www.rth.org.uk/>: The Regency Town House (13 Brunswick Square) is a charity working to restore the building and basement annexe, and is being developed as a museum and heritage centre with a focus on the architecture and social history of Brighton & Hove between the 1780s and 1840s. Their website includes information on the history of the Brunswick Estate, the care of historic properties and public participation events.

<http://hovehistory.blogspot.com/>: Detailed studies and social history of Hove, Brighton and the surrounding area with images and street-by-street analysis, by local historian Judy Middleton.

<http://brightonhistory.org.uk/index.html>: A repository of information on Brighton & Hove, including timelines, historic maps and information on architects, residents and local history.

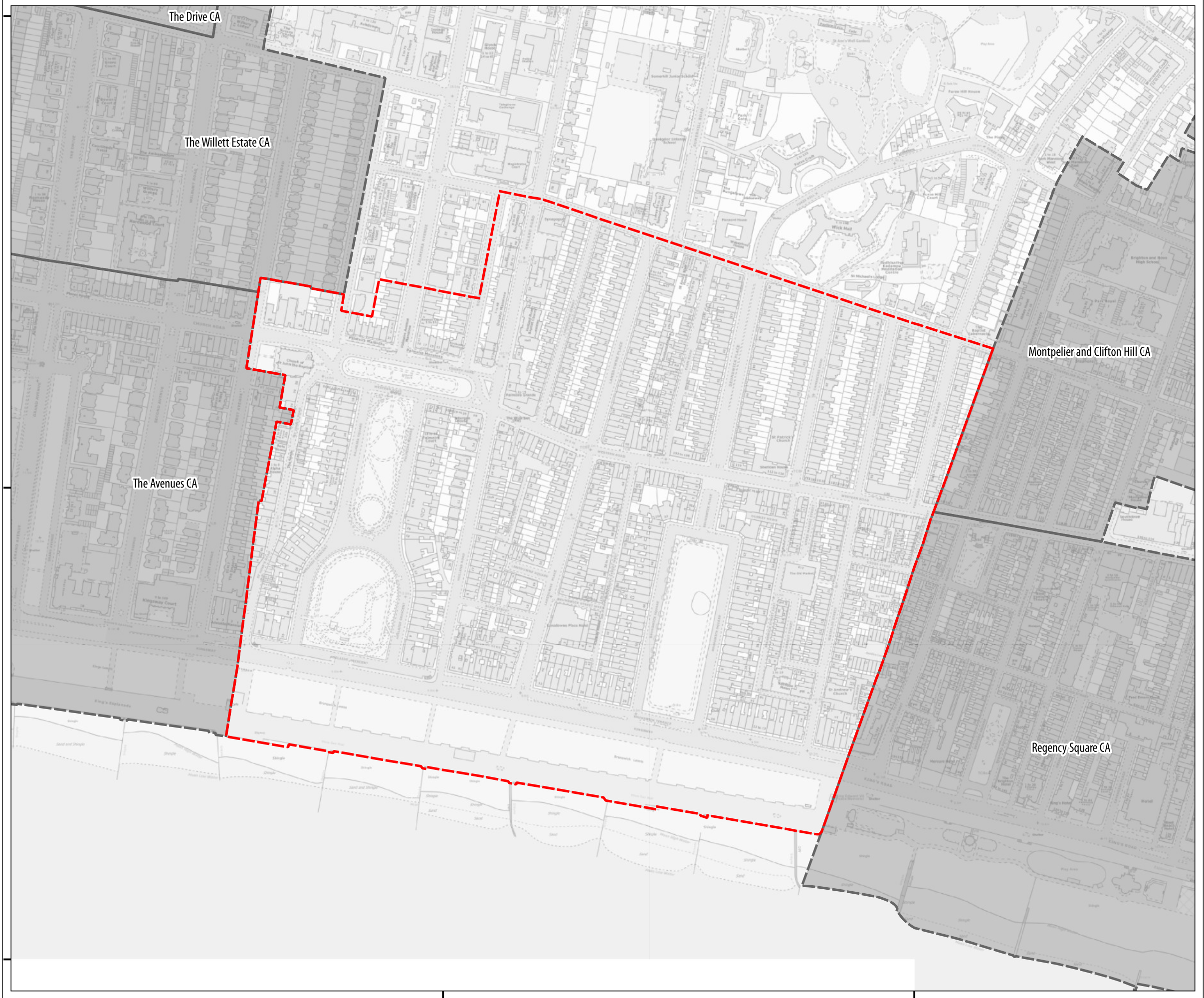
<http://friendsofbrunswick.co.uk/>: Residents' Association website for Brunswick Square and Terrace.

