

# Supplementary Planning Guidance Note: Brighton Marina

Masterplan for Enhancement

**Volume 2 of 2 Development Brief**



Brighton & Hove

## What is an SPG?

A Supplementary Planning Guidance Note (SPG) is one of the material considerations that can be taken into account when determining a planning application. It is intended to provide helpful guidance for the developer, consistent with the provisions of the Local Plan. This particular SPG note consists of two volumes which should be read in conjunction. Volume 1 is an Urban Design Analysis of the site and Volume 2 is a Development Brief. The SPG Note derives from work commissioned by Parkridge Developments Ltd, owners of much of the commercial areas within Brighton Marina. The work was monitored by the City Council and, following a consultation exercise on an earlier draft, the Urban Design Analysis and Brief Development were adopted in January 2003 in the form of this SPG by the City Council for development control purposes.

### Vol 1

Identifies the strengths, weaknesses, opportunities and threats inherent in the existing development

### Vol 2

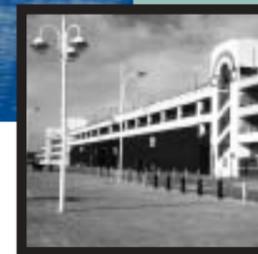
Seeks to examine the identified potential for change and to provide a framework and Urban Design Analysis within which this change can occur.

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## 1. Background



# Background

## 1. Background

The area of development which is now generally known as 'The Marina' at Brighton includes a mix of housing, shopping, commercial, leisure and recreational buildings which, together with the yacht moorings and working harbour, combine to create a distinctive but flawed waterside environment, unique in the City.



Situated at the base of the cliffs, east of Kemp Town, it currently functions as an independent component of the main body of the urban area.

It was created in a relatively short period of time, during the 1970's, out of beach and sea with a bold civil engineering operation, which required initiative, imagination and considerable courage.



However the fortunes of 'The Marina' have fluctuated and it is fair to say that, so far, its potential as a place to live, work, shop and enjoy life has not been fulfilled.

Following the opening of the Marina in 1979, difficult economic conditions prevailed and in 1985 it was bought by Brent Walker who built the superstore and the 'Marina Village' comprising shops, leisure and residential users. The firm went into administration in the early 1990's, following which piecemeal development of further flats and leisure uses have taken place by successive owners.



## 1. Background

The Marina became characterised as a disjointed, drab development failing to fulfil its role or potential. A co-ordinated design and investment strategy was desperately needed.

In 1998 Parkridge Developments Ltd acquired the commercial elements of the Marina (apart from the superstore) and has completed an initial £25 million investment - (the Waterfront development)

Whilst the Waterfront will assist in helping to create critical mass and additional local choice, substantial further investment, development and improvement is clearly necessary if the Marina is to become a sustainable, successful place in which to live, work, shop and relax.



## 2. The Briefing Process



# Briefing Process

## 2. The Briefing Process

### • The Site Area:

This Planning Brief primarily covers the western half of Brighton Marina, which includes the commercial elements; Merchants Quay, the 'Leisure Area', the Asda Superstore and the 'Black Rock' site identified for development in the Brighton & Hove Local Plan.

The Brief has been prepared in the context of the Marina as a whole and its relationship to the surrounding area.

Part of the site is identified as a District Centre in the Brighton and Hove Local Plan where Policy SR6 clearly commits to the maintenance and enhancement of Brighton Marina District Centre as a focus of retail and other commercial activity.

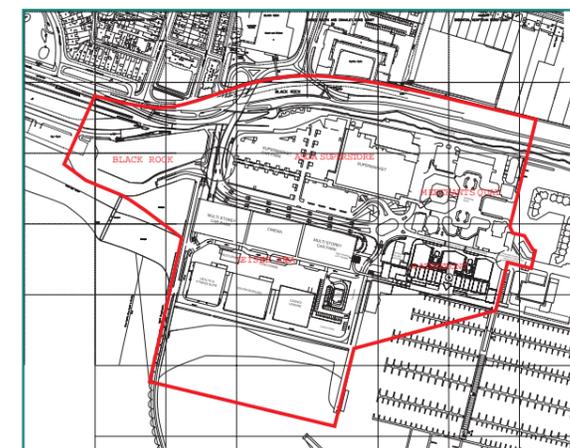
The designation of the District Centre is largely historic and does not include key elements of the Marina's evolution, namely:

- the leisure uses, cinema, health and fitness, casino
- the Asda car park
- the Waterfront development which will provide a mix of A1, A3 and hotel uses
- Black Rock, which is being promoted for recreation and leisure uses.

These elements combined, constitute the 'wider District Centre' and draw visitors from a 'wider than District Centre catchment'.

In essence the majority of the area covered by the Brief is recognised as functioning as an extended District Centre.

We are acutely aware of the existing and potential relationships between the Marina and the important historic areas along (particularly) Marine Parade.



Indeed, the obviously uncomfortable association of listed, cliff-top buildings and the bleak, grey concrete of the flyovers, car parks and utilitarian buildings at the western end of the Marina has long been a general point of concern.

The relationship between the Marina area and the cliff-top buildings is strongest at Black Rock, where the Council, as landowner, has already prepared and adopted a Development Brief.

The interrelationship between the land side and the water side of the Marina is also vitally important. There should be a close relationship between these two elements. A substantial improvement has occurred since the completion of the Waterfront development; however, overall the relationship is weak and constrained due to layout and built form. This must be addressed and the full potential of the relationship between boats, water and land use realised.



## 2. The Briefing Process

### • The purpose of the Development Brief:

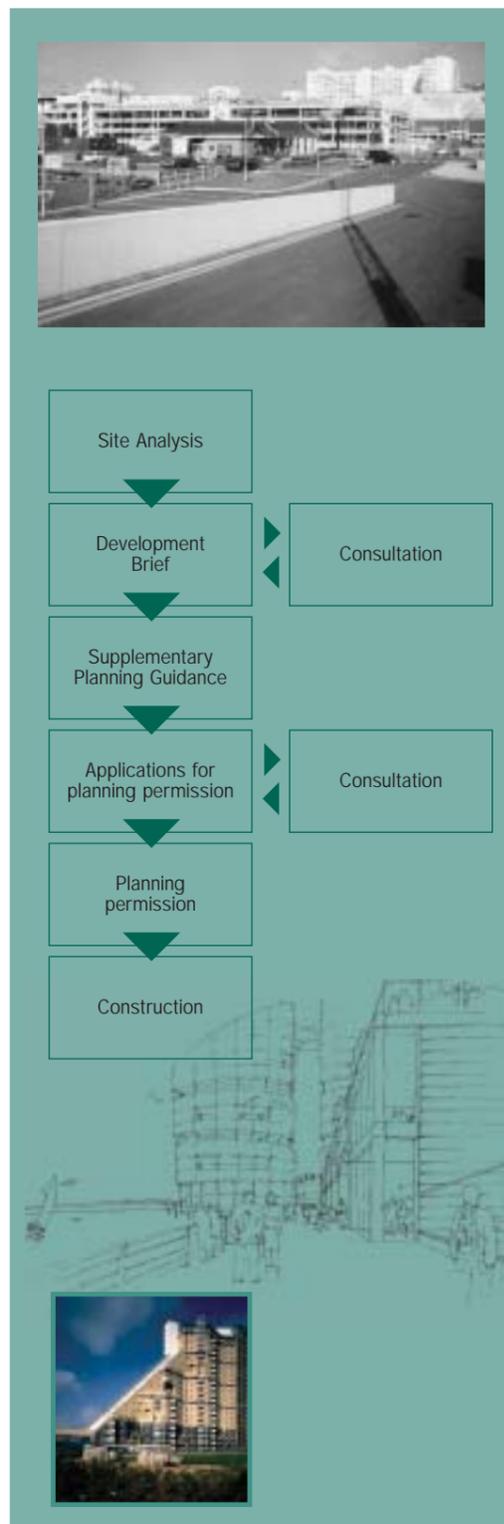
The preparation of the Development Brief necessarily follows on from the Urban Design Analysis which concluded that the area is seriously deficient environmentally, visually, functionally and economically and is in need of a process of regeneration which will involve new development and the refurbishment of existing buildings and spaces.

The Development Brief sets out to:

- Provide guidance on how the Marina site should be developed as a response to the analysis (Volume 1) and the established policies of the Local Planning Authority
- Produce an indicative but flexible vision of the prospects for development and change by defining planning and design principles

### • The status of the Development Brief:

The process leading up to the implementation of change is necessarily lengthy. This Development Brief follows the Analysis and a major public consultation exercise. Now that it has been adopted by the City Council as Supplementary Planning Guidance it will provide the context for the consideration of applications for planning permission. It is, consequently, important, because it will establish the framework for (and the nature of) the changes which will occur at The Marina over the next few years.



## 2. The Briefing Process

### • Report Structure

The Development Brief works its way through an approach within the context of Government's Planning Policy Guidance (see Volume 1) to establishing a development form and a framework plan which follows the guidelines set out in the "By Design" document.

"By Design" (Urban Design in the Planning System: Towards Better Practice) was published by the Commission for Architecture and the Built Environment and DETR in May 2000.



"The guide has been drawn up around a limited number of simple but compelling principles. We want to draw out three in particular. First, good design is important everywhere, not least in helping to bring run down, neglected places back to life. Second, while the planning system has a key role to play in delivering better design, the creation of successful places depends on the skill of designers and the vision and commitment of those who employ them. Finally, no two places are identical and there is no such thing as a blueprint for good design. Good design always arises from a thorough and caring understanding of place and context".

Urban Design Compendium (English Partnerships, Llewellyn Davies 2000)

In introducing this document the Chairman of English Partnerships says

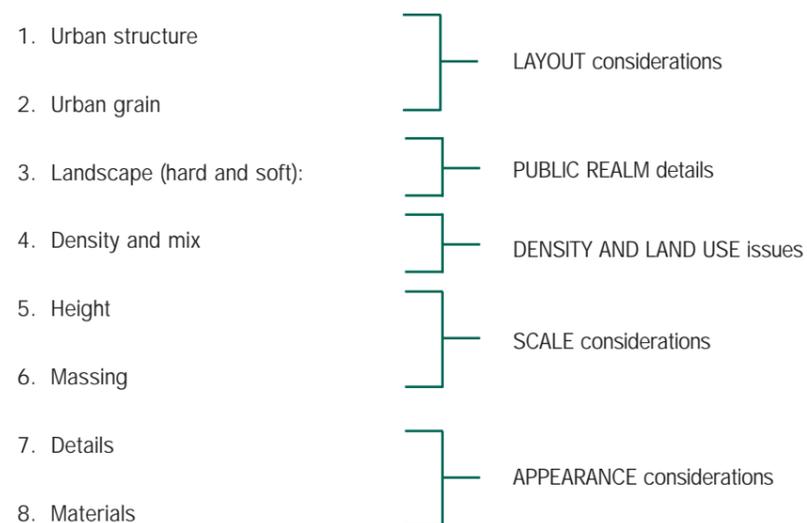
"Developed alongside the DETR publication "By Design : Urban Design in the Planning System" the compendium aims to provide accessible advice on many aspects of the whole design process from the inception of a project to its completion in the hope that it will provide a source of best practice to all those involved in the regeneration and development industries".



"Ideally the design of new developments should be based on a network of spaces rather than a hierarchy of roads; a layout of development in which roads play their part but are not dominant".

## 2. The Briefing Process

The proposals of the Brief are therefore based on eight aspects of development form identified in "By Design":



The Brief describes how development will help to achieve the seven objectives of urban design (see Volume 1 and page 21 below) and to remedy the deficiencies. The 8 aspects of development form are brought together to produce a framework plan and a logical phasing programme.

Because the Development Brief aims to set the framework for the overall renewal of the Marina, additional guidance has been included regarding: Security, Energy efficiency, Waste Management and other sustainable and environment issues.

## 3. Existing Context



# Context

### 3. Existing Context



*“Urban design draws together the many strands of place-making, environmental responsibility, social equity and economic viability, for example - into the creation of places of beauty and distinct identity ..... In summary, urban design is about creating a vision for an area and then deploying the skills and resources to realise that vision.”*

(Urban Design Compendium, English Partnerships and the Housing Corporation)

#### • The Urban Design Analysis

The Urban Design Analysis recorded in Volume 1 should be read in conjunction with this Brief. By way of reference, the Urban Design Analysis document includes:

- A 'context appraisal'; which involved a thorough assessment of the Marina and its wider setting in all aspects of urban design.
- A 'brief policy review ' of relevant national and local policies and guidance.
- A 'vision statement' for the future of the Marina.



