



HOVE STATION AREA

a visual survey



University of Brighton

group 2 | 2013





FOREWORD

Edward Relph once remarked that, ‘The identity of a place is comprised of three interrelated components, each irreducible to the other – physical features or appearance, observable activities and functions, and meanings or symbols’ (1979, 106). These three components can be combined in almost infinite ways to produce different places, yet at the same time, they are characteristics shared with other places. More importantly, they can be observed and recorded on both a macro and a micro scale.

This report is a study of one small area, around Hove Station, yet it uses this small area to look at these larger questions of place identity. In this study, we have looked at elements identified by Relph: features, appearance, activities, function, meanings and symbols to how each interacts with the others to create a sense of place.

By dividing the area into character areas, we have been able to look at these questions across the whole area and also within smaller areas. Thus, in undertaking our study, we have attempted to capture what is unique about this place, and the micro-places within it. We have also attempted to set these individual characteristics into wider contexts where this was appropriate.

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INTRODUCTION

1.0 Task

In an increasingly complex world, planners need ever more refined research skills in order to understand and manage the built environment.

By conducting a visual survey of the area surrounding Hove Station, this exercise aims to improve the research skills of this group and raise awareness of scientific methods of enquiry.

This approach can be broken down into three guiding principles:

1. Analytical recording of the built environment through field observation and data collection;
2. Accurate representation of the area's key characteristics;
3. Evaluation of the designated area's strengths, weaknesses, opportunities and threats.

2.0 Methodology

In order to carry out this study, the methodology we applied for each principle was:

1. Site visits, note taking, photography, sketches, interviews and questionnaires with stakeholders and residents;
2. Written notes, maps, sketches, computer graphics;
3. “SWOT” analysis.

3.0 Report structure

The report is in three sections:

1. **Context:** this section will consider the Hove Station area as a whole and analyse overarching factors such as history, demographics and transport.
2. **Character areas:** the Hove Station area can be broken down into six individual character areas. This section will focus on each character area and consider more localised factors such as architecture, the public realm and activities. References will be made back to overarching factors in the Context section.
3. **Conclusion:** this section will consider the findings of the previous sections and draw out overall conclusions relating to the typical visual qualities of the project area.



Figure 1: the study area in the local context. Source: Google Maps

CONTEXT

4.0 Location

The study area covers an approximately 700m by 700m area surrounding Hove Railway Station in the City of Brighton and Hove, East Sussex. The northern boundary of the site is marked by the Old Shoreham Road (A270), the west by The Drive (B2185), the south by Blatchington Road, and the east by Sackville Road (A2023).

Several kilometres to the north of the site lie the rolling hills of the South Downs National Park, while to the south lies Hove beach and the English Channel. Between is a topography marked by a gentle slope of 1:30, with the northern edge of the site being around 40m above sea level and the southern side around 20m above sea level.

The site is well served by transport links with the the A27 2km to the north, Brighton Railway Station and the A23 trunk road 2.5km to the east, the seafront cycle lane and the A259 Kingsway A259 road 1km to the south, and Aldrington Railway Station 1km to the west.

5.0 Policy

The local planning authority is 'Brighton and Hove City Council' (BHCC), which currently has a minority Green Party Administration.

There are four political wards which occupy our study area; Goldsmid occupies the majority of the area and is represented by Green councillors Rob Jarrett, Alex Phillips and Ruth Buckley. Central Hove includes the road of Clarendon Villas to the south, and is represented by councillors Christopher Hawtree (Green) and Andrew Wealls (Conservative). Hove Park includes Newtown Road in the north-western corner of the study area, and is represented by the Conservative councillors Jayne Bennett and Vanessa Brown. Finally, the south-western corner is within Westbourne ward, which is represented by the Conservative councillors Denise Cobb and Graham Cox.

