



Help shape the future of Brighton Marina

Brighton Marina

Supplementary Planning Document – Masterplan
Stakeholder Consultation

Draft Issues and Options Study
June 2008

01 Context

Introduction

Brighton & Hove City Council, as the Local Planning Authority, has produced this paper to examine the issues facing Brighton Marina, and to explore the options for its future development and regeneration. The Issues and Options stage is an early part of the process of preparing a Supplementary Planning Document (SPD) for the Marina and wider area, which will form part of the forthcoming Local Development Framework (LDF) for Brighton & Hove.

The Brighton Marina area is currently experiencing intense development pressure, as demonstrated by the significant development that has been approved for the Outer Harbour in 2006 and the further substantial proposals for the Inner Harbour and Black Rock sites. These sites offer the potential to bring about the comprehensive regeneration of the Marina, with significant improvements in the transport infrastructure and public realm.

This document seeks to build on the existing work and consultation which was carried out as part of the process of producing a Planning Advice Note (PAN04) for Brighton Marina. The study takes into account both adopted and emerging planning policy, strategy and technical background reports.

The Study Area



Brighton Marina is located on the eastern extremity of the built up area of Brighton city centre, 2.5 km to its east and 3 km south east of Brighton Station. Immediately north of the Marina lies the Brighton to Newhaven Cliffs, with Black Rock Beach located approximately 25m to the west. Brighton to Newhaven Cliffs are designated as a Site of Special Scientific Interest (SSSI) primarily for their geological interest, although they also have botanical value.

Kemp Town Conservation Area, with its historic gardens and multiple listed buildings, including Grade I listed seafront squares, is approximately 0.5 km to the north-west of the Marina.

Brighton Marina Today

The Marina has evolved over the past 30-40 years and its identity is changing. It currently has a rather mixed identity, with a variety of land uses, development forms and architectural styles within it. The recreation and leisure uses have expanded over the years, as have the number of residential developments. Different construction phases within the Marina have occurred without the benefit of a planned approach. Consequently, the Marina has become characterised by piecemeal development and areas of poor public realm.

However, the Marina and wider area has great potential as an important gateway to the City. If the regeneration of the Marina is successful, it could undoubtedly contribute towards a significant proportion of the city’s strategic housing, employment, retail, leisure and tourism requirements. It is also a place of great natural beauty and ecological value.



The Waterfront



Merchant's Quay (incorporating the Octagon)

Community Consultation

In November 2007, three workshops were held with a number of different stakeholders including landowners, developers, emergency services, residents/ amenity groups and councillors on the draft Masterplan for Brighton Marina (PAN 04). The feedback and comments received as part of this consultation process was used to finalise PAN04 which was formally approved by Environment Committee in March 2008.

Process

Brighton & Hove City Council has prepared this document to examine the issues facing the Brighton Marina area and the options for future redevelopment and regeneration. This Issues and Options paper aims to gather views from stakeholders as part of the process of reviewing the adopted Masterplan for Brighton Marina (PAN04). The feedback from this consultation process will feed into the development of the forthcoming Brighton Marina Supplementary Planning Document (SPD) that will form part of the Local Development Framework (LDF).

02 Issues and Options

Key issues

From the previous stakeholder consultation on Brighton Marina, we have identified 9 key issues to be addressed by the Masterplan. In no particular order, these are:

- 1 **Identity of the Marina**
- 2 **Urban form and land use**
- 3 **Transport accessibility in the area**
- 4 **Public realm and open space**
- 5 **District Centre and retail offer**
- 6 **Health and social infrastructure**
- 7 **Ecology**
- 8 **Sustainability and waste management**
- 9 **Housing and demographics**

Options

The challenges and opportunities facing Brighton Marina and the surrounding area have been recently captured within the Brighton Marina Masterplan (PAN04) and the Area Assessment for Brighton Marina (including the Gas Works and Black Rock sites) which forms part of the draft Core Strategy.

Both of these documents have been informed by adopted and emerging planning policies, strategies and guidance both at the national and local level. This, together with the recent stakeholder consultation conducted as part of the PAN04 process, has provided a robust basis on which to identify a set of key issues and associated options to steer the development of the Brighton Marina Masterplan SPD.

Table I provides a summary of the key issues and options which will be discussed and tested via a series of early stakeholder consultation events held throughout May and June 2008.



