

e.1 realising the vision

key objectives

- e1.1 The challenge for this Plan is to translate the results of consultation and the council's strategic priorities into a robust land use planning framework for Brighton & Hove in the context provided by national, regional and strategic policy.
- e1.2 To meet this challenge and provide a firm basis for the policies and proposals that follow, guiding principles for development are set out below as the Plan's key objectives:
- e1.3 The **key objectives** of this Plan 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; and promoting renewable sources of energy;
 8. place a new emphasis on the 'importance of design' for individual buildings, streets, neighbourhoods and Brighton & 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 & Hove can afford;
 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 sport, 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, the Sussex Downs AONB 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.

policies and proposals

- e1.4 The policies and proposals of this Plan seek to provide a basis for achieving the objectives set out above. The first three chapters of the Plan contain the majority of those policies that relate to all development whilst the five chapters that follow focus on key land use themes.
- e1.5 For the Plan to work in practice, policies and proposals should not be read in isolation and there is an emphasis on cross-referencing both with other policies and proposals of the Plan and other relevant strategies and initiatives.

1 making the connection between land use and transport ~ promoting accessibility and managing demand

- e1.6 The relationship between land use planning and transport is of fundamental importance to Brighton & Hove over the next 10 years. The policies and proposals of this chapter provide a direct link with and are informed by, the council's Sustainable Transport Strategy and Local Transport Plan.
- e1.7 The importance of the 'land use planning and transport' relationship is reflected in the first 'benchmark' policy which embodies the principle of planning positively for the demand for travel that development generates. A mechanism for informing land use decisions using a measure of transport accessibility is introduced, as are a number of specific proposals to promote walking, cycling and public transport. There is a particular emphasis on planning for safety.

2 a sustainable approach to energy, pollution and natural resources

- e1.8 This chapter reflects a need, if we are serious about sustainable development, to include a new set of policies which have not traditionally formed part of the Plan. Many of the directions for these policies have been provided by those who participated in consultation, particularly on aspects such as energy efficiency, pollution and water quality.
- e1.9 A key Policy establishes the relationship between the use of land and energy efficiency and provides robust and detailed guidance on those factors that will be taken into account, as well as complementary sources of information to assist in the formulation of development proposals.
- e1.10 In common with the approach to energy, policies concerned with aspects of pollution indicate what else the council is doing and the context provided by other legislation. The policies underline the relationship between transport and air quality and planning for the re-use of polluted land.

- e1.11 Whilst waste issues are the subject of a separate Plan, this chapter introduces a Policy seeking to minimise the amount of waste arising from construction activity and a Policy which aims to secure an integrated approach to waste management as part of development proposals.

3 design, safety and the quality of development

- e1.12 It is clear from the results of consultation that there has to be a new emphasis on design in Brighton & Hove. The policies of this chapter aim to improve the quality of design at all levels and to provide a supportive framework for distinctive and innovative development schemes that respect their surroundings and context. Bland and uniform developments will be rejected and development proposals will be expected to demonstrate how they improve the visual quality of the environment.
- e1.13 Design is of the utmost importance if new types of development which include a mix of uses and raise densities are to work effectively, and in planning for a safer environment. Community safety considerations must form an integral part of any development proposal and in this regard, the Local Plan has a key role to play in supporting the Community Safety and Crime and Disorder Strategy.
- e1.14 The Plan's emphasis on design and environmental quality is reflected in the wide-ranging nature of this chapter. Policies concerned with issues such as telecommunications, advertisements, amenity and public art emphasise this point, as does the inclusion of a key policy aimed at promoting nature conservation as an integral consideration in the preparation of development proposals. Public art is an important part of Brighton & Hove's identity and is valued by residents and visitors alike. The aim of the Plan is to take a lead in maximising opportunities for new public art.
- e1.15 Issues of environmental quality underpin the Plan's stance on open space and recognition of the concept of greenways. An assertive policy stance reflects the variety of ways that open spaces contribute to peoples' quality of life and identifies the potential for open spaces to contribute to a 'greenway network' with the potential to play a number of roles, including that of a sustainable transport alternative.

