

recommendations city scale · landscape



BRING SEA AND COUNTRYSIDE CLOSER TO THE CITY

Overview of current and proposed conditions

Currently...



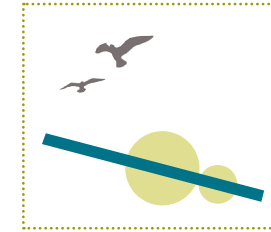
Undefined edge between urban and countryside



Disconnected green space



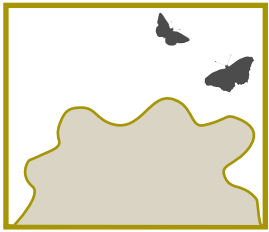
Sparse and inconsistent tree planting



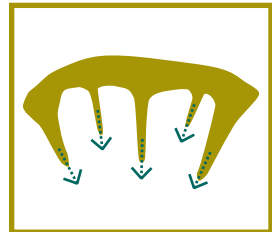
Constrained connection and uniform conditions along the seafront



Proposed...



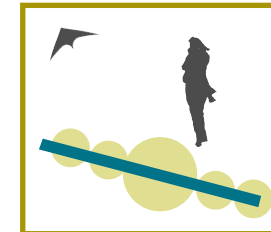
Agree enhanced strong boundary marking protected countryside



Develop a network of green fingers.