The Urban Design Analysis includes a review of relevant planning policy. Of particular relevance to the 'Masterplan for Enhancement' process at the Marina are Brighton and Hove Council's 15 guiding principles for development, set out in the emerging Local Plan as the Plan's key objectives. They are to:

1. make a positive contribution to people's quality of life in Brighton and Hove;
2. provide for a sustainable approach to the use of land which reflects people's needs and the aim of a more integrated and healthy society where no-one is excluded and people have access to the fullest range of services and facilities;
3. make the best use of the land available and secure the re-use of sites that have lain vacant for too long;
4. provide opportunities for new types of development where the use of land or buildings is mixed and residential densities are higher;
5. 'make the link' between land use and transport, reduce the need to travel and contribute toward an integrated transport system with more opportunities to walk, cycle or take public transport;
6. minimise environmental impact and conserve, sustain and enhance environmental assets and resources;
7. minimise the use of non-renewable resources and the production of waste whilst maximising energy efficiency;
8. place a new emphasis on the 'importance for design' for individual buildings, streets, neighbourhoods and Brighton and Hove as a whole; and, as part of this, to contribute to improving public safety and minimising crime and the fear of crime;
9. provide enough of the types of houses and flats people need, of a decent standard in the right locations and at prices and rents people living in Brighton and Hove can afford;

### 3. Existing Context

- 10. provide for a range of sites and a supply of employment land and premises that will help to support and retain our existing businesses, attract new businesses and complement economic regeneration initiatives;
- 11. provide a supportive planning framework for the East Brighton New Deal initiative;
- 12. maintain and enhance the vitality and viability of our town centres and local centres and respect the variety of roles they play;
- 13. promote new opportunities for recreation, tourism, leisure and cultural facilities, in particular through the development of key sites, and maximise opportunities for new public art;
- 14. maintain and enhance our outstanding natural environment and built heritage; and,
- 15. promote an integrated approach to nature conservation which preserves and enhances existing features of nature conservation importance, provides new opportunities for nature conservation and contributes to achieving Biodiversity Action Plan targets.



The Urban Design Analysis followed guidance contained within the document 'By Design, Urban Design in the Planning System: Towards Better Practice' (produced by the DETR and CABE), and the Urban Design Compendium produced by English Partnerships and the Housing Corporation. The appraisal was therefore undertaken in the context of the seven urban design 'objectives';

- 1. Character:** - a place with its own identity
- 2. Continuity And Enclosure:** - a place where public and private places are clearly distinguished
- 3. Quality Of The Public Realm:** - a place with attractive and successful outdoor areas
- 4. Ease Of Movement:** - a place that is easy to get to and move through
- 5. Legibility:** - a place that has a clear image and is easy to understand
- 6. Adaptability:** - a place that can change easily
- 7. Diversity:** - a place with variety and choice



*It is readily evident that in its current form Brighton Marina fails the relevant tests set out by the guidance*

### 3. Existing Context

### 3. Existing Context

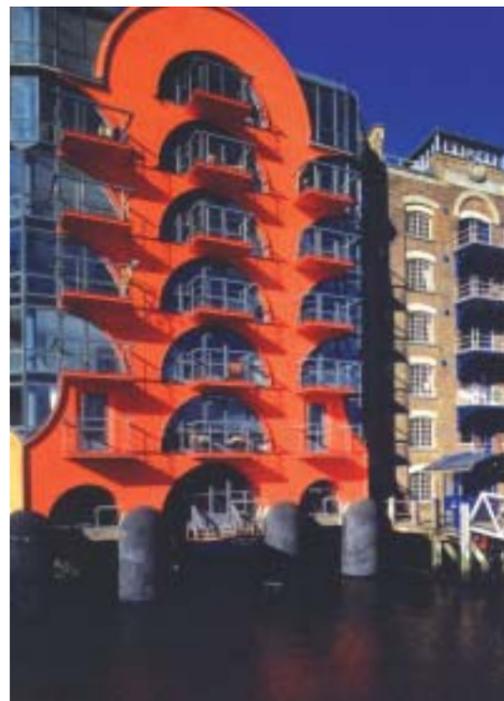
The Volume one report concluded that Brighton Marina fails the relevant “tests” for establishing good quality urban design. It said;

*It is readily evident from the (above) appraisal that in its current form Brighton Marina District Centre performs poorly in terms of contemporary urban design objectives. By the same token there are opportunities and capacity for new development and an enhancement strategy.*

*The task now is to consider options and concepts. This will entail hard physical and financial facts and a series of aspirations. For each objective in turn therefore the challenge will be to examine the potential for:*

**OBJECTIVE 1: CHARACTER** (A place with its own identity)

- A stronger and more distinctive urban form.
- Greater critical mass; the opportunities for additional office, residential, retail and leisure uses.
- Creating a coherent set of buildings and a hierarchy of spaces with townscape quality.
- Introducing memorable landmarks, vistas and panoramas.
- Introducing modern, innovative architecture, townscape and floorspace.
- Introducing variety and interest in the roofscape and skyline to produce a more distinctive identity.



**OBJECTIVE 2: CONTINUITY AND ENCLOSURE**

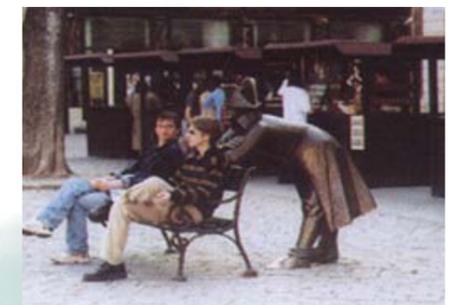
(A place where public and private spaces are clearly distinguished)

- Utilising land and space in a more effective and efficient way.
- Introducing new buildings to increase continuity and enclosure.
- Reducing significantly dead frontages at ground and upper floors and introducing “eyes on the streets”.
- Introducing logical and comfortable spatial enclosure in terms of the relationship between the heights of buildings and the spaces they define.
- Upgrading boundary treatments where buildings meet the public realm.

**OBJECTIVE 3: QUALITY OF THE PUBLIC REALM**

(A place with attractive and successful outdoor areas)

- An enhancement strategy encompassing;
  - Hard and soft landscape
  - Street furniture
  - Structures
  - Signage
  - Lighting
  - Public art and features
  - Shop fronts
  - Advertisements
  - Special treatments
  - Safety and security
  - Traffic and highways installations
  - Public space use and management
  - Boundaries



### 3. Existing Context

**OBJECTIVE 4: EASE OF MOVEMENT**

(A place that is easy enough to get to and move through)

- Enhancing public transport services, accessibility and interchange.
- Increasing cycle use, including routes and facilities.
- Reducing conflict between vehicles and pedestrians.
- Easing and increasing pedestrian movements and levels of comfort.
- Maximising accessibility for the elderly and infirm.

From this ...



... To this?



### 3. Existing Context

**OBJECTIVE 5: LEGIBILITY**

(A place that has clear image and is easy to understand)

- Enhancing significantly the entrance to the site to produce a distinctive gateway.
- Improving existing points of transition and introducing new ones.
- Redefining important junctions and points of interaction.
- Introducing landmarks and features (including important buildings, corners, symbols and works of public art).
- Improving and creating views and vistas (both within the District Centre and from the outside).
- Redefining "edges, seams and barriers" including the boundaries between zones and sub-areas.

From this ...



... To this?



**OBJECTIVE 6: ADAPTABILITY**

(A place that can change easily)

- Introducing where feasible an element of flexibility and variety, including for example;
  - Occupancy and tenure
  - Building type
  - Plan form
  - Access and circulation
  - Neighbouring uses
  - Service areas/circulation

(This objective may well be less important at Brighton Marina than in other circumstances)

**OBJECTIVE 7: DIVERSITY**

(A place with variety and choice)

- Introducing additional sub-division of the existing large blocks of space
- Further variety and choice in the amount and distribution of land uses at street level and upper floors
- Facilitating a more interesting range of densities and activity
- Introducing new components to what is currently dominated by monolithic structures and mono-functional uses to create diversity of layout, building form and tenure to produce more successful living and working environments.

## 4. The Vision



# The Vision



# The Vision

*“Urban Renaissance and quality urban design are critical to the future sustainable economic success of the City. The Economic Partnership is committed to supporting the City Council and others in providing solutions that are bold in developing the City’s heritage of the future.”*

(Brighton and Hove Economic Strategy, 2002)

*“A cosmopolitan, successful city by the sea where people have a high quality of life in a decent environment”*

(The City Council’s vision for Brighton from the Deposit Local Plan)

On the basis that the Marina becomes a place where people will enjoy living, working, shopping and relaxing. The vision of this development brief is:

**To enhance the marina environmentally, visually, functionally and commercially and to transform it into an exhilarating, sustainable location of international quality and renown.**

## 5. Development Form



# Development Form

*“The quality of the built environment in our towns and cities has a crucial impact on the way they function. Well designed buildings, streets and districts are essential for successful social, economic and environmental regeneration.”*

(Towards an Urban Renaissance, The Urban Task Force)

*“Good urban design is essential if we are to produce attractive, high quality, sustainable places in which people will want to live, work and relax ... We do not have to put up with shoddy, unimaginative and second-rate buildings and urban areas. There is a clamour for better designed places which inspire and can be cherished, places where vibrant communities can grow and prosper.”*

(By Design, Urban Design in the Planning System: Towards Better Practice. CABE and the DETR)

## 5. Development Form

### 5.1 LAYOUT - Urban Structure

The Marina is remote from the rest of the City.

It is remote functionally; access on foot or by cycle is difficult and unattractive; the private car dominates; a domination that is not sustainable.

It is remote visually; its buildings and form make no attempt to acknowledge the ‘genius loci’.

It is remote environmentally; its form and layout look inwards, not out to sea.



Overall, therefore, the physical links and visual association with the rest of Brighton are currently limited. There is scant regard paid to the Marina's unique maritime setting; the interrelationship of land and sea, and of land use and yachts, is ignored; existing development turns its back on (arguably) the City's most valuable asset.



Consequently, as part of the ‘Masterplan for Enhancement’ of the Marina, it will be important to address these deficiencies.



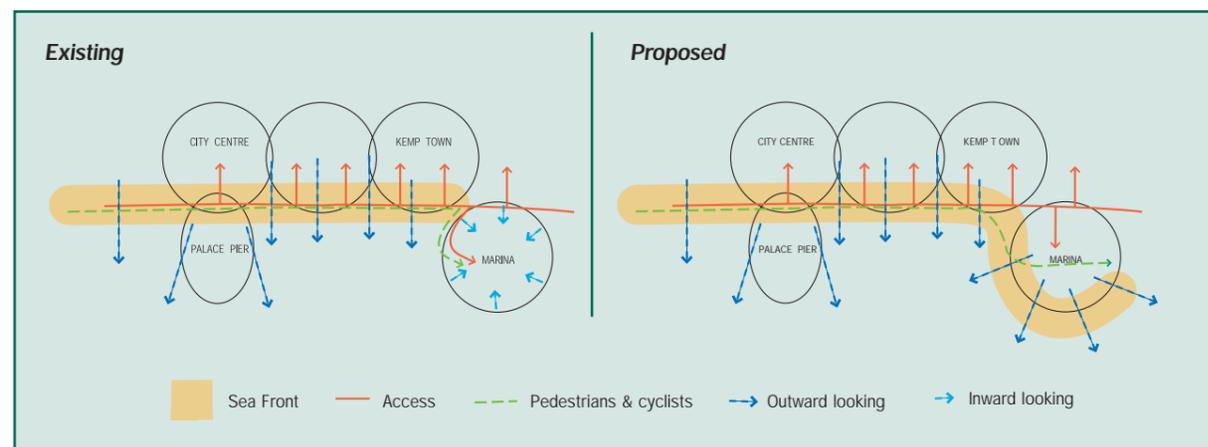
## 5. Development Form

### Urban Structure

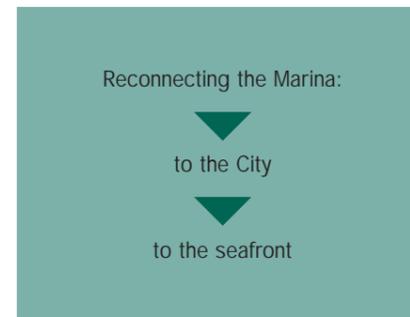
Structurally, the relationship of the Marina with the rest of the City must be enhanced by:

- creating easier and more attractive access for pedestrians and cyclists

- reducing impact of car-borne visits
- extending the “seafront” up to and around the Marina
- creating visual links with the sea from the Marina
- enhancing the intervisibility between the City and the Marina



1 - Railway Station 2 - City Centre 3 - Palace Pier 4 - Brighton Marina



## 5. Development Form

### Urban Structure

In the context of an improved urban structure, there are eight elements of what might be called a ‘Movement Framework’ which demand examination. In this regard, the aims are:

#### 1. Pedestrian and Cycle access

Generally:

- To transform the pedestrian access into the site and the links to Madeira Drive and Marine Parade
- To ensure safe and convenient access for cyclists into the site
- To enhance existing pedestrian and cycle links that connect the marina with adjacent areas, the Pier and the City Centre
- To encourage an increase in the number of people accessing the site by foot and by cycle
- To improve Disabled access to and around the site and to ensure that the needs of disabled groups are catered for during the design process

