

Vantage Point, Elder Place and Circus Parade, Brighton

Key facts

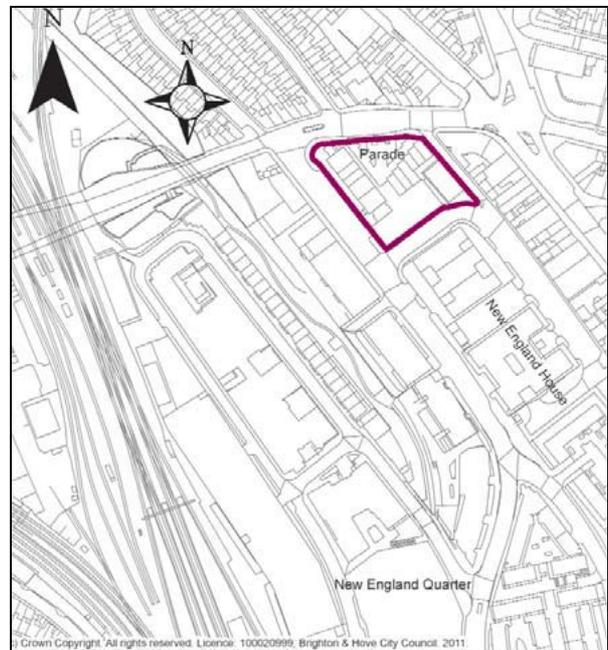
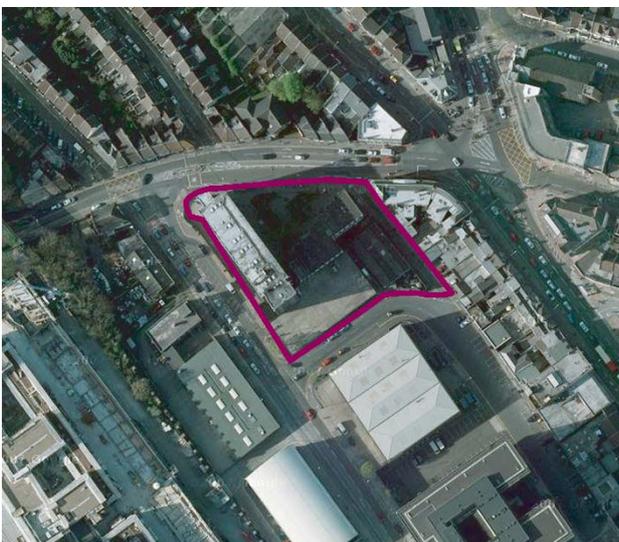
- Total area – 0.37 Ha.
- Location – A central Brighton site, forming part of the London Road Town Centre near to the New England Quarter
- Ownership – Periwold

The Site

This site is in the inner urban area of Brighton. It is located on the corner of New England Road and New England Street, close to the now largely completed New England Quarter. The site is a 1960s mixed use development comprising Vantage Point, an 8 storey office block with retail uses at ground floor level; Circus Parade which comprises retail at ground floor with residential above; a small public square adjacent to New England Road and a car park to the rear of the site with access from Elder Place. The site lies within the London Road Town Centre.

Access

The site benefits from good road and public transport links through its close proximity to the London Road (A23), a [sustainable transport corridor and bus priority route](#), and Brighton mainline railway station to the south west.



Pedestrian access to Brighton Station takes around 10 minutes.

There are direct national coach links to Gatwick/Heathrow and beyond from nearby Preston Circus.

Redevelopment opportunities

The configuration of floor plates in the office block is inefficient and inflexible. A site redevelopment is desirable.

The [London Road Masterplan](#) (2009) aims to guide development in the local area. The site is within the Elder Place Development Zone, where an employment-led mixed use scheme for Vantage Point/Circus Parade could be achieved, either as a stand-alone development or as part of a wider comprehensive scheme; for example through the incorporation of adjacent sites such as the trade warehousing units at Longley Industrial Estate to the south and possibly London Road Car Park.

The site falls within the New England Quarter and London Road Development Area (DA4) as defined in the [Submission City Plan](#). It is included as the most north easterly site in a cluster of four adjacent Strategic Allocations in the immediate vicinity of this corner of New England Street. The City Plan seeks a mixed use redevelopment for this cluster with no net loss of office floorspace on the Vantage Point/Circus Parade site. Any redevelopment should incorporate active uses at ground floor level with opportunities for replacement retail and or café uses and new residential accommodation.

Main Planning Information

- A mixed use redevelopment should not result in a net loss of office floorspace or residential units. It is possible that additional residential development may be acceptable if this helps to bring forward employment floorspace.
- At ground floor level active frontages and an improved public realm are important factors in achieving the objectives to improve and regenerate this part of the London Road area.

See related Site Schedules for

- Trade Warehousing (Longley Industrial Estate)
- New England House



Further Planning Information

- [London Road Central Masterplan 2009 – Supplementary Planning Document \(SPD10\)](#)
- [Brighton & Hove Local Plan 2005 – Local Plan Map; Policies SR5 \(town shopping centre\); EM5 \(release of redundant office floorspace and conversions to other uses\); HO8 \(Retaining Housing\); SU2 \(energy, water and materials efficiency\); TR1 \(travel demand\); TR5 \(sustainable transport corridors and bus priority routes\)](#)
- [Tall Buildings \(2004\) Supplementary Planning Guidance \(SPGBH 15\)](#)
- [Submission City Plan Part 1 2013](#) – including Policies DA4 - New England Quarter and London Road area; and CP4 - Retail Provision
- [LDF Background Studies](#)- Supporting Evidence for the City Plan
- [Sustainable Building Design SPD08](#)
- [Developer Contributions Technical Guidance](#)

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

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

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Development Management Site Schedule 2014 Update