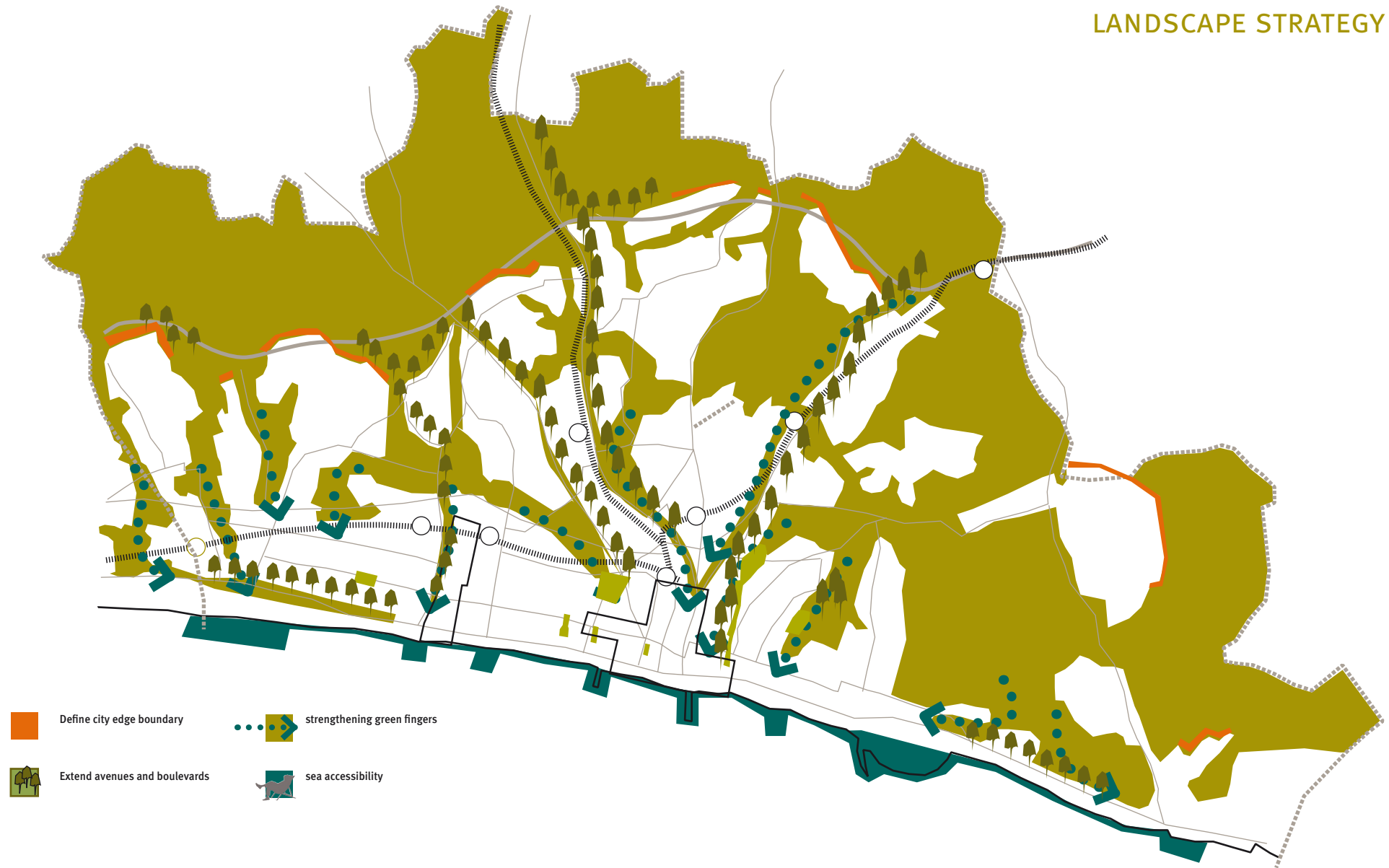


Plant 10,000 trees in 10 years to enhance green fingers



Create access points along the whole seafront with a range of activities

LANDSCAPE STRATEGY



BRING THE DOWNS INTO THE CITY

Clarify boundary marking countryside

Continue to protect the urban fringe by enhancing woodland planting and field boundaries to make a clear definition between urban and countryside. Densify and make use of brownfield sites for further housing. Develop distinctive links between districts, through landmarks and gateways and create more pedestrian routes to the countryside parks.



Edge definition
Louisiana, Denmark



Art in the landscape
Little Sparta, UK



Natural walls and footpaths
Park Corbiere, Le Pecq, France



Lookout
BO01, Malmö, Sweden

Develop a network of green fingers

Extend the network of green spaces, linking the fragmented fingers of remnant woodland and fields by careful design of roadside planting and open space edges.

Connect the city with its natural context, and reinforce green corridors through the city to make coherent and attractive routes for driving, walking and cycling.



Ecological wetland park
BO01, Malmö, Sweden



Greening of public space
Chatillons, Reims, France



Green living area
Paris, France



Open space for activities
Manchester, UK

Plant 10,000 trees in 10 years

Expand woodland and hedgerow in the city fringe. Extend hedges to link with avenues, boulevards and other street trees, to improve the physical environment and biodiversity. Implement a tree planting strategy, planting a set number every year to ensure the future city has a strong green infrastructure



Formal street trees
Bellizona, Italy



Informal street trees
Bury New Road, Manchester, UK



Seasonal planting
Seattle, USA



Avenue
Vasa Allen, Gothenburg, Sweden

GET CLOSER TO THE SEA



Built edge with seating
Boo1, Malmö, Sweden



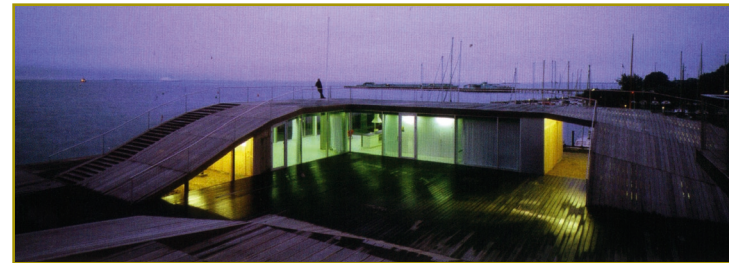
Cafe and sauna facility
Bjarred, Sweden



Mini pier
Boo1, Malmö, Sweden



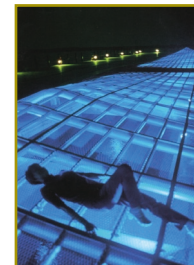
Maritime youth centre linking sea and facilities
Copenhagen, Denmark



Maritime youth centre with evening activities
Copenhagen, Denmark



Screens protecting from the sea and wind
Hulme Park, Manchester, UK



Sound of waves
Yokohama, Japan



Protected pedestrian route along the waterfront
Dania Park, Boo1, Malmö, Sweden

sea accessibility & a variety of environments
Reconnect the city with its world class seafront. De-clutter streets leading to the seafront to open up views.