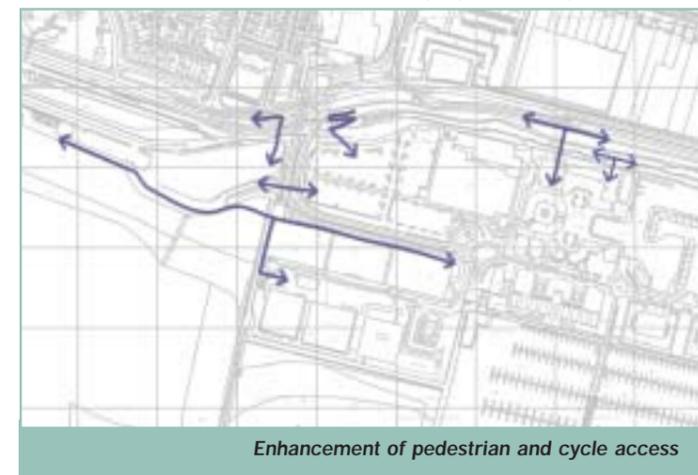
Specifically:

- To investigate the potential for a bridge link to provide a direct pedestrian access into Merchants Quay from the cliff top
- To investigate the potential for direct walkways from the cliff top and Madeira Drive into the centre of the site and the proposed transport interchange

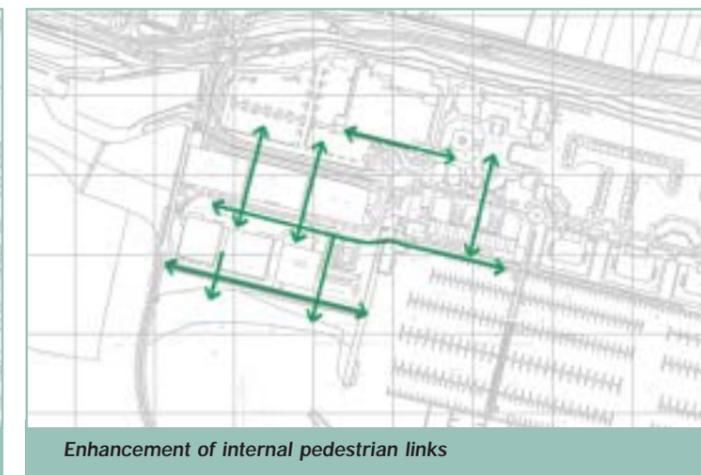
- To link the marina directly to the existing undercliff walk
- To provide a ‘cycle connectivity package’ between the Marina and Brighton Station
- To provide a direct cycle link between the marina and the National Cycle network
- To improve links between the site and City Centre
- To enhance links to the residential area of the Marina itself

#### 2. Internal Pedestrian Links

- To improve pedestrian links within the site and to remove or overcome existing barriers to movement
- To ensure that residents and visitors can move freely around the Marina without conflict with vehicles and ensure that routes are direct, safe, pleasant and legible
- To encourage linked trips by improving the permeability of the site



Enhancement of pedestrian and cycle access



Enhancement of internal pedestrian links

## 5. Development Form

### Urban Structure

#### 3. Transport Interchange

- To provide a Transport Interchange as part of the development of the site, to provide all public transport information, and facilities including:
  - Real-time and GPS package.
  - Multi-image real-time displays.
  - Through ticketing proposals.
  - A focus for non-car arrivals and departures.

#### 4. Bus and Monorail

- To explore the immediate and more long-term prospects for public transport improvement at the Marina. As the quantum of new development increases, so more sophisticated and innovative solutions to public transport will emerge, for example;
  - A new shuttle bus service to the City Centre and Station.
  - To provide for Bus laybys and Bus stops linked to the Transport Interchange.
  - To safeguard a route to facilitate a potential light rapid transit link and terminus if such a facility becomes viable in the future
  - To encourage, through the provision of the necessary infrastructure, a modal shift away from the private car and onto public transport, to enable at least 25% of all movements to the site to be via modes other than the private car.



Enhanced public transport facility

-  Transport Interchange
-  Bus Lane and Layby
-  Possible Monorail Link

## 5. Development Form

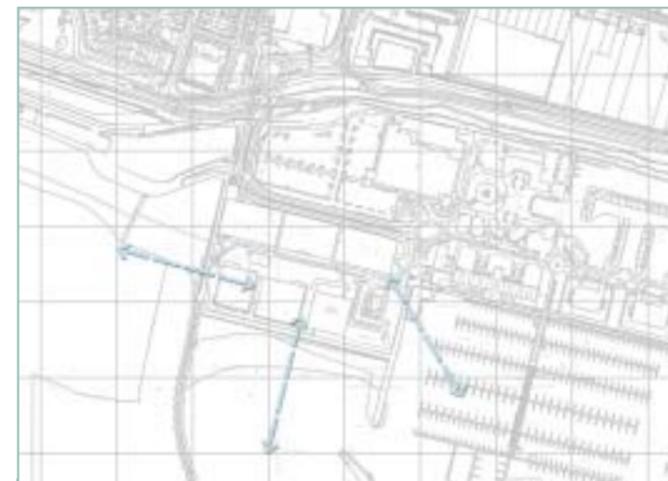
### Urban Structure

#### 5. Access to and interrelationship with, the seafront.

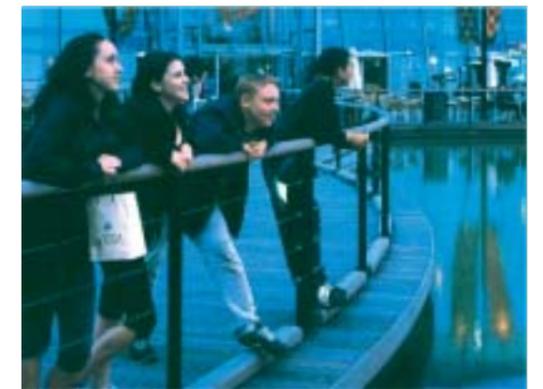
- To enhance and encourage pedestrian access to the sea and Marina edge with new walkways and new public spaces



Utilisation of the seafront



Interrelationship between land & sea



- To maximise the association and interrelationship of the built form and land use with the sea, yachts and moorings
- To fully utilise the visual and functional attraction of the boats and the water

## 5. Development Form

### Urban Structure

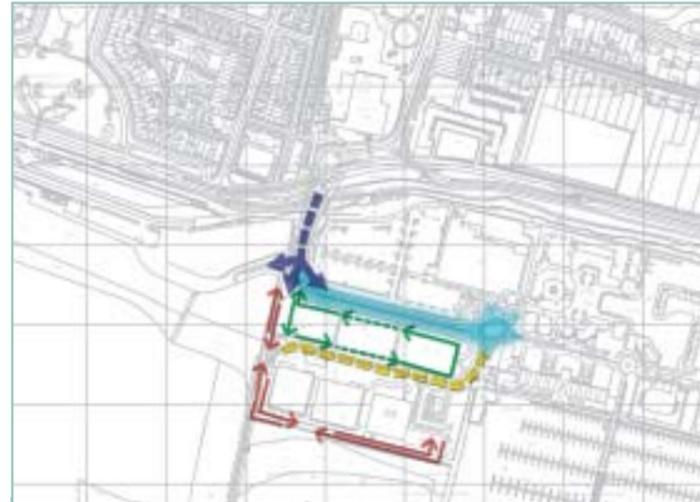


#### 6. Access road and roundabout

- To provide a new functionally and visually superior vehicular access to the site, to include an improved access to the Black Rock site.
- To remove the existing access ramps and to reduce the dominance of the entrance roundabout as a barrier to pedestrian movement.
- To minimise impact on the surrounding area, to avoid conflict with pedestrian flows and to accommodate the increase in overall movements as a result of the development proposals.

#### 7. Leisure Area

- To prevent vehicles from entering the Leisure Area where they currently conflict with pedestrian movement and access to facilities.
- To reduce the number of vehicles flowing through the central roundabout.
- To provide alternative vehicular circulation routes, to include; a reconfiguration of the multi-storey access and circulation and to devise a new access route to the leisure buildings, which may also provide access to future development areas.



Vehicle access and circulation improvements

- |  |   |  |   |
|--|---|--|---|
|  | Improved vehicular access to the Marina and Black Rock site             |  | Remove vehicles from the leisure area                                 |
|  | Reduce scale, dominance and visual impact of access road and roundabout |  | New vehicular route to leisure buildings and proposed new development |
|  |   |  | Reconfigure multi-storey access and circulation                       |

#### 8. Signage

- To introduce an easily understood, comprehensive and coordinated signage strategy to cover on-site signage, immediate access signs and signage for the Marina across the City as a whole.

## 5. Development Form

### 5.2 LAYOUT - Urban Grain

The analysis of the current function and form of the Marina identifies important deficiencies, some of which relate directly to the existing layout and land use composition and their relationship to the movement of people.

Currently the site is dominated by access and vehicular infrastructure; the access ramps, the roadways, the multi-storey and surface car parks. In order to reverse this dominance, substantial investment is required to facilitate environmental improvement. It will be critical to increase development floorspace; retail, commercial, leisure and residential.

The overall commercial well-being of the Marina, as a District Centre and as an important destination within the City, in the long term, requires sound judgement and significant investment now, in order to avoid the risk of a gradual deterioration in the quality and nature, of its vitality and viability.

Perhaps even more importantly a strategy for enhancement through redevelopment is needed, in order to seize the opportunity to create a truly sustainable, vibrant, attractive and stimulating part of Brighton which will stand comparison with other exciting and internationally renowned waterside developments ...

... to take this ...



... to this



## 5. Development Form

### Urban Grain

In this context therefore, the layout of the marina will need to demonstrate the following characteristics:

#### 1. General

- The creation of new buildings and spaces should respond to the requirements necessary to meet the aspirations established within the Movement Framework.
- A co-ordinated approach to the planning of different areas of the Marina is needed to ensure that existing barriers to movement are overcome and that the Marina operates in an integrated, comprehensive and sustainable way.
- Existing surface car parks and poorly designed open areas should be better utilised with new buildings to help define shopping and leisure areas and to provide additional active frontages to ensure streets and spaces are vital and viable.
- New more visible and valuable public spaces should be created taking advantage of views, the water and spaces created by new buildings and uses.
- Buildings and spaces should reconnect with the sea and be positioned to take advantage of views of the sea and yacht moorings. The layout and form of the new development should visually (and functionally) reconnect the activities of the land and water areas of the marina.

- New buildings should be located to mask the unattractive appearance of some of the existing buildings, including the multi-storey car park and leisure units. (A detailed assessment of the potential to replace these structures has concluded that their removal is unlikely to be a viable option. Consequently the scheme for the marina must proceed on the basis of their retention).
- The design of the new buildings and spaces should be such that the opportunities for crime are minimised and the natural surveillance of spaces maximised. In addition devices such as CCTV should be used to improve safety and security.
- The legibility of the Marina should be improved with well designed landmark and gateway buildings and spaces.
- The final form, scale, use and appearance of new buildings should be determined following the conclusion of the iterative process of design and impact assessment.

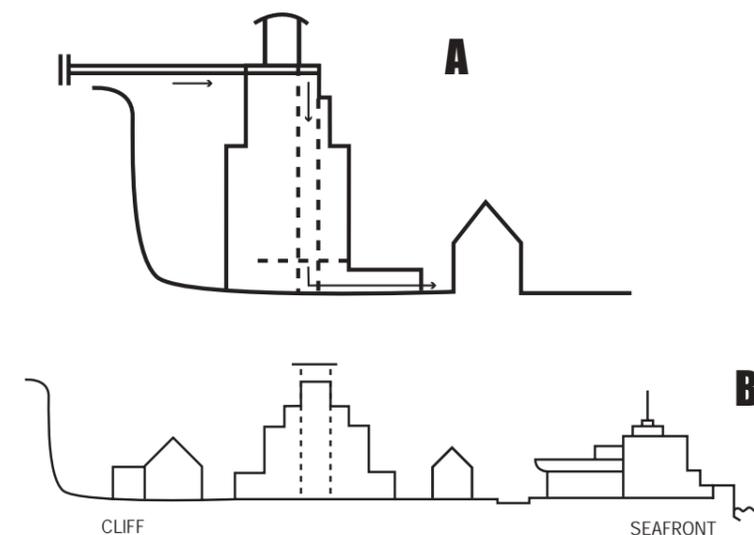
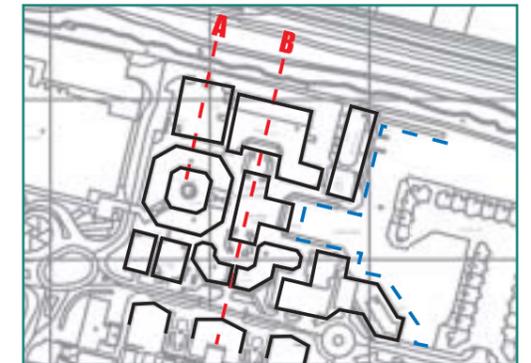