<http://www.fopa.co.uk/heritage/>: Friends of Palmeira and Adelaide is a resident's association for Palmeira Square and Adelaide Crescent.



APPENDIX A DRAWINGS

105000
104500
104000





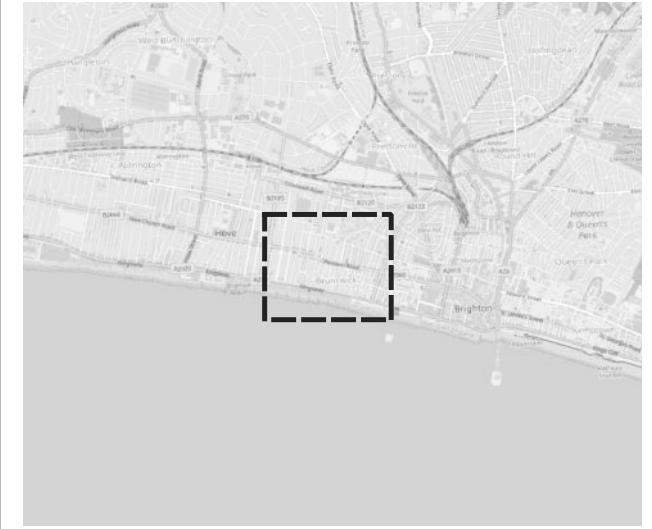
529500

530000

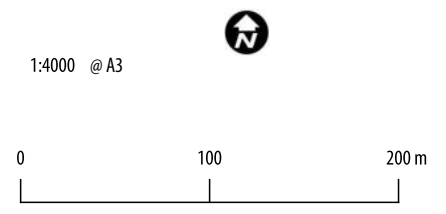
Spring Lodge
172 Chester Road
Helsby WA6 0AR

Key

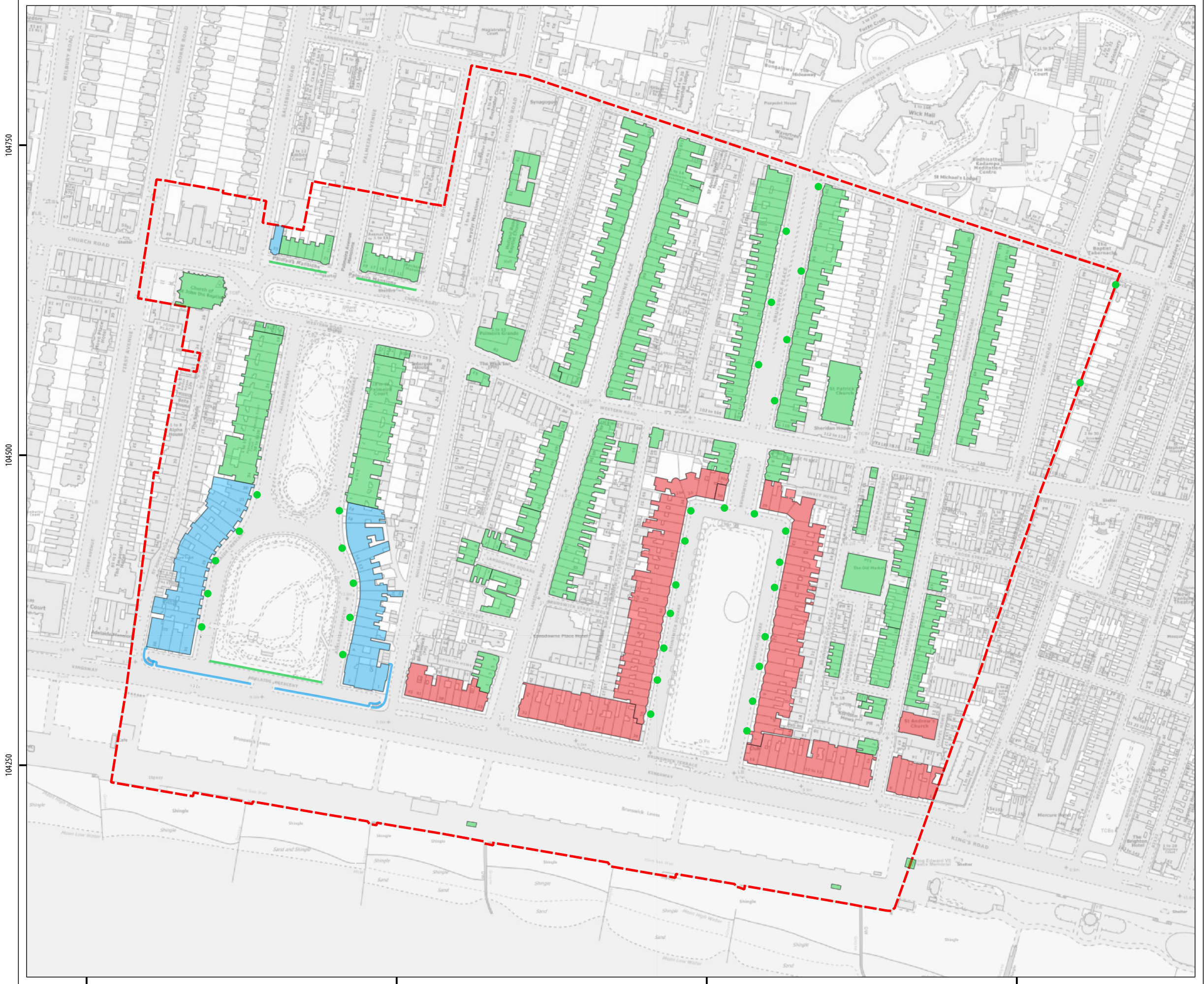
-  Brunswick Town Conservation Area
-  Brighton and Hove Conservation Areas