Reorganise destination signage to bring visitors to the seafront at more evenly distributed locations to relieve congestion at the city centre.

Develop the variety of places and conditions available on the seafront to suit a wider range of users.

Improve environmental conditions on the seafront by providing shelter and protection. Encourage walking and cycling into spring and autumn, and even winter

- Make inclusive districts with legible features
- Districts strategy
- Develop neighbourhood identities
- Create an easy to read city

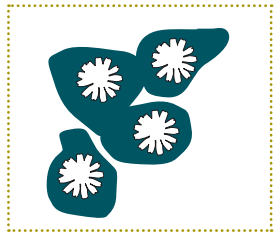
recommendations city scale · districts



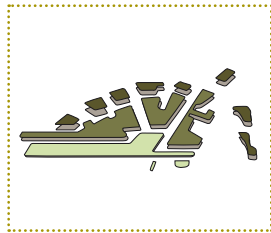
MAKE INCLUSIVE DISTRICTS WITH LEGIBLE FEATURES

Overview of current and proposed conditions

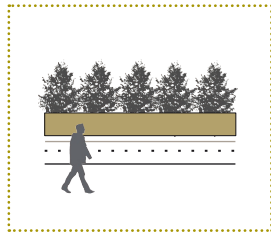
Currently...



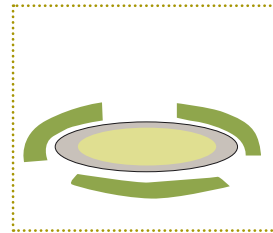
Deprived districts lacking sense of place and facilities



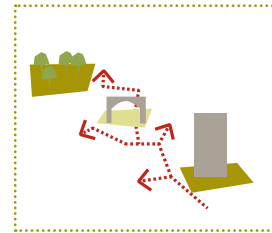
Disconnection of districts due to topography, infrastructure corridors and development of large estates



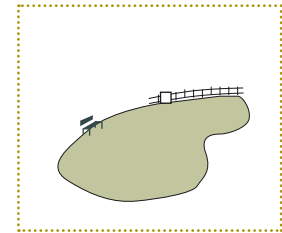
Poor public environment with racetrack streets



Non existing city gateways only traffic gyratories



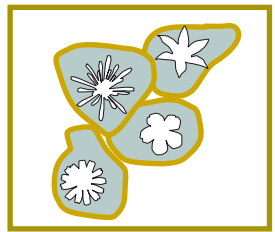
Inconsistent provision of legible features



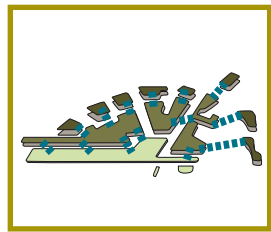
Lack of function and poor information by nodes



Proposed...



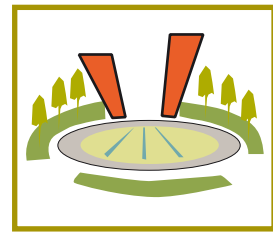
Make inclusive districts, build stronger identities



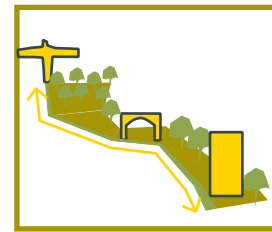
Create improved connections between districts



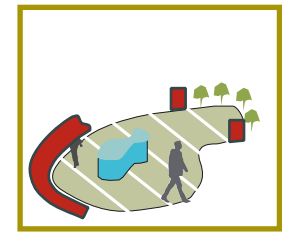
Design safe and attractive neighbourhoods



