# Cheapside (south between Blackman Street and Whitecross Street), Brighton

# **Key facts**

- Total area 0.16 Ha
- Location Central Brighton

#### The Site

This site lies within central Brighton between the vibrant historic North Laine area and the modern New England Quarter. Located on Cheapside between Blackman Street and Whitecross Street in a mixed uses area of offices and residential, the site currently comprises low grade 2 storey offices and general industrial buildings.

#### Access

The site benefits from very close proximity to Brighton Mainline Station providing fast, regular and direct access to Gatwick Airport (taking 30 minutes) and central London (under an hour) as well as offering a range of direct south coast train services to Ashford and Portsmouth. The site lies near to the London Road shopping centre (A23), a sustainable transport corridor and bus priority route.

## **Redevelopment Opportunities**

This site is suitable for an employment-led mixed use redevelopment which might include a residential element and active ground floor uses such as café or ancillary retail.





New development stands to benefit from the regeneration occurring in the locality. This includes various projects on London Road, as well as City College and the Brighton Station Gateway. The New England Quarter immediately to the north is nearing completion, with work in progress on a nearby public plaza including stairs and a lift which will provide access from the Cheapside/ Fleet Street ground levels up to Brighton Station.

The site falls within the New England Quarter and London Road Development Area (DA4) as defined in the <u>Submission City Plan</u>. This area is to accommodate a significant volume of the city's future employment floorspace needs.

The London Road Masterplan (2009) includes this site in the Pelham Street Development Zone which contains specific urban design priorities and guidance for an improved environment and public realm. A development capacity assessment (2013) has been carried out for both this and the adjacent Blackman Street/Cheapside site.





#### **Main Planning Information**

- The site is suitable for a mixed use redevelopment which should include 2,000 sq m of office floor space with opportunity for ancillary residential uses
- The wider area is intended to form part of a new business quarter delivering 20,000 sq m of new office floorspace
- There are heritage designations in the wider vicinity – Brighton Station including train sheds (Grade II\* Listed) and the West Hill, North Laine and Valley Gardens Conservation Areas
- At ground floor level, 'active' frontages and an improved public realm would be important elements in meeting the objectives of the London Road Masterplan to provide a vibrant, safe and successful urban environment
- A 2013 capacity assessment included a review of this site and the adjacent Blackman St site





### **Further Planning Information**

- London Road Central Masterplan 2009 Supplementary Planning Document (SPD10)
- Brighton & Hove Local Plan 2005 Local Plan Map; QD19 (Greenways); SU2
  (energy, water and materials efficiency); TR1 (travel demand); TR5 (sustainable transport corridors and bus priority routes); HE3 &HE6 (Development within or affecting the settings of conservation areas & listed buildings respectively)
- <u>Submission City Plan Part 1 2013</u> see policies DA4 (New England Quarter and London Road Area), CP1 (Housing Delivery), CP3 (Employment Land)
- Tall Buildings (2004) Supplementary Planning Guidance (SPGBH 15)
- Sustainable Building Design SPD 08
- LDF Background Studies including Urban Design Site Capacity Assessments
- Developer Contributions Technical Guidance

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

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

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