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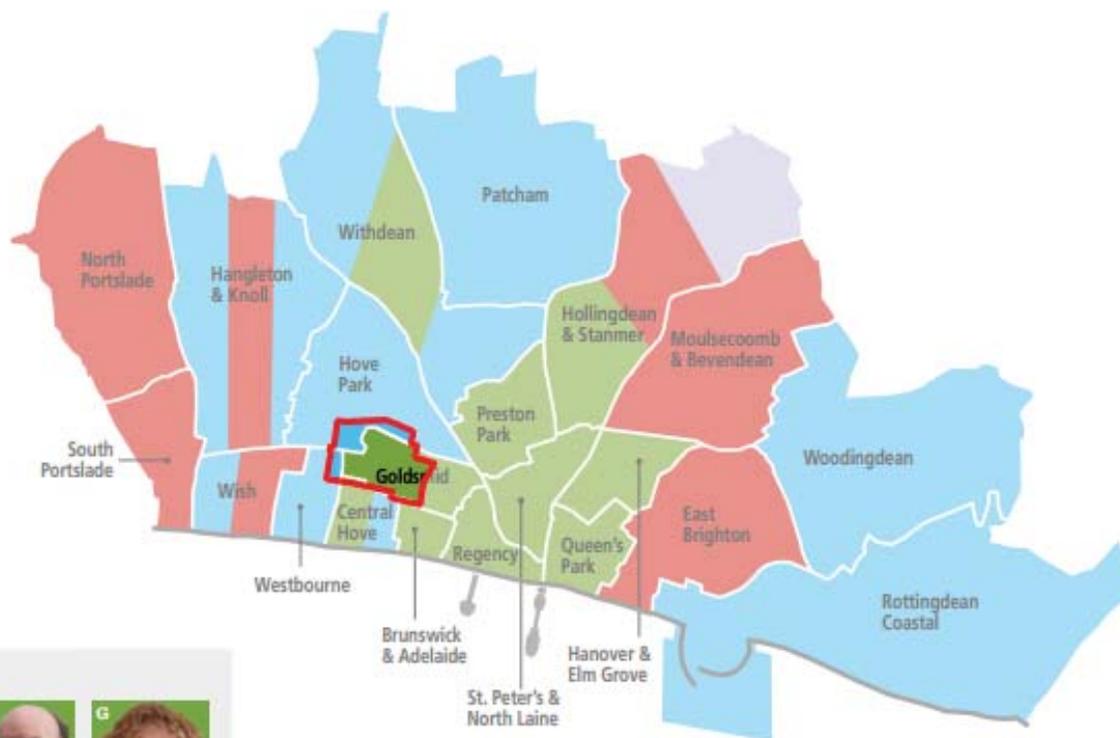




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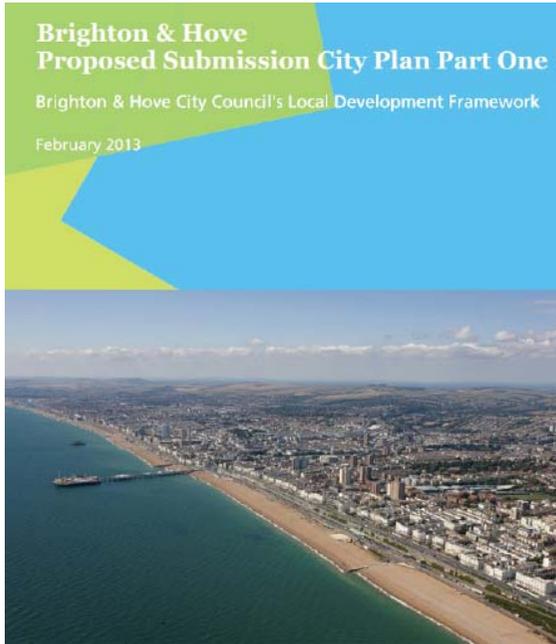
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Key

G Green
 C Conservative
 L Labour & Co-operative
 I Independent

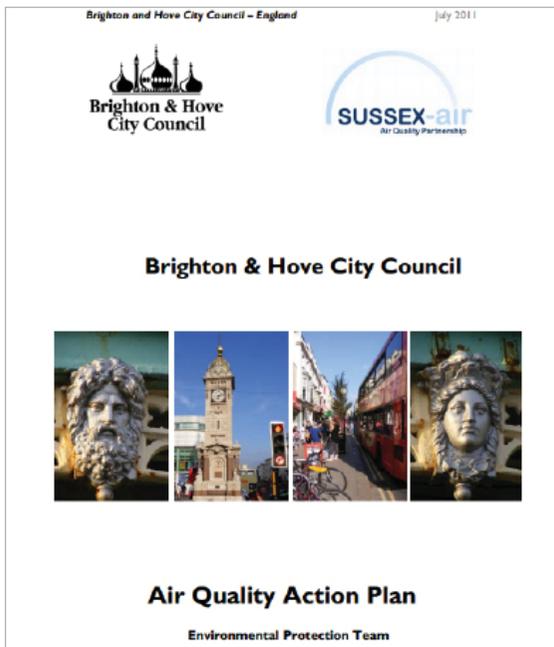
Figure 2: ward map of the study area. Source: BHCC website