Contains OS data © Crown copyright and database right (2022)

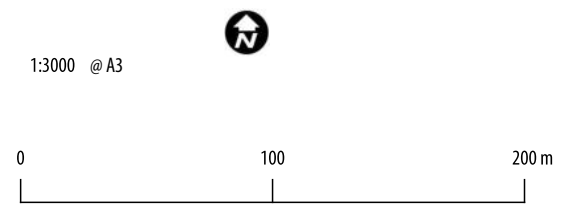


Drawing 1: Brunswick Town Conservation Area Location Map



- Key**
- Brunswick Town Conservation Area
 - Listed Buildings (Grade)**
 - I
 - II*
 - II
 - Listed Buildings- Linear (Grade)**
 - II*
 - II
 - Listed Street Furniture (Grade II)

Contains OS data © Crown copyright and database right (2022)



104750

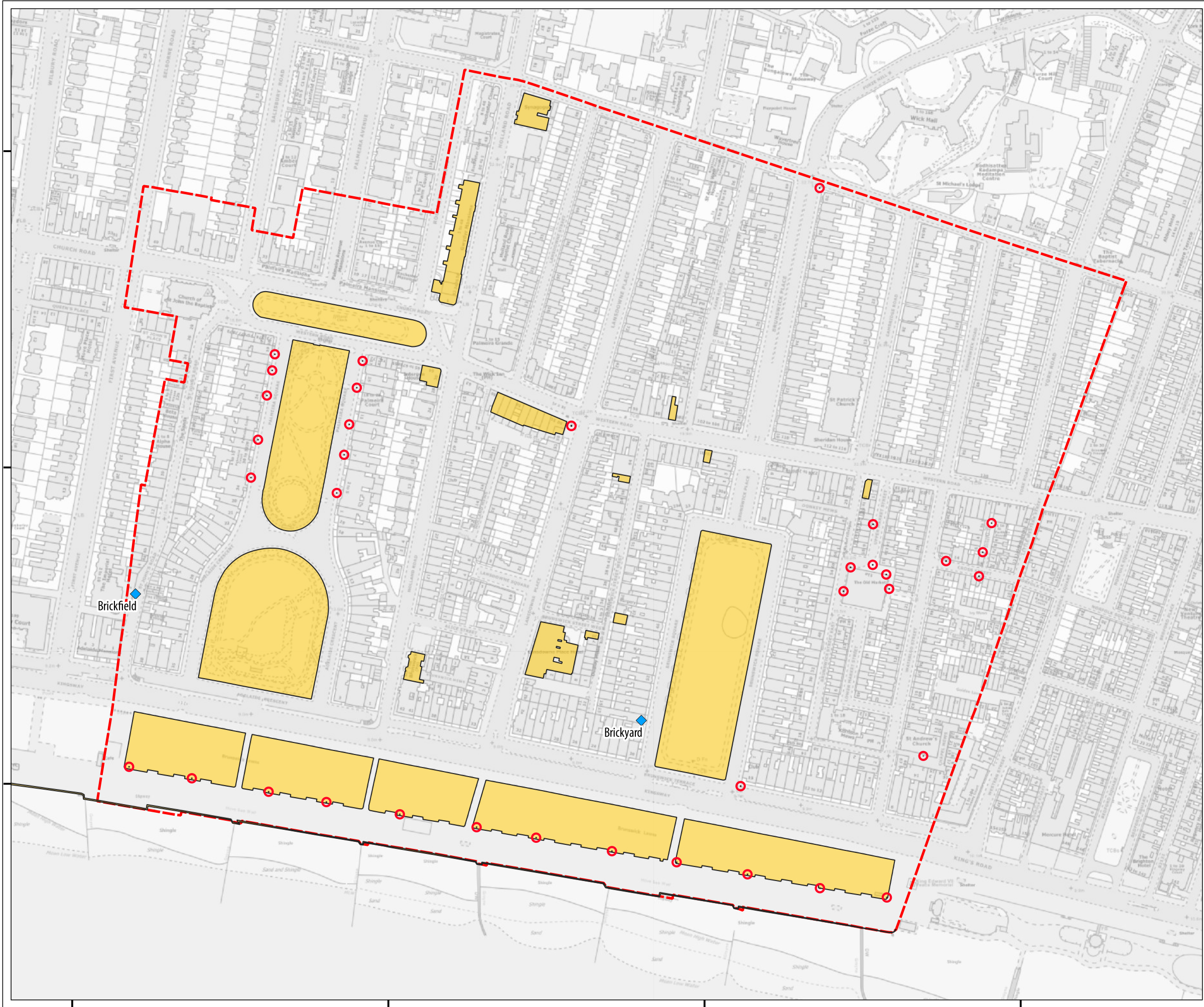
104500

104250

529250 529500 529750 530000

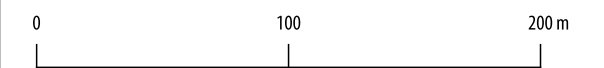
Drawing 2: Designated Heritage Assets

- Key
-  Brunswick Town Conservation Area
 -  Locally Listed Heritage Assets
 -  Locally Listed Street Furniture
 -  Historic Environment Record Assets