4 access to a decent home and neighbourhood

- e1.16 The policies and proposals of this chapter are a positive response to the need for additional houses and flats in Brighton & Hove of the right type and quality - and especially, the need to secure decent, affordable dwellings for people on low incomes and people with special housing needs. An emphasis is placed on the need to plan positively for a mix of house and flat types and sizes which reflect local need.
- e1.17 This chapter seeks to emphasise the importance of housing to regeneration activity and its role in tackling social exclusion. Once again, the policies reflect the complementary role of planning in supporting other strategies and initiatives, including the Housing Investment Programme.

- e1.18 Securing access to community facilities is of fundamental importance in addressing social exclusion. The chapter includes a set of policies which reflects the needs of a diverse community and acknowledges that people can be excluded for many different reasons including age, disability, mental illness and substance misuse. The policies seek to complement other areas of the council's activities, including work in partnership through the equalities and social justice forum.

5 supporting the local economy and getting people into work

- e1.19 The council's strategic priority 'getting people into work' demands a response which offers the certainty business needs, whilst at the same time providing a level of flexibility not apparent in traditional approaches to planning for employment land.
- e1.20 Within the same overall limits on the amount of new land available for development that apply to other land uses, the policies of this Plan seek to promote a range of sites and premises which reflect the diverse needs of modern business users, encourage local businesses to thrive and stay and new businesses to invest and set up in Brighton & Hove.
- e1.21 This chapter identifies a number of key sites for new 'mixed use' development such as, Shoreham Port, Brighton Station and Jubilee Street, several of which are considered in further detail in Chapter 5 'Supporting the local economy and getting people into work' and Chapter 6 *Shopping, recreation and leisure - maintaining vitality and viability*.

6 shopping and leisure ~ maintaining vitality and viability

- e1.22 The Plan recognises the importance of supporting town and local centres and sustaining and enhancing their vitality and viability. The policies of this chapter set out a retail hierarchy which is informed by an up to date assessment of retail need and a detailed approach to consultation which looked at the importance people attach to the relative 'health' of the town and local centres they use.
- e1.23 The Plan underlines the importance of leisure and recreation by introducing a policy approach which seeks to encourage the provision of new facilities for the benefit of local people and visitors alike, whilst at the same time ensuring that existing facilities are retained and improved. The Plan identifies the potential for the provision of a community stadium at Village Way North and a key opportunity for a new leisure facility at Black Rock.
- e1.25 The Plan sets out a clear framework for planning for the countryside, much of which lies within the Sussex Downs Area of Outstanding Natural Beauty (AONB). The context for planning for the AONB will change during the 'lifetime' of the Plan with the introduction of a National Park.
- e1.26 Brighton & Hove incorporates a significant area of countryside / downland which is of outstanding landscape and environmental value but does not lie within the formally designated ANOB. The policies of this chapter treat this land in a similar manner to that land which does fall within the AONB. This is a continuation of an approach to planning for the surrounding countryside which has been successful for many years.

7 an integrated approach to nature conservation and the countryside

- e1.27 The policies of this chapter reflect a variety of nature conservation designations and seek to complement measures aimed at the protection and enhancement of species and habitats.
- e1.28 Detailed guidance is set out for any development proposal which could affect a feature of nature conservation value and the policies complement those policies of Chapter 3 'Design, safety and the equality of development' aimed at realising the potential for nature conservation to be treated as an integral part of all forms of development.
- e1.29 With particular regard to the aim of planning for sustainable development, this chapter recognises the wider benefits that nature conservation brings and the important contribution it can make to people's quality of life.