Commission welcoming gateway by artwork lighting or landscaping



Improve landmark features and create a distinctive skyline



Make the nodes attractive and improve facilities

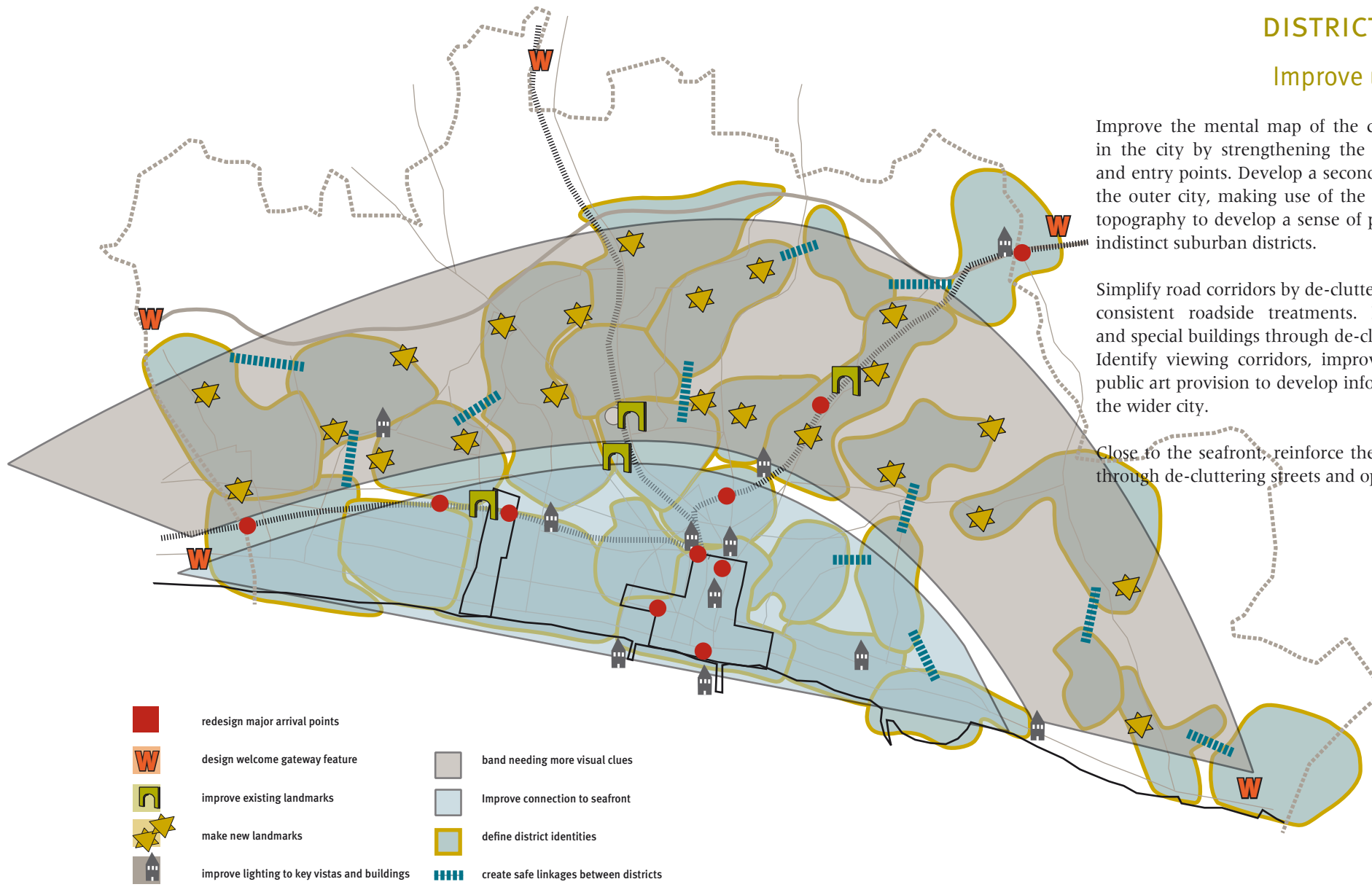
DISTRICTS STRATEGY

Improve urban structure

Improve the mental map of the city. Celebrate arrival in the city by strengthening the identity of gateways and entry points. Develop a second tier of landmarks in the outer city, making use of the dramatic skyline and topography to develop a sense of place in the currently indistinct suburban districts.

