

QD5 Design - street frontages

All new development should present an interesting and attractive frontage particularly at street level for pedestrians. Commercial developments in the town centres should include ground floor uses that provide visual interest and which encourage people to visit in the daytime and evening.

- 3.24 Policy QD5 seeks to actively promote a stimulating and visually interesting environment and new investment through good design. Development that presents a sterile or bland appearance can detract from the appearance of an area and discourage people from visiting. Significant expanses of blank facades also reduce those opportunities for casual surveillance and increase the opportunities for crime to occur. With few visitors attracted into a street, the area may become perceived as being unsafe resulting in 'no-go' areas that deter investment (see also Policy QD8 'Shop shutters'). Commercial developments should have ground floors open to the public by providing uses such as shops or cafes in order that pedestrians will be drawn by evening activity or attractive lighting and window displays when the building's main activity has ceased for the day.
- 3.25 Architects who took part in urban design visioning workshops considered that proposals which featured a building at the back of a site with large expanses of parking, loading and storage areas in front were contrary to good design principles.
- 3.26 Respondents to the Local Plan consultation leaflet identified a number of examples of poor development that have taken place in Brighton & Hove such as large bulky developments with no street activity and buildings with no proper street frontage. Participants in community visioning workshops made the benefits of a safe town for all one of their highest priorities and recognised in particular, the need to reduce the 'fear of crime' which is one of the key priorities of the council's 'Community Safety Strategy, 2005 to 2008'.