8 managing change within a historic environment

- e1.30 Brighton & Hove has an outstanding historical and architectural heritage which is of national importance and includes some 3,600 listed buildings and 33 conservation areas.
- e1.31 The policies of this chapter offer an integrated approach which aims to protect and enhance important buildings and areas in a manner that recognises the variety of roles they play and their importance to Brighton & Hove as a whole. This extends to providing a positive framework for the protection and enhancement of a number of historic parks and gardens, scheduled monuments and other important archaeological sites.

implementation, 'spatial planning' and monitoring

- e1.32 The policies and proposals of this Plan provide only the framework for development - the key to achieving the Plan's objectives is to apply this framework in practice.
- e1.33 The development control process - the process of determining planning applications - remains the principal way in which many of the policies and proposals will be implemented. To ensure that the Plan is effective, there must be an emphasis on monitoring the use of policies and their effectiveness and keeping the Plan up to date.
- e1.34 To complement the process of development control, additional and detailed guidance will be prepared in the form of supplementary planning guidance, supplementary planning documents and development briefs.
- Supplementary Planning Guidance (SPG) and Supplementary Planning Documents (SPDs) provide further, detailed information to complement the policies and proposals of the Plan and support their implementation.

- Preparation of a development brief helps to provide a clear statement of the type of development that would be suitable on a particular site and an indication of the detailed considerations that need to be taken into account when developing the site. In the context provided by the policies and proposals of this Plan, development briefs have an important role to play in promoting good design and in realising the potential of brownfield sites. Development briefs are a particularly valuable tool if land ownership is complex or a site suffers from constraints such as contaminated land. By establishing mechanisms for 'making sites work', development briefs can help stimulate interest in a site and complement marketing initiatives.
- e1.35 The council will adopt a positive approach to the use of planning obligations in a clear and consistent manner which accords with national policy. Planning obligations usually take the form of legal agreements between the council and a developer or landowner. Such obligations can be used to resolve planning problems, meet additional costs arising from a development and improve the quality of a development. The policies and proposals of this Plan illustrate that planning obligations are likely to be used to address the wider implications of a development proposal, including its impact on the transport system and its infrastructure requirements.
- e1.36 The council will also continue to work proactively in many other areas of policy relevant to achieving the objectives of this Plan, including preparation and implementation of numerous other strategies, plans and programmes, many of which are referred to in the chapters that follow. The council is involved in the preparation of least 70 'plans' and more than 40 partnerships. The process of community planning, reflected in the council's 'Community Plan', provides a guiding framework for each of these plans.
- e1.37 The importance of the council's role in community planning is likely to be reflected in new measures¹ aimed at putting the council at the centre of local action to tackle the complex issues facing communities, including sustainable development, social exclusion, health and well-being and education.
- e1.38 To complement the council's community planning role, this Plan is intended to reflect the potential for the development of a further document known as a spatial development strategy and, or a series of neighbourhood spatial development strategies.
- e1.39 Spatial development strategies provide the opportunity to bring together the work of a variety of partners across a range of services and to set out:
- how an area will change;
 - how public and private services will be co-ordinated; and,
 - how the changes will be funded.

¹ Part 1 of the Local Government Act 2000 contains new powers for the promotion of economic, social and environmental well-being.

- e1.40 In common with this Plan, the preparation of a spatial development strategy demands an approach based on clearly identified community needs and aspirations.
- e1.41 In addition to its co-ordinating role, the benefits of a spatial development strategy include the potential to be flexible and to react quickly to changing circumstances.

monitoring and targets

- e1.42 Monitoring is of fundamental importance in establishing whether or not the Plan is being used and whether it is 'making a difference'.
- e1.43 A number of the policies and proposals of the Plan establish targets by which their relative success can be measured. These include measures of 'impact' on aspects such as air and water quality and technical measurements such as ratings of energy efficiency.
- e1.44 The Plan also refers to external measures of environmental sustainability which are affected by the policies and proposals of the Plan. Examples, include the Brighton & Hove Community Environment Partnership (BriHCEP) quality of life indicators.
- e1.45 The council will continue to monitor development gains and losses across the range of land uses, including key aspects such as the number and proportion of affordable housing units

delivered 'via' the Plan.

- e1.46 To complement and inform implementation of the Plan's policies, further work will also be undertaken in determining and monitoring measures of public transport accessibility.