Simplify road corridors by de-cluttering and introducing consistent roadside treatments. Highlight landmarks and special buildings through de-cluttering and lighting. Identify viewing corridors, improve vistas and extend public art provision to develop informal legibility within the wider city.

Close to the seafront, reinforce the presence of the sea, through de-cluttering streets and opening views.



DEVELOP NEIGHBOURHOOD IDENTITIES

Make inclusive districts, build stronger identities

Improve sense of place to reinforce community spirit. Integrate social and economic investments with environmental improvements to make a positive impact in deprived areas. Develop a comprehensive identity and artwork strategy integrated with way-marking which links the outer districts of the city with the centre. Address perceptions of isolation by improving signage, walking, cycling and public transport provision.

Create improved connections between districts

Introduce well-lit, safe links between outer districts and the city centre. Develop new housing which overlooks edges and greenspace, bringing activity to green corridors.

Encourage permeability by re-opening blocked off roads into peripheral estates, combined with traffic calming and integrated security measures.

Design safe and attractive neighbourhoods

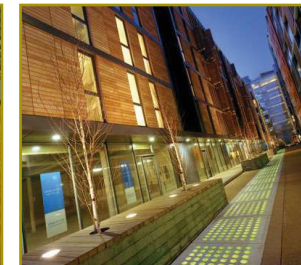
Reorganise out-of-date housing areas to bring people and pedestrians into balance with vehicular movement. Open up isolated districts with carefully designed, safe new routes. Introduce traffic calming to make streets more pedestrian friendly. Organise a clearer hierarchy of public space, and ensure that new development overlooks and animates an active public realm to improve passive surveillance. Develop management plans to identify redundant open space which can be redeveloped and areas which should be intensified in terms of possible activities.



Branding district with signage
Bankside, Southwark, London



Characterful public realm
Kiagata, Japan



Well illuminated street
Burton Place, Manchester, UK



Bespoke design
Hulme Park, Manchester, UK



Feature lighting
Dublin, Ireland



Play street
New Islington, Manchester, UK



Open active edge with variety
Almere, The Netherlands



Greenwich millenium village
London, UK



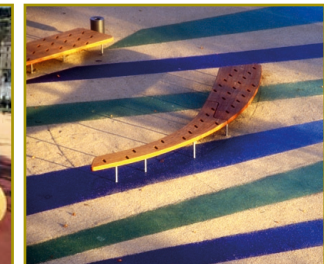
BedZed homezone street
Surrey, UK



Abode Homezones
Harlow, UK



Colourful play space
Bilbao, Spain

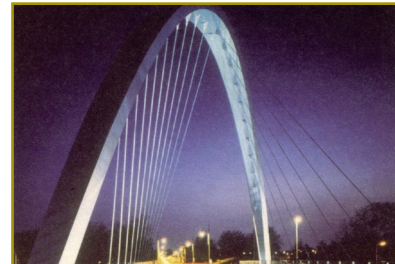


Informal meeting place
Hulme Park, Manchester, UK

CREATE AN EASY TO READ CITY



Famous gateway Angel of the North
Newcastle, UK



Ring Road bridge as gateway to city
Manchester, UK



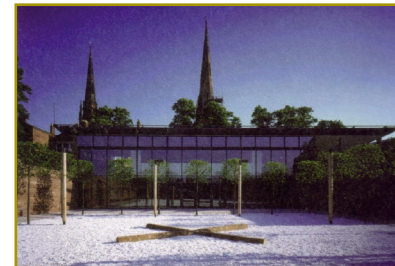
Mersey Wave
Liverpool, UK



Turning Torso in harbour redevelopment
West Harbour Malmö, Sweden



Illuminated, asymmetrical landmarks
Bristol Quayside, UK



Cathedral spires in clear setting
Coventry, UK



informative signage
Bristol, UK



generous seating and activity area
Schouwburg Plein, The Netherlands



multifunctional station space
Museum Plein, Amsterdam, The Netherlands



modern fingerpost
Bristol, UK

Commission welcoming gateway artwork

Commission large scale artwork projects at entrances to the city to mark arrival points, and celebrate the creative and pleasurable characteristics of Brighton & Hove. Integrate these interventions with new signage connecting the periphery with the city centre.