The Brighton & Hove City Council (BHCC) Core Strategy document was recently refreshed , with a final submission agreed in January 2013 under the new name of the ‘City Plan’. The previous Core Strategy was several years old, and predated the government’s National Planning Policy Framework legislation – so it was withdrawn in 2012.”

The Brighton & Hove City Council (BHCC) draft City Plan designates an area around Hove Station as a development area (DA6). DA6 covers a smaller area than this study and focuses upon a strategic allocation around the Conway Street industrial estate. As such, the DA6 designation can be summarised as:

- Comprehensive redevelopment of the Conway Street industrial area towards an employment-led mixed-use development;
- Provision by 2030 of 575 new residential units and 4,000 sqm of additional employment floorspace;
- Improvements to the public realm and townscape, particularly on Conway Street / Sackville Road / Old Shoreham Road and Goldstone Lane;
- Improving sustainable travel in the area, including enhanced pedestrian and cyclist routes;
- Improving open space and public safety, particularly around the Conway Street area;
- Retaining and encouraging employment, particularly in the creative industries sector;
- Allocating the former coal yard adjacent to Hove Station as a waste management area;
- Encouraging new green infrastructure, such as green roofs and green walls.



DA6 Hove Station Area

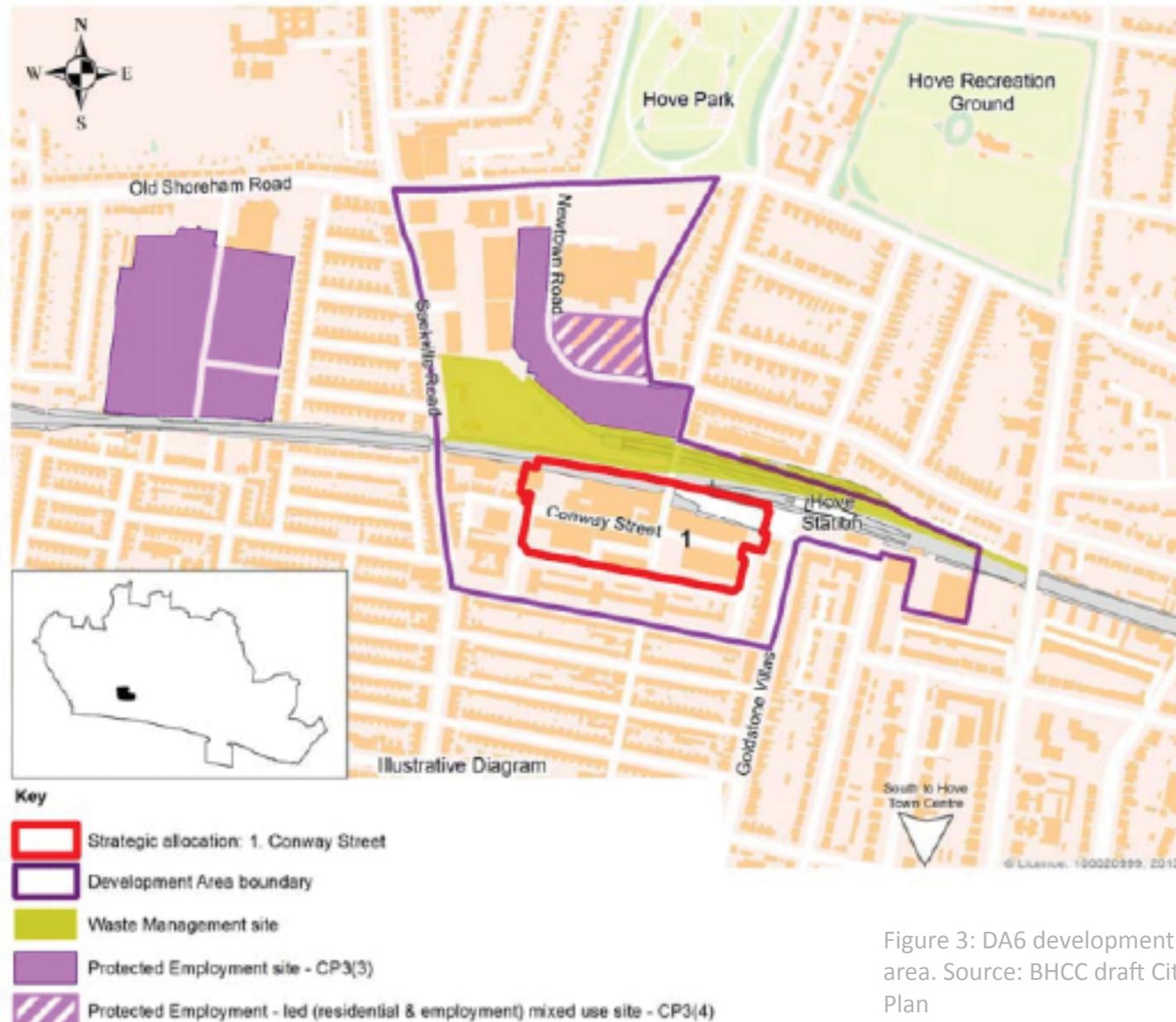


Figure 3: DA6 development area. Source: BHCC draft City Plan



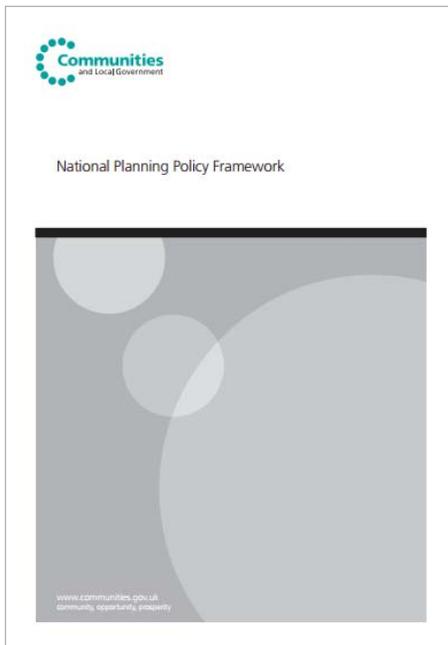
The Brighton and Hove City Council Air Quality Action Plan 2011 also identified Goldstone Villas / Denmark Villas and Sackville Road as areas with high levels of NO2 emissions. Although the levels were not breaking EU air quality limits, the draft Local Plan states that additional sources of emissions, such as increased traffic, would be discouraged.