## 5. Development Form

### Urban Grain

#### 2. Details

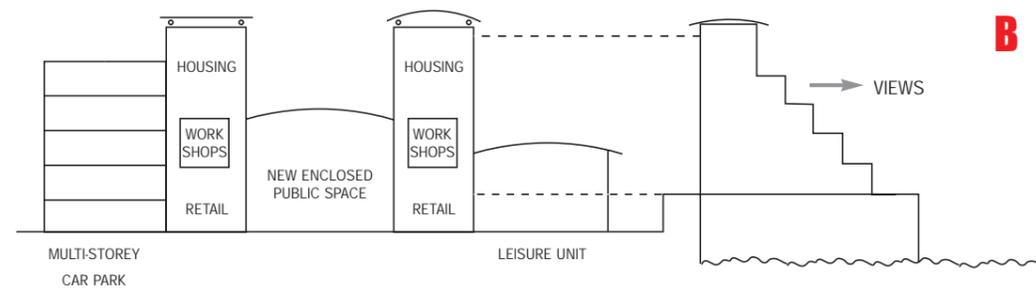
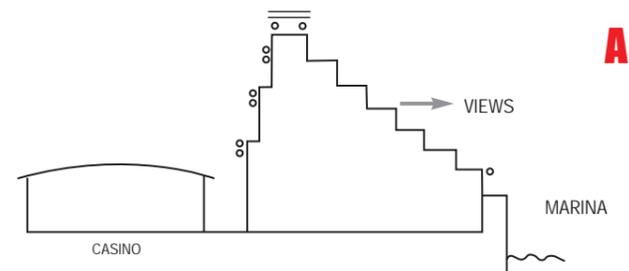
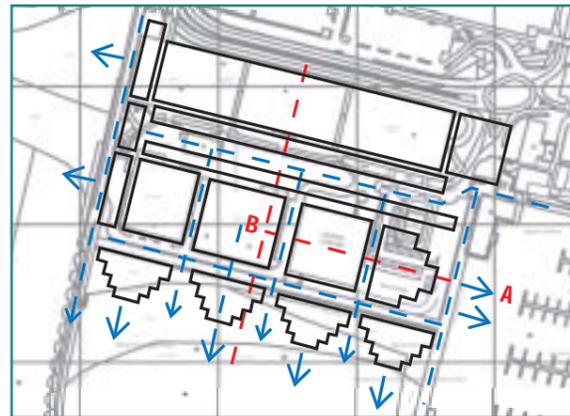
- Merchants Quay:
  - The retail hub of the Marina (it is a District Centre which is struggling to survive commercially) should be enhanced both in quantitative and qualitative terms;
  - Underused spaces should be utilised for new buildings and poorly designed existing buildings replaced where possible.
  - Spaces should be narrowed and enclosed with new buildings to help create an intimate atmosphere of interest and excitement, vitality and viability at street level.
  - New buildings adjacent to the cliff should be designed to accommodate a pedestrian bridge link providing a direct, safe, convenient gateway entrance into the heart of the Marina's retail core.



## 5. Development Form

### Urban Grain

- Leisure Area:
  - New buildings should be built to mask the unsightly structures and to define and perhaps enclose the public space. New commercial space would ensure active, vital and viable frontages.
  - Underused space at the eastern and western ends should be utilised with new buildings to provide views outwards to the Marina and sea and to define the site from afar as an important destination and landmark place.

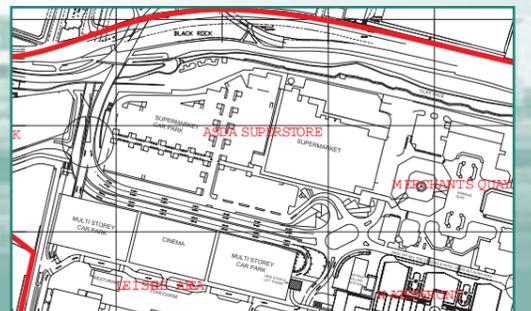


## 5. Development Form

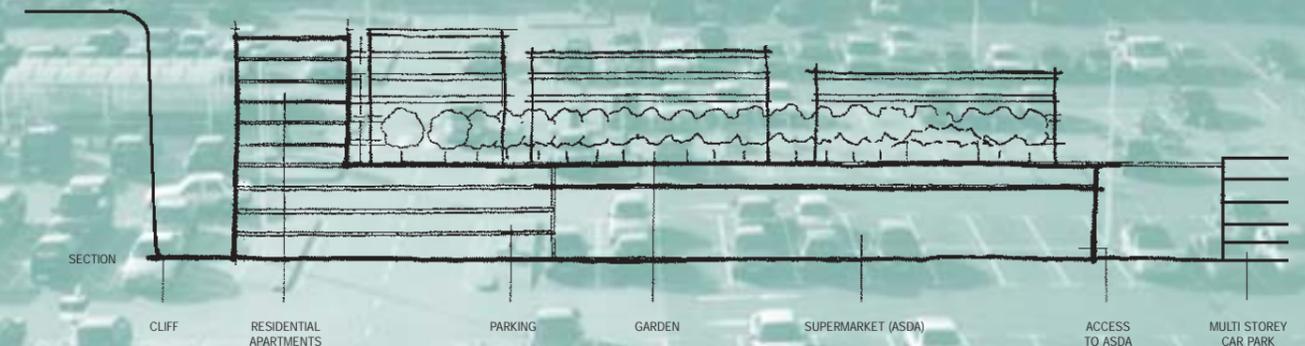
### Urban Grain



- Asda:
  - The potential for a new Asda Store to replace the existing store and car park, should be explored. This could provide a new, raised platform (above the store and car park) on which further new development could take place.
  - New development on this platform should take advantage of the views south towards the sea and yacht moorings.
  - Pedestrian links should be created between this area and Merchants Quay, the Leisure Area and Black Rock; these could be at a high level. The potential for engagement with a pedestrian link to the cliff top should also be investigated.

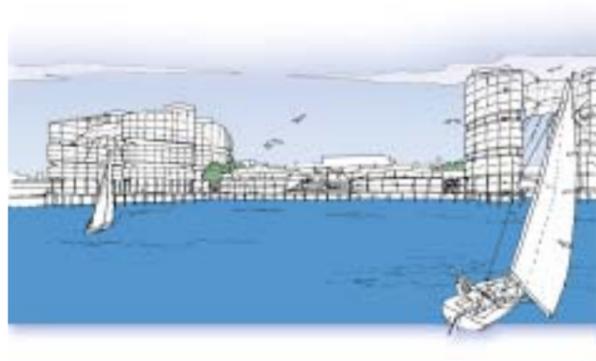


- Development in this location should take into consideration views of the Black Rock geological site.
- The raised platform would provide the opportunity to create new public open space.
- Above all, high quality development here would deliver significant visual enhancement of the space currently occupied by the 600 space surface car park.



## 5. Development Form

### Urban Grain

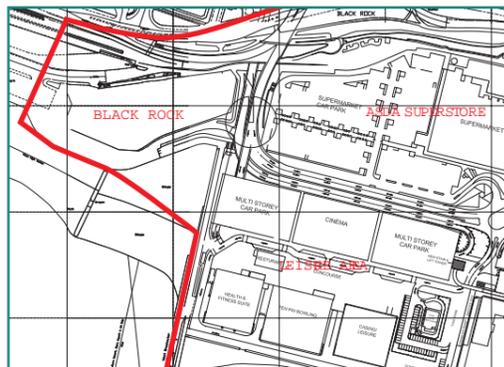


- Harbour side:
  - The opportunity to utilise the space above the existing spending beach should be explored to:
  - Provide an exciting, and more relevant visual profile.
  - Mask existing unattractive elevations to buildings.
  - provide a visually attractive and active edge to the site when viewed from the sea.
  - Utilise views of the sea and moorings.
  - Reconnect the Marina with the whole city seafront.
  - Provide links through to other areas of The Marina and around the seafront.
  - Create new public spaces with access to the waters edge.

- Black Rock;\*
- Development should be centred around a recreation and leisure scheme, which may include wet and dry sports, multi-purpose/special events space and hotel accommodation.
- It should be an all-year-round attraction and compliment not duplicate facilities at the Marina.
- Development should incorporate pedestrian access from Madeira Drive and Marine Parade and should allow for enhanced links through to the Marina.
- The final form of development should respond to the 'Black Rock Development Brief' and the built form of the Marina itself.



\*A Development Brief has already been prepared by the City Council



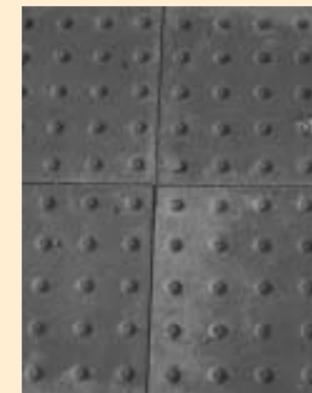
## 5. Development Form

### 5.3 PUBLIC REALM

A poor and bland environment is not conducive to investment either commercially or by individual visitors. The status of Brighton Marina in an urban hierarchy is damaged by its haphazard grouping of buildings and the concomitant inadequacy of the resultant spaces between them.

The Marina's greatest asset is the sea, but the existing development pays scant regard to its presence.

The visual debris of a piecemeal and expedient approach to development in the early years of the Marina's life can only be jettisoned by a new, bold approach to the creation of new buildings and their accompanying spaces.



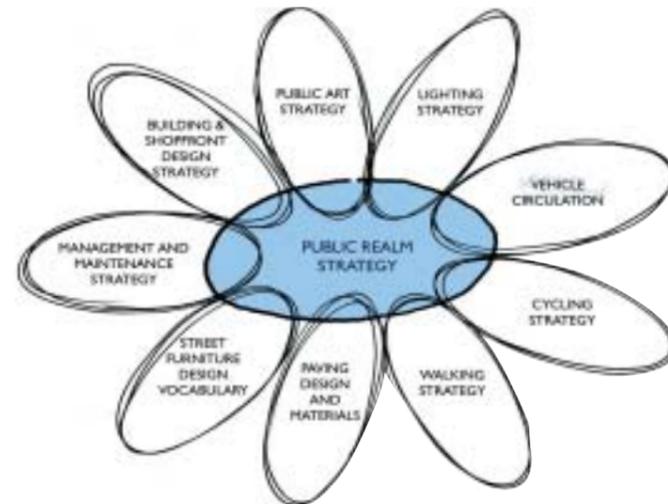
## 5. Development Form

### Public Realm

Consequently the Public Realm Strategy for Brighton Marina is an integral part of the overall 'Masterplan for Enhancement'.

#### 1. The potential for a vibrant public realm:

- Planning and design principles should be exploited to create a vibrant and stimulating public realm which encourages social interaction and use.
- For the public realm to have positive amenity value, it requires a vibrancy and life which is fitting for its Maritime setting.
- The success of the public realm at Brighton Marina will depend on the process of 'joined up thinking' paying attention not just to the structure of the spaces and the elements they contain, but also the wider movement, building use and circulation strategies.



- The design of the Public Realm should ensure Brighton Marina becomes a vital new 'Seafront Quarter' of Brighton, with a contemporary maritime identity and character.
- The Marina should become a 'destination' within the wider context of Brighton sea front, with a well defined route to the Brighton Pier (the Palace Pier).

## 5. Development Form

### Public Realm

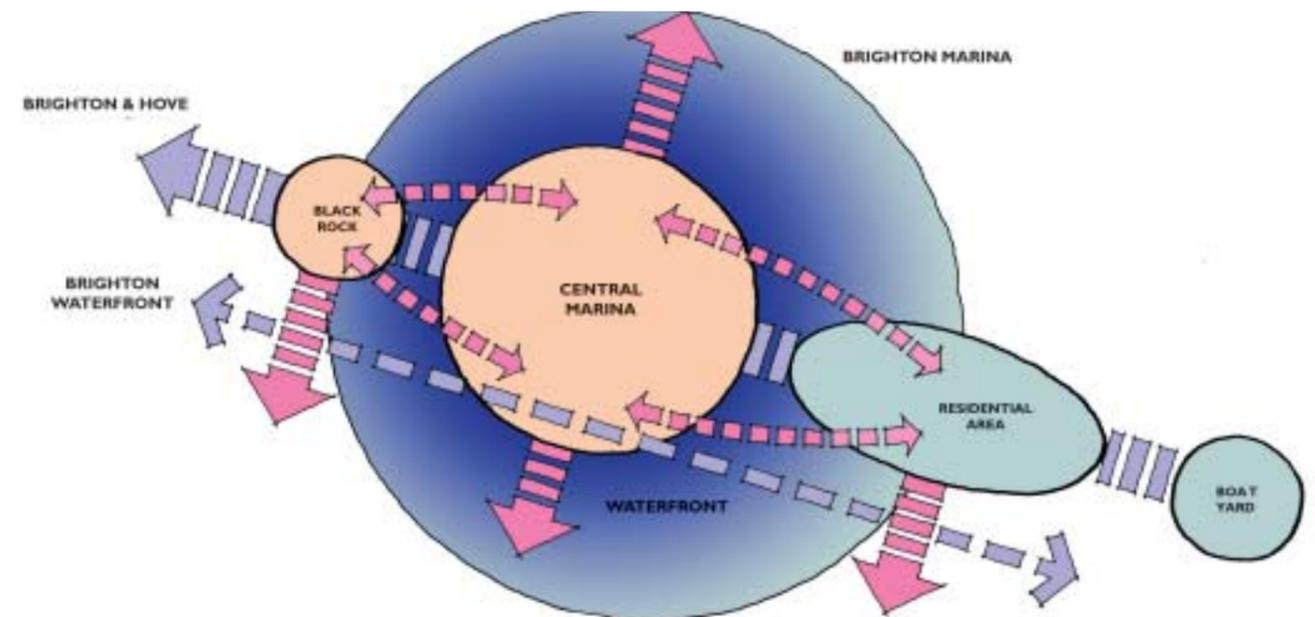
#### 2. Key elements of the public realm strategy:

The overall approach to the design of the Public Realm as a fundamental component of the scheme, should be to:



- Enhance the image of Brighton Marina as a cohesive public and 'social' district of Brighton, where streets and squares are safe and attractive to use.
- Nurture the identity and sense of place to enliven and strengthen the unique sea front characteristics of the Marina and reflect the cultural and creative character of Brighton.
- Aim to generate and foster a sense of energy and movement through the Marina and to the waterfront.
- Establish a sequence and variety of outdoor spaces, with well designed public places forming part of a network of wider pedestrian routes ensuring a sequence and variety of scales and characters.
- Provide a co-ordinated and comprehensive approach to the enhancement of the visual quality of the Public Realm, using high quality, robust materials, fixtures and fittings throughout.