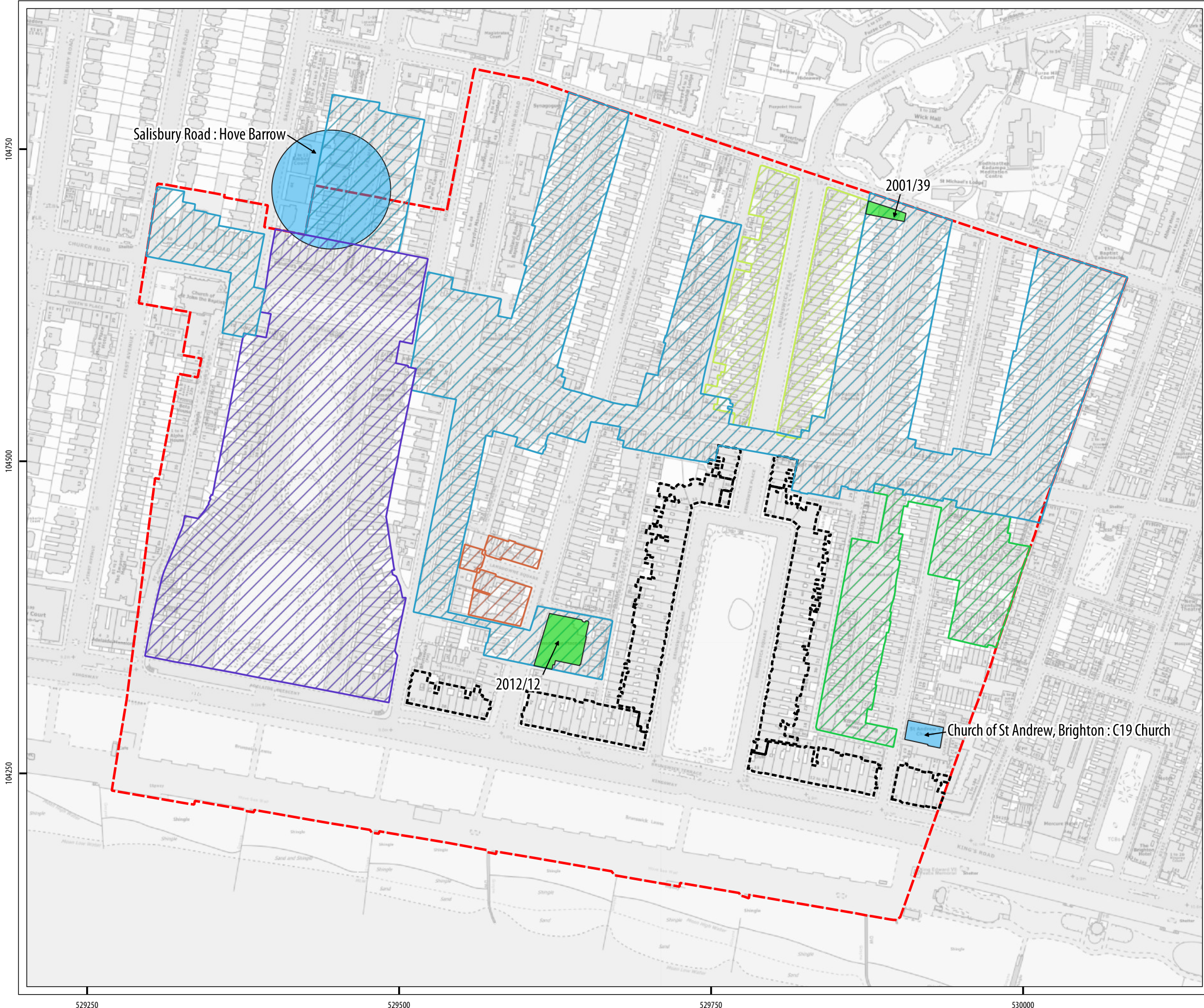


Contains OS data © Crown copyright and database right (2022)