Brighton and Hove City Council and 18 other partner organisations are currently formulating a UNESCO bid for a 'Brighton & Hove and Lewes Downs Biosphere Reserve'. If successful, the reserve would be one of the few mainly urban Biospheres in the world. Biospheres seek to not only to better conserve the natural environment, but to promote sustainable development and improve knowledge and awareness.

Brighton & Hove was very recently declared the world's first 'One Planet City' as part of a project led on by Brighton & Hove City Council. The One Planet Living framework is described as an approach that "aims to create a future where it's easy, attractive and affordable for all of us to lead happy and healthy lives, using a fair share of the earth's resources." It recently published an action plan for meeting the ten principles of One Planet Living, which include moving towards zero carbon developments, sustainable transport, and supporting local communities. The One Planet Living framework provides an overarching structure for the council's policies in other areas, such as local planning guidance and transport infrastructure.

The National Planning Policy Framework (NPPF) 2012 is the overarching planning document for England. The 65-page NPPF replaced the majority of the previously issued Planning Policy Statements and the Planning Policy Guidance Notes which directed development requirements across a range of issues. The main tenets of the NPPF are:

- making sure the local plan - produced by communities - is the keystone of the planning system;
- making planning much simpler and more accessible, reducing over 1,000 pages of often impenetrable jargon into around 50 pages of clearly written guidance;





- establishing a presumption in favour of sustainable development that means that development is not held up unless to approving it would be against our collective interest;
- guaranteeing strong protections for the natural and historic environment, and requiring improvements to put right some of the neglect that has taken place;
- raising design standards so that the requirements for design are the most exacting yet.