Improve landmarks and create a distinctive skyline

Enhance intuitive way-finding within the City by exploiting the existing topography, townscape and natural features. Introduce a hierarchy of landmark elements. Differentiate outer suburbia, develop the distinctive skylines of outer Brighton and introduce distinctive features along main corridors, particularly in the outer core. A “landmarks” arts project should be developed to commission excellent artworks in the periphery and outer areas of the city.

Make the nodes attractive meeting places

Improve the gateways to the city. The “nodal points” of the city, where people change modes of transport and where people meet, should be improved to present a positive welcome to Brighton & Hove. Station forecourts, bus stops, car park entrances and civic spaces should be de-cluttered, and carefully reorganised to put the needs of people first.

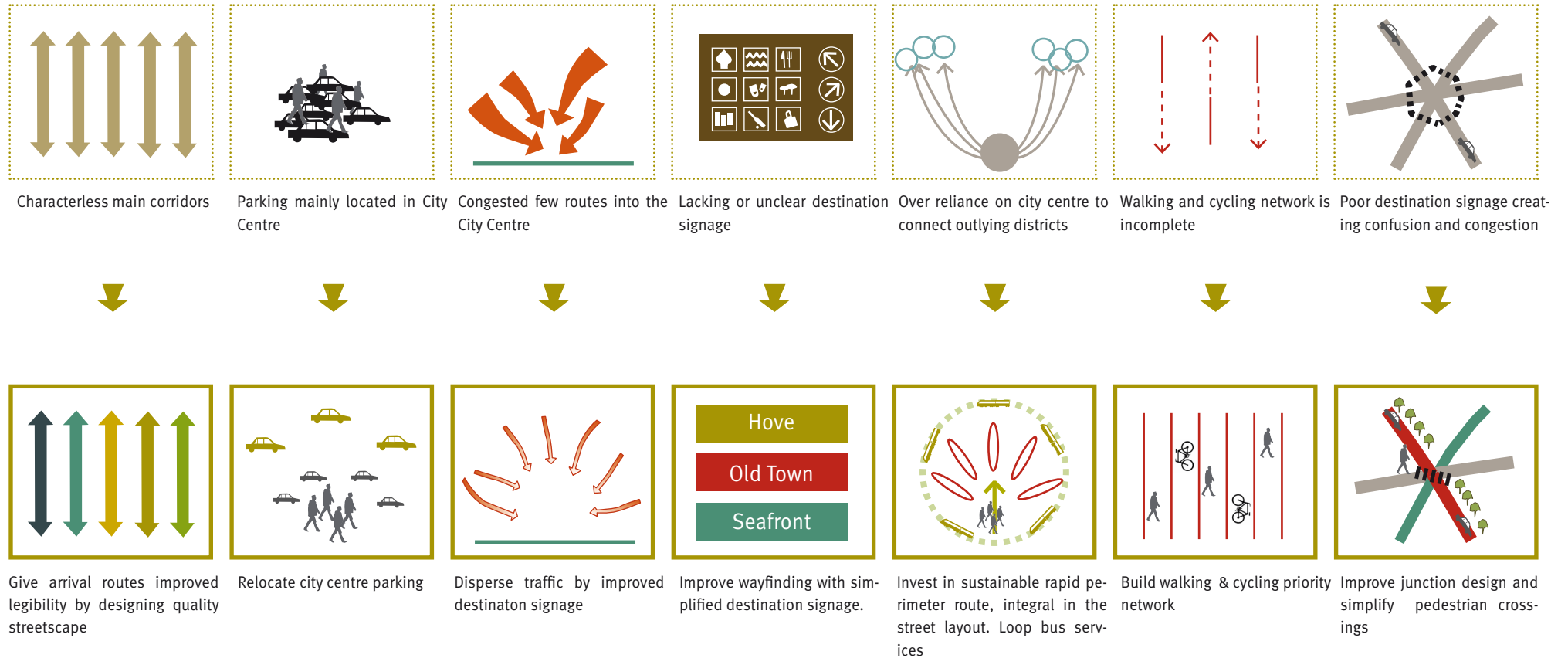
- Steps towards making easy smooth movement
- Movement network strategy
- Enjoyable driving
- Direct movement for pedestrians