The public realm strategy should act as the unifying and co-ordinating element of the 'Masterplan for Enhancement'; defining and creating links within the Marina and beyond.



## 5. Development Form

### Public Realm

- Design streets and junctions as public spaces providing landmarks, vistas and points of focus around which people can orientate and use to navigate the wider area. There should be a concentration of activity at identified nodal points. Such elements should be memorable and distinctive features of the urban environment.
- Creatively define building frontages and entrances clearly indicating the variety of building uses along the routes.



- Utilise high quality streetscape features, materials and planting throughout the series of outdoor spaces to define the image and identity of the Marina and establish spatial hierarchy and characteristics.
- Enhance sense of place and identity through the unique treatment of certain elements.
- Provide clear and distinctive 'way markers' to define routes and establish an urban context for potential 24 hr activity.

## 5. Development Form

### Public Realm



- Establish routes and gateways defining the hierarchy of spaces and uses e.g. car, cyclist, pedestrian.
- Animation of the Public Realm through introduction of 'interactive features' and installations.



- Reduce streetscape 'clutter' and improve legibility of the public realm; with streets and junctions designed as public spaces and providing landmarks around which people can orientate.

## 5. Development Form

### Public Realm

#### 3. Hard and soft materials

The design objectives should establish a unifying and complementary palette of hard and soft materials which will help to define the spatial characteristics and a hierarchy of use throughout the whole Marina development.

This could include:

- Paving design used to enhance identity and define a variety of routes through Marina.
- The use of timber walkways to enhance and continue the existing waterfront pedestrian route.
- 'Floorscape Art' to define and enhance main promenade routes through the central Marina.
- The juxtaposition of different materials, both hard and soft, to create an animated floorplane, especially at key nodal points and along prominent pedestrian routes.
- The occasional use of trees to provide a strong vertical element and some shelter combined with other elements such as lighting to create a dramatic effect.
- The use of plants which are suitable for the Maritime location. The use of isolated stand alone planters and planting beds is to be discouraged as planting should form an integral part of the wider public realm structure, enhancing streets and squares, and contributing to the wider urban structure.



## 5. Development Form

### Public Realm

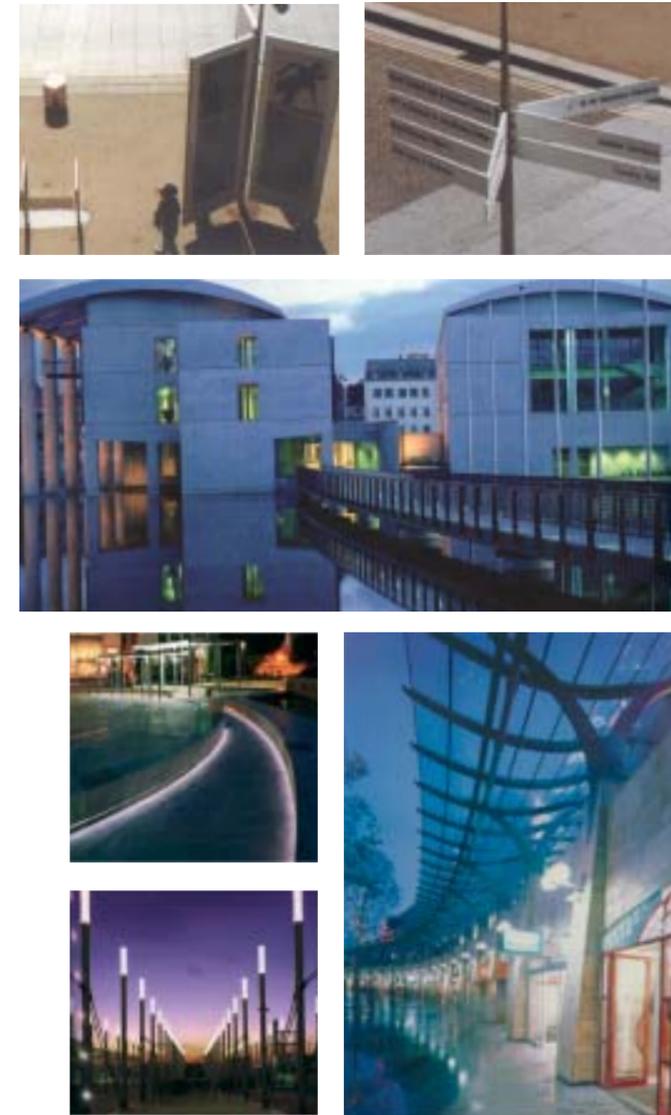
#### 4. Signage, lighting and Shop fronts

The design objectives should be to:

- Define routes and ensure a safe and hospitable environment, at all times of the day, with active building frontages and easily navigable space.
- Ensure a co-ordinated approach to address signage, lighting and shop fronts as a common design vocabulary.

This could include incorporating:

- coloured lighting and signage to create dynamic public realm features at key locations.
- enhancement of building facades and frontages and their position next to the waterfront exploited by subtle and atmospheric lighting.
- a logical and co-ordinated approach to signage with easily understandable signs located at gateways, junctions and arrival/departure points.
- pedestrian and vehicular routes illuminated in such a way as to visually define the route at night and provide an element of 'sculptural' quality.
- the use of 'lightsticks' to provide a strong vertical element adjacent to the water's edge.
- building frontages and facades which contribute a dynamism and identity to the new streets and squares of the Marina.
- active frontages using a combination of structures; lighting and branding, and ensuring that eyes are looking out onto the street.



## 5. Development Form

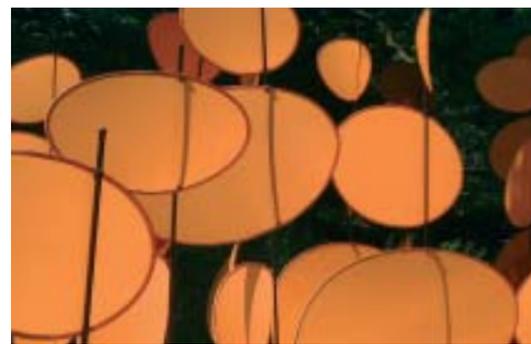
### Public Realm

#### 5. Street furniture and art

The design objectives should be to ensure a logical and co-ordinated approach to the provision of street furniture and the placing and selecting of art and sculptural work.

This could include:

- Seating in the form of, for example, large stone slabs at key nodal locations and on the waterfront to encourage people to stop and linger. These should be treated as works of Art and sculptural elements in themselves.
- Art and sculptural elements incorporated into other public realm elements, such as walls, fences and railings.
- Ensuring that pieces act as 'beacons' guiding people through the site. These should be located at key locations of nodal points and junctions.



## 5. Development Form

#### 5.4 DENSITY AND LAND USE

The interrelationship of the components of the Development Brief demands a balance to be struck between economic and commercial viability and enhancement of the public domain.

There has to be a form and level of development which, as well as meeting all the urban design objectives and ambitions expressed elsewhere, will be able to fund the associated visual and functional improvements necessary to deliver the genuinely high quality scheme merited by the site and its location.



## 5. Development Form

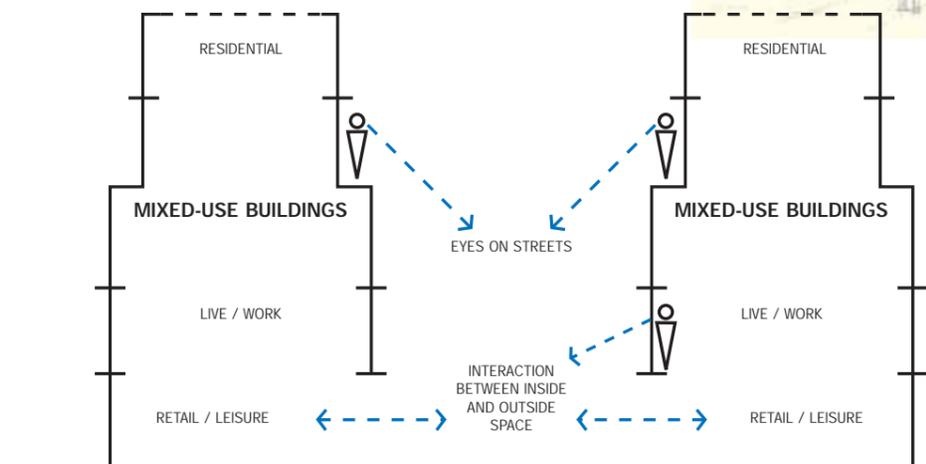
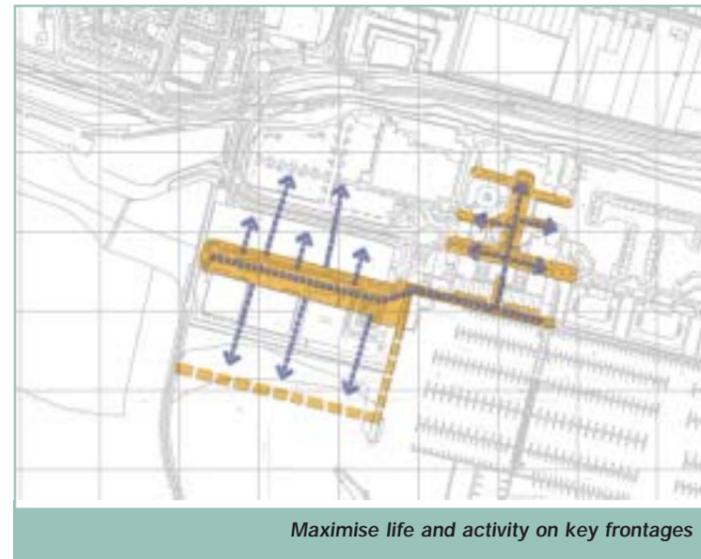
### Density and Land Use

In this regard, therefore:

#### 1. Density

- To take advantage of the Marina's unique urban yet functionally separate and distinct coastal location, the Marina should (generally) be developed to a high density. However, density levels should be a product of the design process and not a determinant of it (density is only a measure). Importantly development at the Marina should be designed to:

- Make the most efficient use of previously used and under used land.
- Achieve a truly mixed use location with a critical mass of residents to ensure that there is a comprehensive range of viable services and facilities.
- Reach a scale of development such that key public transport, pedestrian, community, and service improvements can be made.
- Ensure that a highly sustainable location can be created, the number and length of car journeys can be minimised and a vibrant and dynamic community encouraged.