Other documents which are of particular interest to this study include the BHCC 'Public life public place' study, which considered the aspects of legibility, public space and public life in the City of Brighton and Hove.

The BHCC Urban Characterisation Study is also of note, of which the 'Sackville', 'West Blatchington' and 'Wilbury' neighbourhood studies are relevant. The character of a considerable part of the study area has also already been considered by two Central Conservation Area's Character Statements, that of 'Hove Station' and 'Denmark Villas'. An Article 4 Direction has also been adopted for the Denmark Villas area, which removes permitted development rights for certain minor works and alterations.

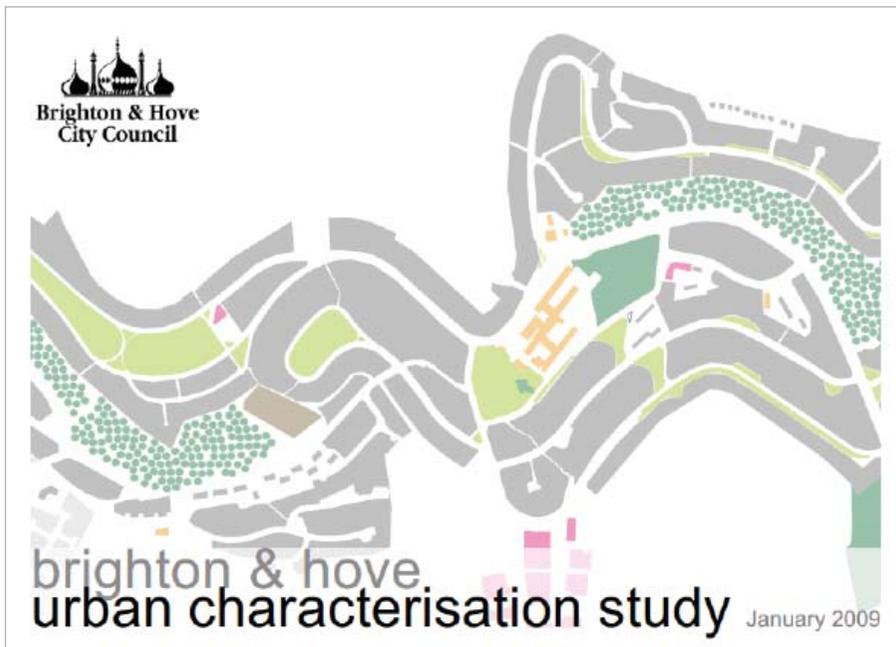




Figure 4: the original Hove Station. Source: Regency Society

6.0 History

Introduction

This section looks at the history of the study area and at how its historic development continues to influence its development today.

The dominant feature is the railway line (built in the late 1830s) and the station (opened 1865).

The majority of the study area was developed as working class housing in the 1870s and 80s as part of the development of the northern parts of Hove. The station opened



Figure 5: map of Hove from the 1870s. Source: Edina

in 1865, and always had some industry around it. There was also some middle and upper middle class housing in the east and north-east parts of the study area. This character was retained in the twentieth century, and was reinforced by the slum clearances that saw the building of

the Conway estate, the adjacent industrial estate, and also by the redevelopment in the late twentieth century of the Goldstone ground and former railway goods yard for industrial and business use.



Figure 7: map of Hove and the surrounding area in 1890. Source: Edina

Topography

The study area includes a valley, historically known as Goldstone Bottom, that runs roughly NW/SE between the Brighton and Hove spurs. The low point in the study area

is around the Conway Street estate. The changes in level this creates are reflected in the steep stairs leading from Sackville Road to Conway Street through the Salvation Army building, and from Conway Street to Goldstone Villas adjacent to the Station



Figure 8: working class housing in what is now the Conway Estate, 1930s. Source: Regency Society

pub. The changes in level also mean that the railway line runs on a viaduct across much of the study area, with the necessary embankments, such as that on Sackville Road, creating a barrier to movement across the area.