View of the SSSI Cliffs from the eastern end of the Marina

Table I

These potential options have been drafted to stimulate debate for the early stakeholder consultation stage. They do not necessarily represent current or future council policy.			
Issues	Options		
	Do nothing	Minimum intervention	Maximum intervention
Identity of the Marina			
The Marina and wider area has a very mixed identity. ‘The haphazard collection of buildings and arbitrary arrangement of land uses fails to convey any sense of place or distinctive identity’ (SPGBH 20).	Non intervention is likely to lead to continued piecemeal development which will undermine any attempts to create a sense of place and/ or distinctive identity.	Provide more opportunities for appropriate development at the waterfront to reinforce the role of the Marina as first and foremost a marina and leisure destination.	Develop a comprehensive Masterplan which will identify the place-making priorities for the Marina and its future regeneration.
Urban form and land use			
Brighton Marina is identified as an appropriate node for Taller Buildings defined as 6 storeys or more in SPGBH 15.	Planning decisions concerning tall building proposals will continue to be made on an ad hoc basis.	Identify area where taller buildings may be acceptable subject to meeting SPGBH 15 criteria.	As with the minimum intervention, but with maximum height specified for different areas of the Marina as part of a detailed Masterplan.
Poor signage and access to key attractions, particularly the waterfront and undercliff walk.	Lack of physical connections to the waterfront, cliffs and wider area directly contributes to poor “legibility” – a built environment that is confusing and difficult to navigate.	Increase signage to waterfront, cliffs and wider area to improve legibility.	Develop a comprehensive Public Realm Strategy which integrates best practice from the City Council’s Legibility Study: “Public Space, Public Life 2007”.

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Issues	Options		
	Do nothing	Minimum intervention	Maximum intervention
Marina is dominated by an eclectic mix of buildings, many of which are unattractive and/ or mundane.	Visual appearance of the area remains haphazard and piecemeal.	Try to enhance visual appearance through an environmental improvement programme.	Produce a Design Code for the Marina and wider area which will ensure that building materials are consistent, complementary and high quality to improve the visual appearance of the area.
Limited land use dominated by retail, leisure and housing development. Lack of employment floor space other than those associated with service industries.	Balance of land uses continues to remain unaddressed, resulting in a lack of vitality and an unwelcoming environment. Development in the area will remain unfettered leading to an imbalance of land-use.	Some indication will be given to developers on the preferred mix of land uses to come forward on the site.	A much more rigorous approach to land use to be adopted as part of a comprehensive Masterplan approach. This to address any existing imbalance of land uses and provide for increased activities and vitality in the area.
Transport accessibility to the area			
The Marina area is dominated by the car and private vehicles. Its location is remote from the city centre. Public transport accessibility involves a long complicated journey for many in the city.	The Marina will continue to be car dominated, resulting in a compromised public realm. The site will remain isolated from the city centre.	Some enhancement of bus services to the Marina to improve accessibility.	Introduction of a comprehensive package of public transport measures between the Marina and other key locations in the city. This to consider the possible provision of a rapid transport system and/or bus priority lanes.
The capacity of the ramps into and out of the Marina to	Development which is in the pipeline will continue to be	An independent transport assessment to be undertaken in	A comprehensive transport assessment of the capacity of the

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	<p>Do nothing</p>	<p>Minimum intervention</p>	<p>Maximum intervention</p>
<p>accommodate further development, beyond schemes which have already been approved, is currently unclear.</p>	<p>considered on an ad hoc basis without proper consideration of the cumulative impact on the ramps.</p>	<p>relation to the capacity of the ramps to take future development. This assessment will be used to inform planning decisions.</p>	<p>ramps to be undertaken. Consideration to be given to the removal or reconfiguration of the ramps in the longer term and their replacement with a new arrangement.</p>
<p>Public realm and open space</p>			
<p>The Marina has suffered from incremental and often piecemeal development, which has resulted in a deficient and poor quality public realm.</p>	<p>Public realm remains deficient and poor in quality, hindering the regeneration of the area.</p>	<p>Improve the appearance of the area through the provision of enhanced street furniture and greater use of quality materials.</p>	<p>Develop a comprehensive Public Realm Strategy which expands the amount of public realm and integrates best practice from the city council's Legibility Study: Public Space, Public Life 2007. This Public Realm Strategy would identify different character areas for the Marina and wider area. It will also incorporate a Design Code and Public Art strategy for the Marina.</p>
<p>Brighton Marina and wider area is dominated by two dual carriageway ramps which hinder pedestrian movement.</p>	<p>Private vehicles continue to dominate making it a no-go area for pedestrians and severely compromising the future regeneration of the area.</p>	<p>Improve pedestrian and cycle routes within site by widening the pavements, introducing pedestrian/ toucan crossings and enhanced lighting along desire</p>	<p>Reconfiguring the road system to reduce and/or remove traffic from the area. Priority to be given to pedestrians, wherever possible, through use of shared</p>