recommendations city scale · movement

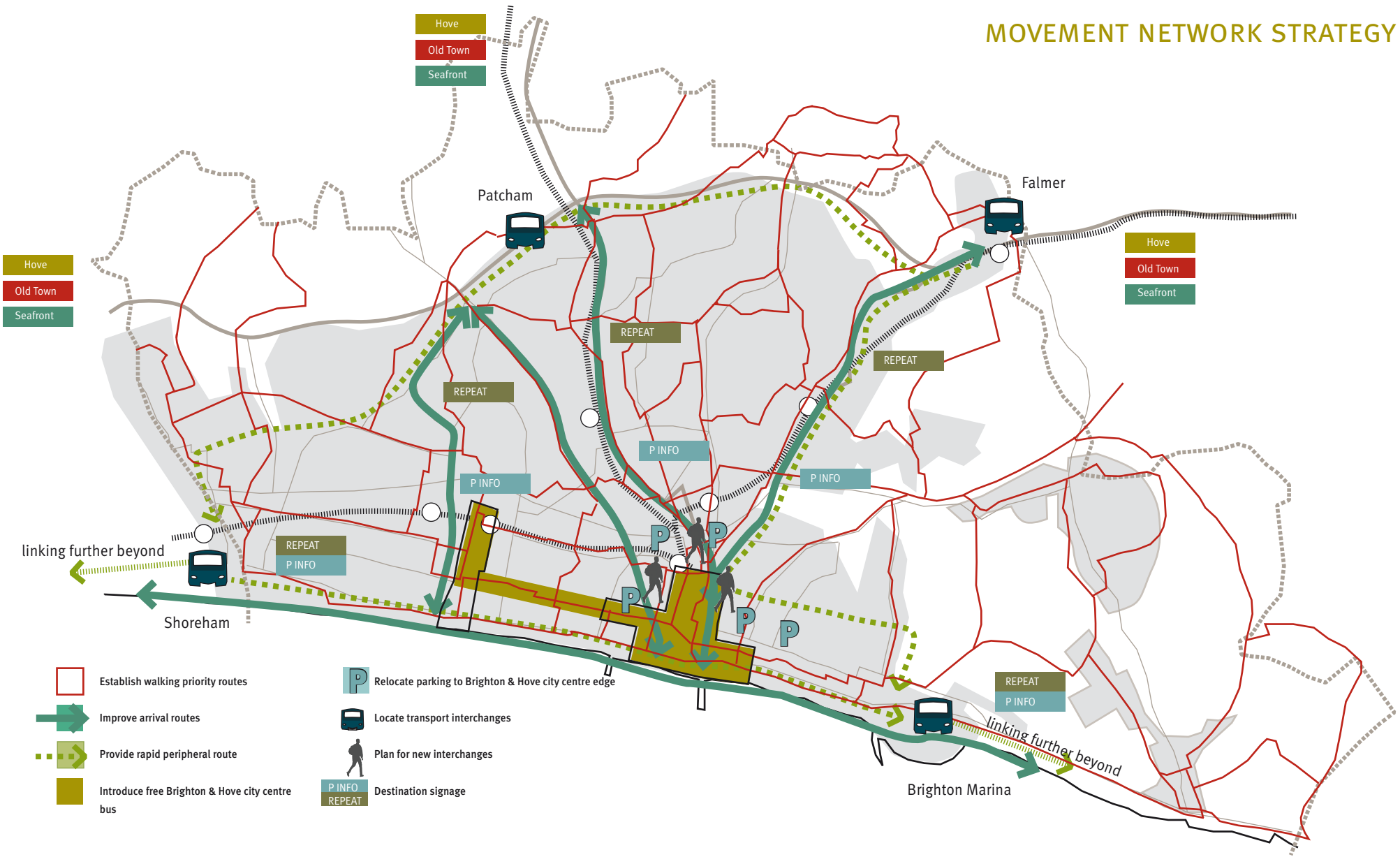


STEPS TOWARDS MAKING EASY SMOOTH MOVEMENT

Overview of current and proposed conditions



MOVEMENT NETWORK STRATEGY



- Establish walking priority routes
- Improve arrival routes
- Provide rapid peripheral route
- Introduce free Brighton & Hove city centre bus
- P Relocate parking to Brighton & Hove city centre edge
- Locate transport interchanges
- Plan for new interchanges
- P INFO Destination signage