ACTIVE, VITAL AND VIABLE STREETS AND SPACES

## 5. Development Form

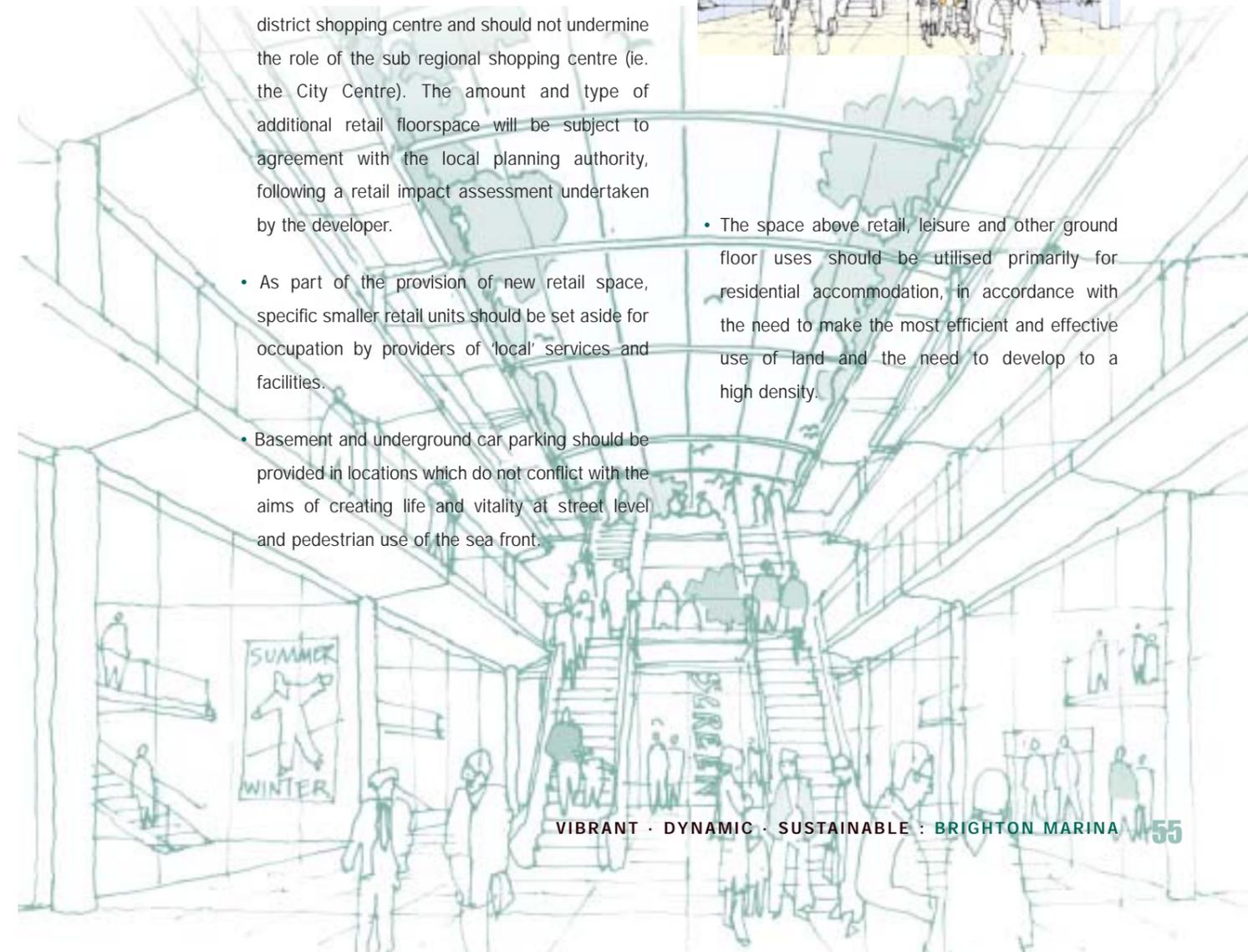
### Density and Land Use

#### 2. Land Use

- There should be a significant amount of additional commercial (retail and leisure) use provided at ground floor levels, particularly in the Merchants Quay and Leisure Area, to ensure that streets and spaces are vital, viable, supervised, overlooked and safe. Additional 'active' uses should be provided to create the necessary critical mass, vital for the long term successful operation of the Marina.
- New commercial development should serve to enhance and sustain the role of the Marina as a district shopping centre and should not undermine the role of the sub regional shopping centre (ie. the City Centre). The amount and type of additional retail floorspace will be subject to agreement with the local planning authority, following a retail impact assessment undertaken by the developer.
- As part of the provision of new retail space, specific smaller retail units should be set aside for occupation by providers of 'local' services and facilities.
- Basement and underground car parking should be provided in locations which do not conflict with the aims of creating life and vitality at street level and pedestrian use of the sea front.



- The space above retail, leisure and other ground floor uses should be utilised primarily for residential accommodation, in accordance with the need to make the most efficient and effective use of land and the need to develop to a high density.



## 5. Development Form

### Density and Land Use

- A substantial proportion of new homes should be affordable housing that meet local needs, in accordance with the draft Local Plan.
- An extension and refurbishment to the existing Cinema should be included as part of the redevelopment proposals. The Cinema plays an important role in the vitality of the District Centre and its improvement as part of the wider development proposals should be encouraged.
- Additional office and hotel space could also be appropriate uses for the site.
- Space should be set aside for community use, in the form of an educational and interpretative centre and a public building for display, meeting and performance.
- Consideration should be given to the inclusion of workshop space where occupiers and artists could make and sell their products.
- Space for a new Harbour Control Centre, required as part of the continued operation of the boating marina should be incorporated into the scheme.



## 5. Development Form

### 5.5 SCALE: Height and Massing

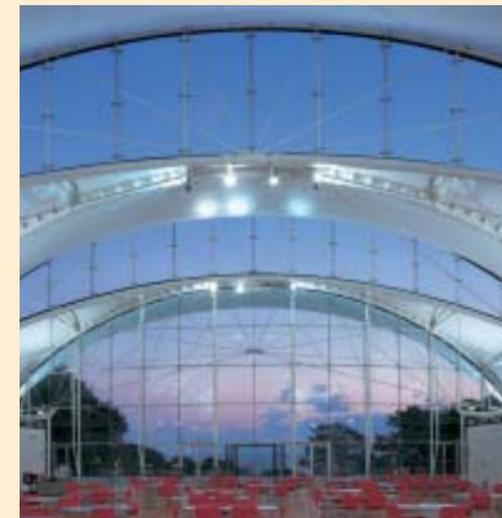
The Urban Design Analysis highlights an environment which is devoid of interesting or inspiring buildings or spaces. The haphazard collections of buildings and arbitrary arrangement of land uses fails to convey any sense of place or distinctive identity.

The Marina is the third largest in Europe and yet, as a destination, it has no visual stature beyond the suburban and mundane. It demands an identity which can raise its profile to a level and quality which will achieve an international reputation and status, moving ...

... from this ...



... to this.



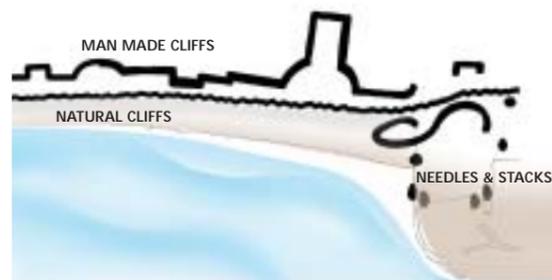
## 5. Development Form

### Scale

In order, therefore to address these problems it will be important to initiate a bold and innovative approach to the design of buildings and spaces which will individually and cumulatively, contribute to the transformation of the Marina into a genuinely unique location with a real sense of place.

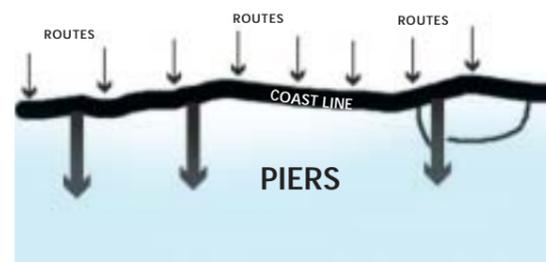
The approach to the form and massing of new buildings and spaces (and indeed of the overall scheme) could respond to two existing and distinct, characteristics of the local Brighton coastline. For example:

i. 'Cliffs and Stacks': the concept of two 'cliffs' running along the coastline; the natural one rising up from the beach, and an artificial one comprising the ribbon of development (including Kemp Town) running along the natural cliff top. The scheme could respond to this existing combination of natural and built form, the conception of which could be a series of walls ('cliffs') facing the sea, occupying one or other of these two cliff-zones and thereby playing a part in the two-cliffs composition.



The cliff idea extends into the concept of needles and stacks, which have a natural precedent (exposed rock outcrops are often found on the seaward edge of cliffs, remnants of the natural processes of erosion). The verticality of the proposals could respond to and develop this idea.

ii. Coast and Pier: the second characteristic of the Brighton coastline is that of the Coast and Pier. There are many routes, which run down to the coastline, with a small number of events (Piers) along the coastline that extend perpendicularly to it. The need to reconnect the Marina with the sea could be achieved through the development of this concept as part of the proposals.



## 5. Development Form

### Scale

Particularly, however, it will be important, in addition to utilising the above two concepts in the later design stages, to incorporate the following objectives in the design of new buildings and spaces. Including the need to:

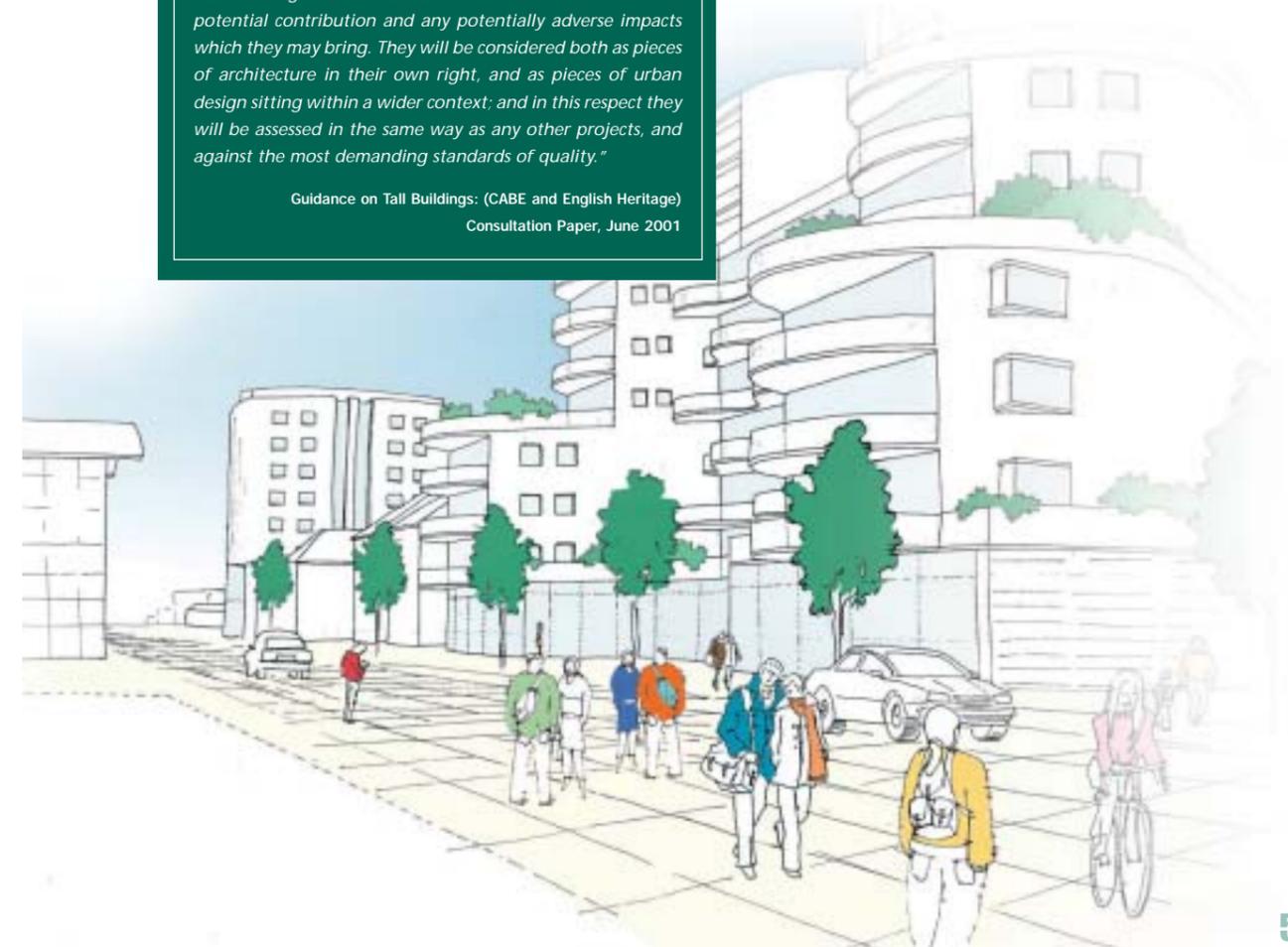
- Create distinctive landmarks and inspiring clusters of buildings.
- Create the necessary critical mass to ensure the formation of a highly sustainable urban location.
- Improve the legibility of the site to inform visitors of the Marina as an identifiable destination.

- Form and identify key nodes and transitional areas and to create gateway entrances into the site.
- Improve the visual fabric of the City and improve views into and out of the Marina.
- Frame and channel views and vistas to terminate key routes and axes.
- Create a distinctive identity for the Marina.

These aims will be achieved by the introduction of well-designed, high quality, buildings, the conception of which should deliberately include tall structures. The final scale (height and massing) of new buildings will be determined following the design and impact assessment process.

*Tall buildings ... "will be assessed in terms both of the potential contribution and any potentially adverse impacts which they may bring. They will be considered both as pieces of architecture in their own right, and as pieces of urban design sitting within a wider context; and in this respect they will be assessed in the same way as any other projects, and against the most demanding standards of quality."*

Guidance on Tall Buildings: (CABE and English Heritage)  
Consultation Paper, June 2001



## 5. Development Form

### 5.6 APPEARANCE: Details and Materials

The architecture, style and detailing of the existing buildings at the Marina are, almost without exception, suburban in character and appearance and lack any consideration of the unique maritime location.

Indeed the rather haphazard and piecemeal development of the Marina has resulted in a disparate variety of architectural styles which detract from the appearance of the area as a whole.