1:3000 @ A3

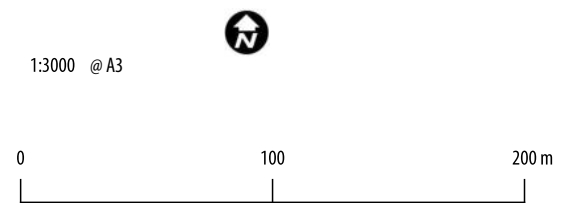


Drawing 3: Non-Designated Heritage Assets

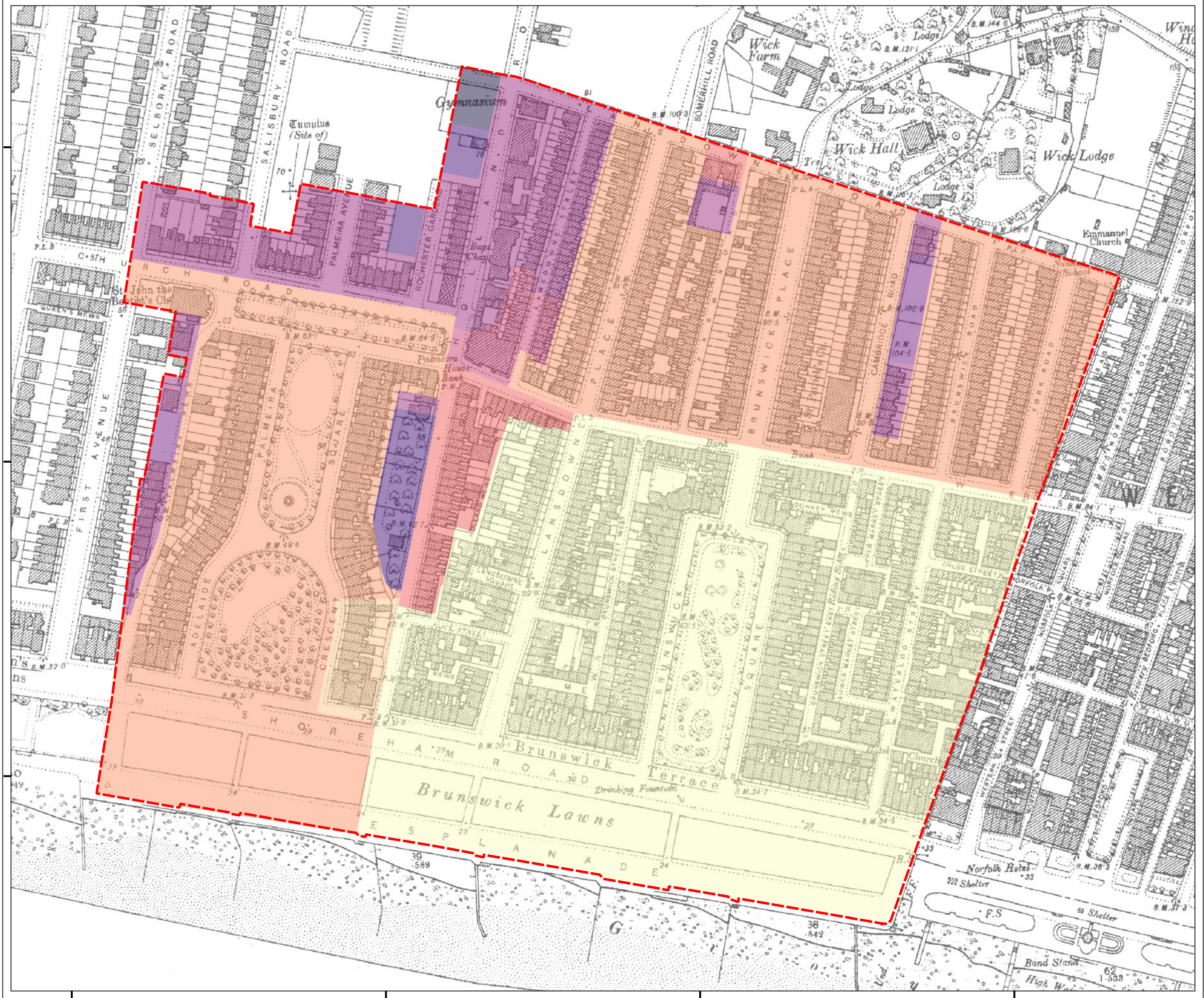


- Key
- Brunswick Town Conservation Area
 - Hove Borough Council Act 1976
 - Tree Preservation Orders
 - Archaeological Notification Areas
- Article 4 Directions
- Adelaide Crescent, Palmeira Square & Palmeira Mansions
 - Brunswick Comprehensive
 - Brunswick Minor Works
 - Brunswick Place (North)
 - Lansdowne Square

Contains OS data © Crown copyright and database right (2022)



Drawing 4: Environmental and Planning Designations



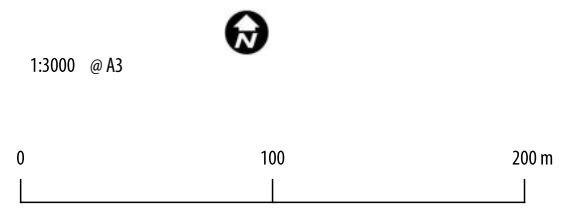
Key

Brunswick Town Conservation Area

Phasing (Minimum to Maximum Date Range)

- 1824-34
- 1830-34
- 1850-60
- 1850-76
- 1870-76
- 1876-98
- 1898-1911
- 1911-32
- 1932-51

Contains OS data © Crown copyright and database right (2022)
Base Map is the 1898 Ordnance Survey 2nd Edition map at a scale of 1:2,500



Drawing 5: Historical Development of Brunswick Town Conservation Area

104750

104500

104250

529250

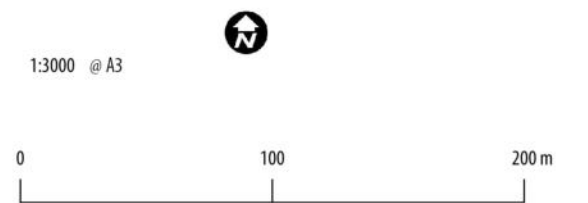
529500

529750

530000

- Key
- Brunswick Town Conservation Area
 - Listed Buildings
 - Listed Street Furniture (Grade II)
 - Locally Listed Buildings
 - Locally Listed Street Furniture
 - Positive Buildings
 - Neutral Buildings
 - Negative Buildings
 - ★ Landmark Buildings/Structures
 - Positive Open Spaces
 - ⇨ Significant Views

Contains OS data © Crown copyright and database right (2022)



Drawing 6: Conservation Area Quality