ENJOYABLE DRIVING

Give arrival routes individual character

Visitors arriving in Brighton & Hove usually have at least a basic understanding of the “city next to the sea”. Way-finding should build on this simple “mental map”. Most arrival routes into Brighton & Hove are direct, following valleys or the seafront, and are therefore inherently legible.

Planting schemes, lighting, verges, edges, screens and road markings should reinforce the “mental map”

Relocate city centre car parking

Introduce new car parks located at the edge of the city-centre that are well-integrated with the surrounding city. Reduce long stay parking in the city centre, encouraging commuters to seek alternative, public transport. Balance reduction in city centre parking provision with new park and ride systems for commuters from outside the city. Ensure connections are rapid and frequent.

Improve destination signage

Signage at the edge of the city should introduce the key destinations. Repeater signs should reassure visitors, and allow them to make early route decisions. Parking signs are normally guides to city centre car parks. These could be better organised to direct people to car parks outside the inner city centre and should show convincing information on walking distance in minutes to destinations. To help in finding the way, pictograms of upcoming junctions and destinations should be erected well ahead of gyratories.



Edge details and good lighting
Arhus, Denmark



Powerful streetscape
New Islington, Manchester, UK



Planting with seasonality
Liverpool, UK



Vertical elements give variety
Forest Garden, Germany



Hi tech parking system
Volkswagen, Wolfsburg, Germany



Ground condition of parking garage
Schouwburg Plein, Rotterdam, The Netherlands



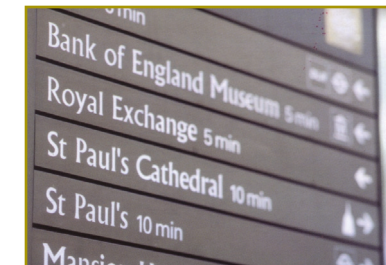
Modern underground garage entrance
Barcelona, Spain



Electronic message signage
Highway, USA



Attractions/ pictogram map
London Thames, UK



Indication of walking time to
London, UK

DIRECT MOVEMENT FOR PEDESTRIANS



Public transport integrated in streetscape
Manchester, UK



Tram platform
Melbourne, Australia



Simple, stylish bus stop
Germany



Generous space for cyclists
Copenhagen, Denmark



Pleasant pedestrian routes
Copenhagen, Denmark



Countryside leisure network
Oxford, UK



Clear indication of function
Copenhagen, Denmark



Raised pedestrian crossing
Copenhagen, Denmark



Unifying surface treatment
Copenhagen, Denmark



Protected, level pedestrian movement
Barcelona, Spain

Invest in rapid sustainable transport

Invest in sustainable (reducing total mileage) transport, linking the outer areas. Introduce a low-cost (free?) city centre bus loop, connecting Brighton and Hove, the main arrival points and future bus interchanges. Continue to implement reliable timing indicator systems on all public transport stops.

Create walking and cycling priority network

The streetscape should be de-cluttered and simplified, to ensure that the surrounding city is visible, and the streets are easier to “read” for pedestrians, cyclists and vehicle users. Identify remaining gaps in the existing network and overcome them to achieve continuity. In this context good value can be achieved by implementing quite small schemes to overcome particular difficulties in an otherwise continuous route.

Improve junction design and simplify crossings

Address the confusing and hostile pedestrian environments at the main multi-way junctions such as Preston Circus, Vogue Gyratory and Seven Dials. Reorganise the streetscape at these locations to manage directional choice and information overload. Integrate surface materials, lighting, colours, road markings and signage to create coherent and legible junctions. Consider introducing shared space crossings.

- Emphasize the strings!
- Movement strategy
- Create links with specific identity and character
- Improve conditions for walking
- Improve conditions for cycling