The locational advantages of the Marina and its potential to become a sustainable, mixed use centre require an innovative high quality approach to the design of new buildings, which should be combined with new uses, improved access and the implementation of a coherent and co-ordinated public realm strategy, to create an attractive seaside location and a distinctive sense of place.



## 5. Development Form

### Appearance



New buildings should be detailed to a high quality, responding to the maritime (and wider) context in an innovative and distinctive way. Buildings should be visually stimulating and should be designed to ensure a unifying morphology and to give positive definition to spaces.

In order to achieve this and to create a truly distinctive sense of place the following principles could be embraced.

- A close liaison is needed between architectural design and hard and soft landscaping and design of the Public Realm, to meet the aims of diversity, vitality and social engagement.
- Design details should respond specifically to the distinct character and hierarchy of spaces.
- Buildings should demonstrate a clear expression of function and fitness for purpose.
- New waterside buildings need not be unduly modest.
- New buildings could reflect the traditional built fabric of Brighton which is characterised by simple, ordered, classical forms, many being curved and bow fronted.



## 5. Development Form

### Appearance

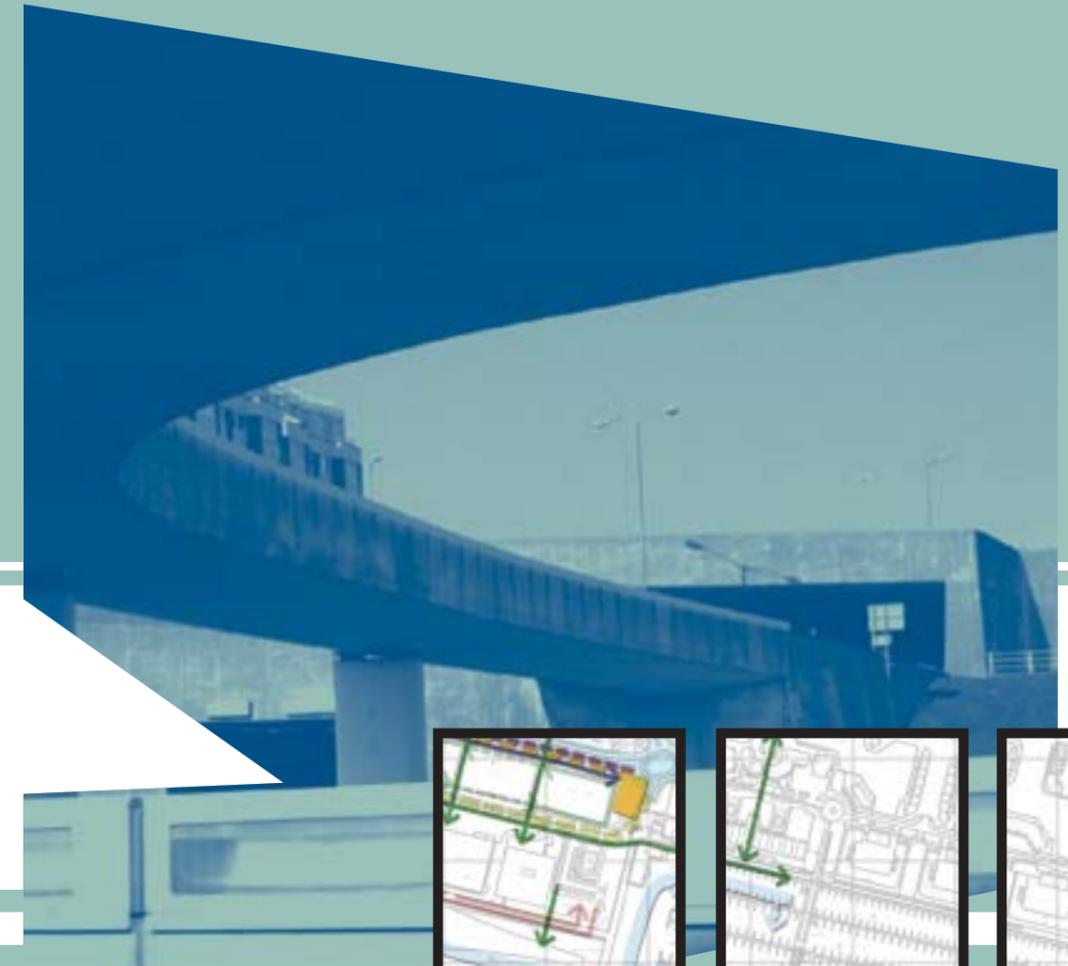


A pallet of high quality contemporary materials should be used for both surface and object. Consideration should be given to the variable and sometimes harsh environmental conditions experienced by seaside conditions. Two conceptual approaches to the use of materials may be relevant:

- i) the idea of something massive growing out of solid ground, in opposition to the ravages of the sea, like a lighthouse: materials lending themselves to this might include natural stone, perhaps in gabions or concrete. Such material would be more suited to the more vertical elements of the scheme.
- ii) the horizontal connecting elements may be more suited to lightweight treatment, perhaps steel, cast metals or timber (like a boardwalk, pier, boathouse etc). New buildings adjacent to the the Harbour could be designed and constructed to have a 'pier like' quality of light weight but robust framed structures.

Particularly, however, the choice of materials should relate to an understanding of the context (e.g. whether a visual surface or a tactile surface), as well as to questions of maintenance, durability and sustainability. Materials and details should add interest and excitement to views at close, medium and long distance, thereby enhancing the quality of the immediate location and the wider setting.

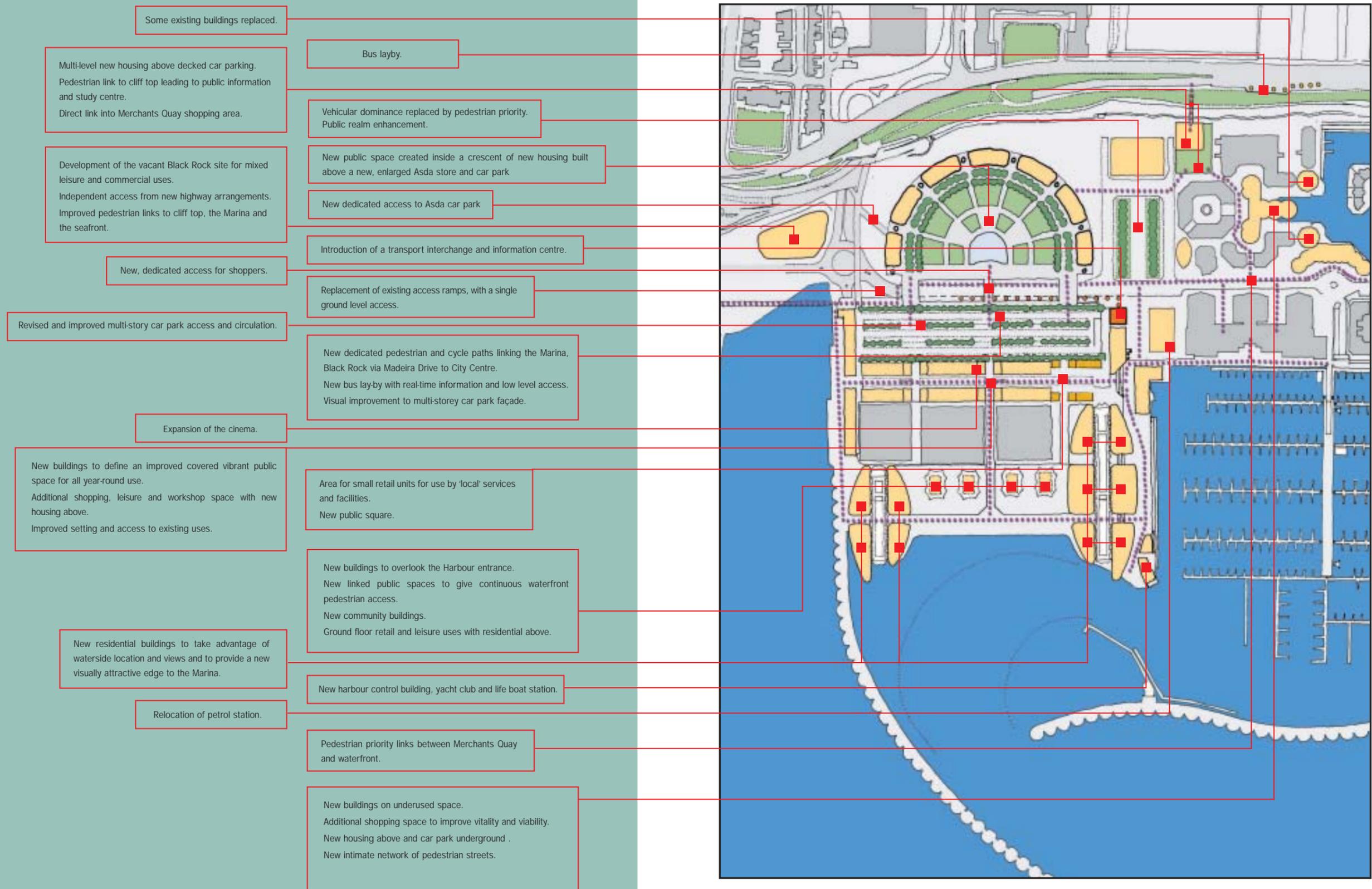
## 6. Framework Plan



# Framework Plan

## 6. Framework Plan

The layout of new buildings shown is indicative only



## 7. Phasing Programme



# Phasing

## 7. Phasing Programme



The redevelopment of Brighton Marina will need to be phased. Five linked but easily defined areas have been identified which could sensibly constitute separate phases of development. The boundaries of these are flexible and the process of development of phases interchangeable.

## 8. A Commitment to Sustainable Development



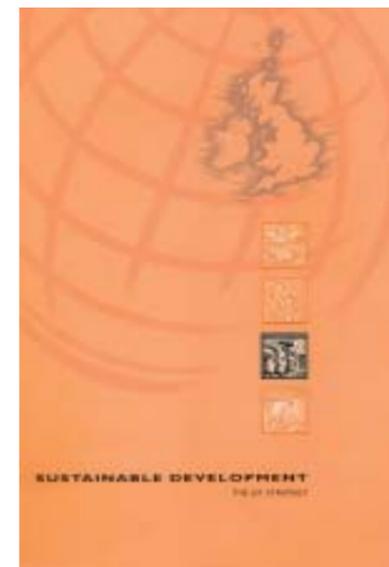
# Sustainable Development

## 8. A Commitment to Sustainable Development

Sustainable development is about maintaining and enhancing the quality of human life - social, economic and environmental.

*“Sustainable development does not mean having less economic development; on the contrary, a healthy economy is better able to generate the resources to meet people’s needs, and new investment and environmental improvement often go hand in hand. Nor does it mean that every aspect of the present environment should be preserved at all costs. What it requires is that decisions throughout society are taken with proper regard to their environmental impact”.*

SUSTAINABLE DEVELOPMENT, THE UK STRATEGY - HMSO



Proposals for Brighton Marina should embrace sustainable development principles, including:

- reducing the need to travel
- providing a mix of land uses
- sustainable building design
- protecting the quality of air, soil and water
- maximising the use of resources
- minimising waste and impact on the local environment
- conserving the diversity of species and habitats
- ensuring long term economic and social sustainability

## 8. A Commitment to Sustainable Development

### 1. Reducing the need to travel

- Through the measures specified in the Movement Framework section of the Brief, there should be a commitment to reducing the **need** to travel, particularly by private car.
- There should be a commitment to achieving a significant shift in travel patterns, such that a large proportion of movements are made by modes other than the private car.
- Every effort should be made to encourage walking and cycling within the Marina and to and from it.

### 2. Providing a mix of land uses

- A broad range of successful land uses should be provided at the Marina to help reduce the need to travel and to create a truly sustainable, vibrant community.
- A range and mix of uses will help create a distinctive sense of place. Active uses at ground floor levels should be incorporated where possible to encourage life and vitality.

