

Vantage Point 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 - Spen Hill Developments Ltd (Tesco)

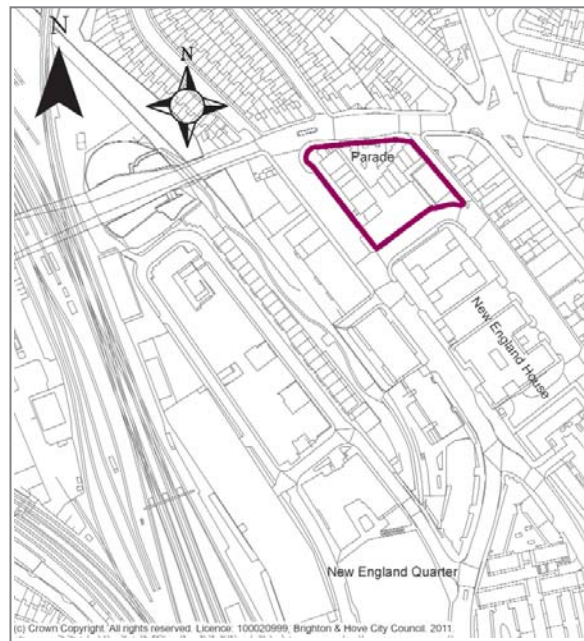
The Site

The site is in the inner urban area of Brighton on the corner of New England Road and New England Street, close to the now largely completed New England Quarter. It includes Vantage Point which is a 1960s, 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](#) just outside the [prime shopping frontage](#) as identified in the Brighton & Hove Local Plan.

Access

The site benefits from good road and public transport links through its close proximity to the London Road (A23) which is a [sustainable transport corridor and bus priority route](#) and Brighton mainline railway station to the south west. Pedestrian access can be gained from Brighton station in around 10 minutes walking time.



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 inflexible and may not meet modern expectations or business needs, and a site redevelopment is desirable.

To help guide development in the wider area, the council has prepared a Masterplan [Supplementary Planning Document](#) (SPD) (adopted in 2009) which seeks regeneration and an improved environment and public realm.

The Masterplan envisages an employment-led mixed use scheme for Vantage Point/Circus Parade, which could be achieved either as a stand-alone development or as part of a [wider comprehensive scheme](#), for example through incorporation of the trade warehousing units at Longley Industrial Estate to the south, and possibly London Road car park.

Main Planning Issues

- The Local Planning Authority's policy position would be to seek the [replacement of existing levels](#) of office floorspace. The Council is currently [examining the balance of future employment levels](#) in the wider London Road and New England Quarter area.

- The Local Plan would expect that the existing level of [residential accommodation](#) is replaced, and it is possible that additional residential development may be acceptable in a mixed use development 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 Masterplan's objectives for the area.

See also

- Trade Warehousing (Longley Industrial Estate), 4-6 New England Street, Brighton
- New England House, New England Street, Brighton



Further Planning Information

- [London Road Central Masterplan 2009 - Supplementary Planning Document \(SPD10\)](#)
- [London Road Urban Characterisation Study](#)
- [Brighton & Hove Local Plan 2005 - Local Plan Map;](#)
[Policy SR5 \(Town and district shopping centres\);](#)
[Policy EM5 \(Release of redundant office floorspace and conversions to other uses\);](#)
[Policy HO8 \(Retaining Housing\) Policy SU2 Efficiency of development in the use of energy, water and materials;](#)
[TR1 Development and the demand for travel;](#)
[Policy TR5 Sustainable transport corridors and bus priority routes](#)
- [Tall Buildings \(2004\) - Supplementary Planning Guidance \(SPGBH 15\)](#)
- [Sustainable Building Design SPD 08](#)
- [Sustainability Checklist](#)
- [Site Waste Management Plan](#)
- [Employment Land Study \(2006\); Employment Land Study Update \(2009\)](#)

The above list of documents and policies demonstrate the summary planning policy 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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