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	Do nothing	Minimum intervention	Maximum intervention
		lines.	spaces, pedestrianisation etc.
The Marina is dominated by surface parking, making it inaccessible and reducing the amount of space available for the public realm.	Pedestrian movement continues to be hindered with little space for sitting out and/ or other important pedestrian activities, such as sport and recreation.	Some surface parking removed, particularly at the most inaccessible parts of the site.	Comprehensive strategy to remove the majority of surface parking except where appropriate e.g. disabled parking, car club parking etc.
Any areas of open space which exist within the Marina are poorly planned and under-utilised.	The Marina will remain deficient in open space. Existing open spaces will continue to under-perform and not realise their potential.	Improve the use of existing open spaces by facilitating better pedestrian connections between these spaces.	Introduce an open space and green space strategy for the Marina and wider area, to encourage greater utilisation, activity and attractiveness. This to be informed by the ecology of the area. Pedestrian linkages to the cliffs and waterfront to be prioritised.
District Centre and retail offer			
The Marina is struggling to perform as a District Centre as demonstrated by the number of vacant premises and high turnover of shops. The most successful elements are the leisure “sheds” and cafes/	The Marina will continue to under-perform as a District Centre and be characterised by a declining retail offer.	Provide environmental improvements to the Marina’s main shopping areas e.g. the Octagon/ Merchants Quay, Asda etc. to provide a more pleasant shopping environment which may stimulate greater inward	Comprehensive masterplan and redevelopment programme to attract major new investment.

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	<p>Do nothing</p>	<p>Minimum intervention</p>	<p>Maximum intervention</p>
<p>restaurants associated with the Waterfront development.</p>		<p>investment and customers.</p>	
<p>Health and social infrastructure</p>			
<p>Any health and social facilities within the Marina are very limited and almost exclusively private e.g. David Lloyd Centre etc.</p>	<p>Future housing development (e.g. the approved Outer Harbour Brunswick scheme) which entails the provision of affordable housing, will change the characteristics of the permanent population. The existing range of services at the Marina will be insufficient to support the new population.</p>	<p>Ensure that health and social infrastructure improvements are secured through S106 negotiations associated with any future planning applications.</p>	<p>Proactively identify the health and social infrastructure required to support the growth of the Marina through the Masterplan process. This plan to be drawn up jointly with the PCT, voluntary sector and the city council.</p>
<p>Ecology</p>			
<p>The ecology within the Marina is poorly served in respect of connections between key sites e.g. the cliffs, waterfront etc, educational interpretation and management.</p>	<p>The ecology of the Marina and wider area remains unexploited with weak physical connections to the cliffs, beach and waterfront.</p>	<p>Provide some ecological enhancements to the Marina and wider area, focussing specifically on the pedestrian connections to the cliffs, beach and waterfront. Improvements to the greenways (as identified in the Local Plan) will be sought from S106 contributions.</p>	<p>Develop a comprehensive ecological masterplan for the Marina and wider area, which will provide a framework for S106 contributions. This will also prevent unnecessary duplication of resources and/ or ecological initiatives.</p>

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Issues	Options		
	Do nothing	Minimum intervention	Maximum intervention
Sustainability and waste management			
There is little evidence of sustainability measures e.g. Combined Heat and Power stations (CHPs), wind turbines etc. and/ or waste management at the Marina, beyond some basic recycling provision.	The long term sustainability of the Marina remains unsecured. Piecemeal approach to on-site recycling and waste management continues.	Priorities for sustainability and waste management on-site are identified via the Sustainable Building Design SPD (draft), Recyclable Materials and Waste Storage PAN (draft) and Construction & Demolition Waste SPD.	A comprehensive approach to sustainability and waste management is developed for the Marina and wider area to ensure the longer-term sustainability of the area.
Housing and demographics			
All existing housing in the Marina is in private ownership. Residents are typically young professionals without families and active retirement couples, 30% of whom own second homes. No evidence of mixed, sustainable communities.	Local housing needs continue to be unmet.	Rely on the council's Local Plan policies to secure affordable housing to meet local housing need.	Produce a Masterplan which includes targets in relation to tenure, mix and size of accommodation to inform S106 negotiations.