### 3. Sustainable building design

- New buildings should be designed so that they are cleaner and healthier to live in and so that they use energy more efficiently.
- Sustainable building techniques should be incorporated where possible, including:
  - use of natural ventilation
  - use of thermal massing and insulation systems
  - use of heat recovery systems
  - use of water saving devices
  - attention to building layout and orientation
  - use of BREAM Assessments



## 8. A Commitment to Sustainable Development

### 4. Protecting the quality of air, soil and water

The creation of new buildings and spaces should:

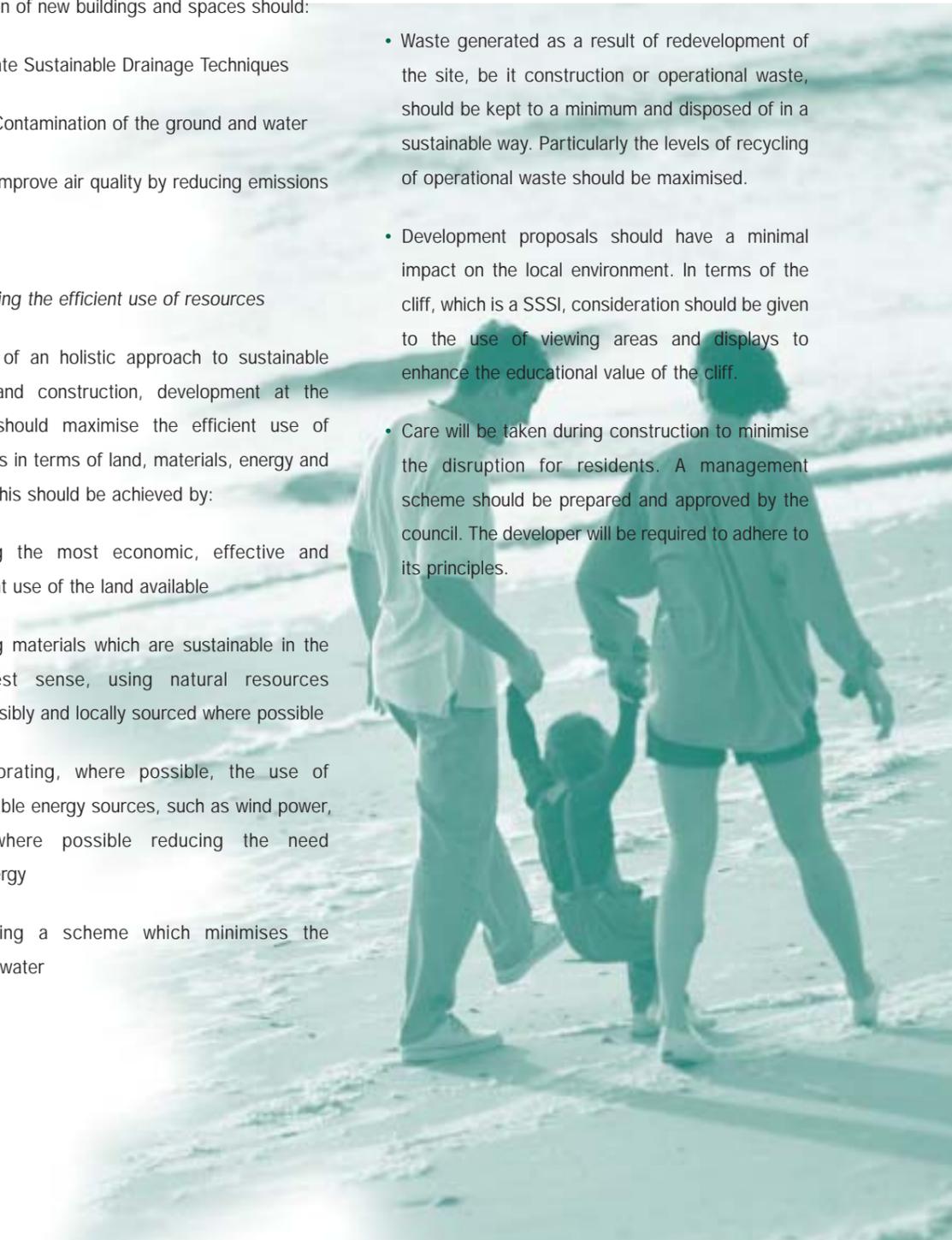
- Incorporate Sustainable Drainage Techniques
- Prevent Contamination of the ground and water
- Seek to improve air quality by reducing emissions

### 5. Maximising the efficient use of resources

- As part of an holistic approach to sustainable design and construction, development at the Marina should maximise the efficient use of resources in terms of land, materials, energy and water. This should be achieved by:
  - making the most economic, effective and efficient use of the land available
  - utilising materials which are sustainable in the broadest sense, using natural resources responsibly and locally sourced where possible
  - incorporating, where possible, the use of renewable energy sources, such as wind power, and where possible reducing the need for energy
  - designing a scheme which minimises the use of water

### 6. Minimising waste and the impact on the local environment

- Waste generated as a result of redevelopment of the site, be it construction or operational waste, should be kept to a minimum and disposed of in a sustainable way. Particularly the levels of recycling of operational waste should be maximised.
- Development proposals should have a minimal impact on the local environment. In terms of the cliff, which is a SSSI, consideration should be given to the use of viewing areas and displays to enhance the educational value of the cliff.
- Care will be taken during construction to minimise the disruption for residents. A management scheme should be prepared and approved by the council. The developer will be required to adhere to its principles.



7. *Conserving the diversity of species and habitats*

- The impact of development proposals on existing species and habitats should be minimised. Proposals, should where possible (and particularly those which impact on sites of local Nature Conservation importance) include mitigation and habitat enhancement measures. This could include:

- providing underwater structures and shelters for colonising marine species.
- improving the visual identity of the Marina by using maritime species designed into soft landscaping.



Maritime vegetated shingle can be successfully promoted adjacent to urban areas, provided the substrate is suitable and management sympathetic.



... such areas can provide a valuable and distinctive amenity resource for local communities ...



... as well as supporting scarce species, such as this Yellow Horned Poppy, a shingle specialist.

- exploring opportunities for integrating biodiversity into the scheme.

8. *Ensuring long term Economic and Social Sustainability*

- The links between economic prosperity and environmental quality are well understood:

*"Sustainable development seeks to deliver the objective of achieving, now and in the future, economic development to secure higher living standards while protecting and enhancing the environment. The most commonly used definition is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'."*

(PPG1 General Policy and Principles. DoE 1997)

- To sustain a proper balance, between the economic and commercial viability of the Marina and the maintenance (and enhancement) of the overall quality of the area as a residential environment, will be part of the challenge facing the planning and design team.

- However, the local planning policy context is favourable; it encourages a broad mix of land uses and, generally, higher densities of development. It supports the efficient, effective and economic use of land. At the subject area in the Marina, local ownership is restricted and not an impediment to the implementation of an enhancement scheme.

- The current supply of both housing and commercial accommodation is below a level needed and demanded by the (overall) community and the (local) market. To redress this deficiency, funding sources are in place. Engineering costs are known following the recent construction work at the Waterfront building.

- Consequently, we believe that our vision is sustainable in a practical and positive way and the Development Brief establishes realistic ambitions for beneficial change.

## 9. The Challenge

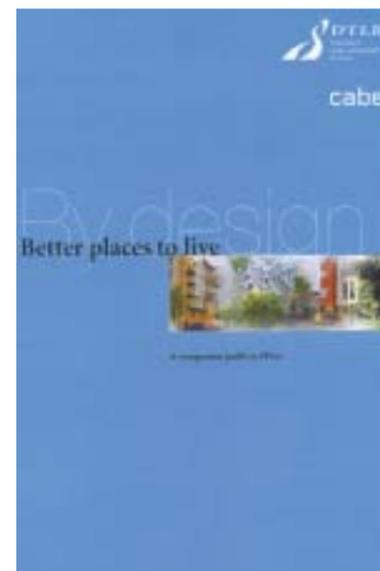


# The Challenge

## 9. The Challenge

### By Design: Better Places to Live. (DTLR. Cabi) A Companion Guide to PPG3 2001

This document updates the 'By Design' predecessor and focuses on the more detailed attributes that underlie well-designed, successful residential environments. It embellishes the starting point established by "Our Towns and Cities : the Future - Delivering an Urban Renaissance" which said:



"We need an approach to the design and development of urban areas which

- makes efficient use of the available land and buildings and reduces the demand for greenfield development
- provides homes which are attractive and environmentally friendly
- encourages well laid out urban areas with good quality buildings, well designed streets and good quality public open spaces
- allows people to get to work easily and to the services they need like local shops and health and leisure facilities
- makes good public transport viable and makes walking and cycling attractive options".

## 9. The Challenge

It suggests that PPG3 provides the opportunity of a fresh start through

- requiring local authorities to review critically the standards they apply to new development, particularly in relation to road layouts and car parking provision
- encouraging more efficient use of land (housing development in the range of 30 to 50 dwellings to the hectare nett) and higher densities where there is good accessibility to local facilities and public transport
- requiring a better and more appropriate mix of dwelling size, type and affordability in new development
- looking to applicants to demonstrate how they have taken into account the need for good urban design and making it clear that local planning authorities should reject poor design.

A number of attributes of successful housing are identified and this can clearly be applied to developments with a wider mix of uses.

### **Movement**

a movement framework which is safe, direct and attractive to all users.

### **Mix**

a rich mix of housing opportunities.

### **Community**

a sense of neighbourhood and community ownership.

### **Structure**

a coherent structure of buildings, spaces, landscape and routes for movement.

### **Layout**

street layout and design which is appropriate to use and context.

### **Place**

attractive and clearly defined public and private spaces.

### **Amenity**

pleasant gardens and private amenity space.

### **Parking**

convenient but unobtrusive car parking.

### **Safety**

a safe and secure environment.

### **Space**

well planned homes which provide space and functionality.

### **Adaptability**

housing which is robust and adaptable to changing requirements.

### **Maintenance**

an environment which can be well-maintained over the long-term.

### **Sustainability**

housing designed to minimise resource consumption.

### **Detail**

well considered detailing of building and spaces.

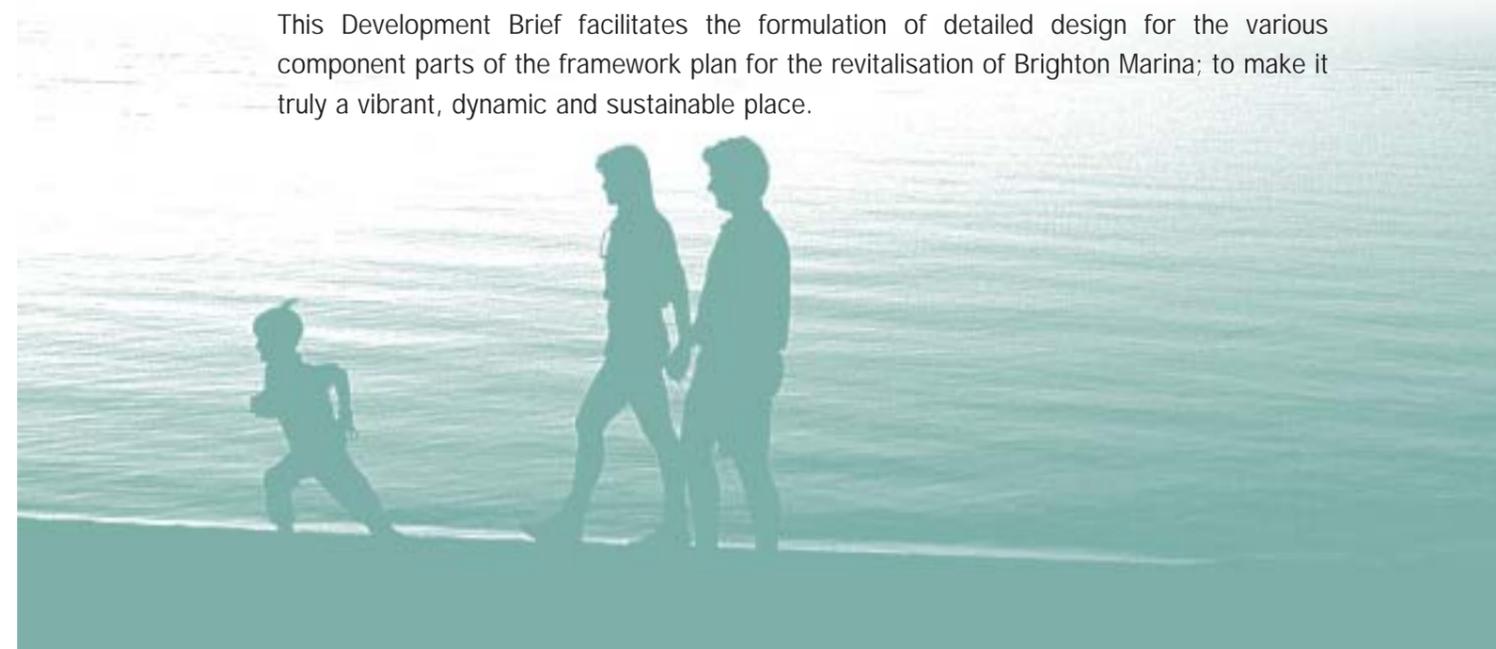
## 9. The Challenge

This Development Brief explains how these attributes should be applied to Brighton Marina. It shows how a series of guiding principles can be devised to ensure an economically and environmentally successful project, creating a sustainable and enjoyable place to live, work and relax.

*The Challenge is now principally one of design:*

- To mix uses to deliver vitality, diversity and walking as a primary mode of travel:
- To encourage new enterprise and investment, combining continuing economic development with environmental good sense.
- To make efficient and effective use of land.
- To create a high quality place to live and work with a distinctive identity and which is also safe and puts people before traffic.
- To enhance the quality of the public domain.
- To employ wholesale sustainability measures in terms of land use, transportation, drainage, construction, energy, ecology and local facility provision.

This Development Brief facilitates the formulation of detailed design for the various component parts of the framework plan for the revitalisation of Brighton Marina; to make it truly a vibrant, dynamic and sustainable place.



**VIBRANT · DYNAMIC · SUSTAINABLE : BRIGHTON MARINA**

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