Early History

People have lived in and around Hove since prehistoric times. Palmeria Square stands on the site of a large burial mound dating to c.1200BC, and a prehistoric sarsen stone known as the Goldstone gave its name to Goldstone Bottom and to the eponymous streets in the study area. The Goldstone was buried in the early nineteenth century by the farmer on whose land it stood

because he was tired of visiting tourists damaging his crops, but it was dug up and re-erected in Hove Park in the early twentieth century.

In the middle ages and early modern periods, Hove was a small fishing village clustered around St Andrew's church and the former manor house near the present-day Hove library. A haunt of smugglers, it ran down to the beach near what is now the King Alfred leisure centre. Even as neighbouring Brighton developed as a fashionable seaside resort, Hove remained small, with a population of only 101 in 1801.

In the early nineteenth century, the area around Brunswick and Palmeria Squares was developed as an extension to Brighton. There was also some development in the 1830s and early 1840s at Cliftonville near the sea by Hove village, but the rest of Hove remained undeveloped until the 1870s and 80s.



Figure 9: Goldstone Villas looking towards Hove Station. Source: Regency Society

Early Transport

Historic road patterns continue to dominate the modern road network in both Brighton and Hove. Sackville Road (previously Hove Drove), Old Shoreham Road, Dyke Road and the London Road, for instance, are all visible on a map of 1890 (fig. 7). Some of the field boundaries and small lanes seen on early maps have also turned into roads.

The railway line from Brighton to Shoreham on Sea was built in the late 1830s, and a station called Hove Station was opened in 1840 at what is the Wickes store at the corner of Holland and Davigdor Roads. It closed in 1880 and became a goods yard before being redeveloped in the late twen-

tieth century.

Cliftonville Station was built in 1865 and still stands to the east of the present station building, which was built in 1893, when the name was changed to Hove and West Brighton Station, before becoming simply Hove Station in 1895. The footbridge was built in 1896, and the canopy, said to have come from Victoria Station in London, was added a few years later.

The early date of the railway explains the narrowness of the bridge over Fonthill Road, built before the area was developed. A similar bridge over Sackville Road was enlarged in the 1920s.



Figure 10: Sackville Road rail bridge under construction, 1927. Source: Regency Society

Victorian Development

In the 1870s the Stanford estate, which included parts of the study area to the east of Sackville Road began to be developed in 1871. The aptly named Grand Avenue was the centre piece of the Stanford estate development, then known as West Brighton, and the working class houses in the study area were intended to provide a service area for the grand houses. The pale gault (white) brick so characteristic of Hove was a trademark of Stanford estate development under the builders William Willet (father and son).

The 1st Ordnance Survey map of 1876 shows the study area partly developed with houses around Shirley Street, Goldstone Road, Goldstone Street and parts of Clarendon and Livingstone Road. Part of Denmark Villas had also been developed by that date, but the rest of the study area remained fields. A charming photo of Denmark Villas (fig. 11) c.1875 shows sheep grazing opposite the houses. The layout for new building plots and proposed roads is also visible on this map. The Aldrington estate on the west side of Sackville Road was developed from the 1880s (fig. 7).



Figure 11: Denmark Villas with sheep grazing outside (C.1875). Source: Regency Society

By the end of the nineteenth century, the whole of the study area had been built up, although fields remained to the east and north of Old Shoreham Road. There were working class terraces and small shops to the south and west of the station with slightly grander houses on Sackville Road (fig. 12).



Figure 12: Sackville Road rail bridge under construction, 1927. Source: Regency Society

The houses around Hove Park Villas were more substantial, as were those on Denmark Villas. Eaton Gardens, on the edge of the study area, was developed as very large detached mansions in the late nineteenth century. Many of these have subsequently been demolished and replaced by blocks of flats in the twentieth century, but the pattern of large detached blocks has been preserved.

Industry

A gas works was built c.1825 to the south of the study area, on the corner of Sackville Road and Church Street, and enlarged several times thereafter, but from 1882 it was only used for storage with the production of the gas moved to Portslade.

By the mid nineteenth century, there was some industry in the study area, including brickworks and a chalk pit, as well as a nursery adjacent to the railway and a piggery to the north-east outside the study area. Small sidings were built as part of the original development of Cliftonville Station, and a larger goods yard to the north was built in the late nineteenth century. A maltings opened adjacent to the station in

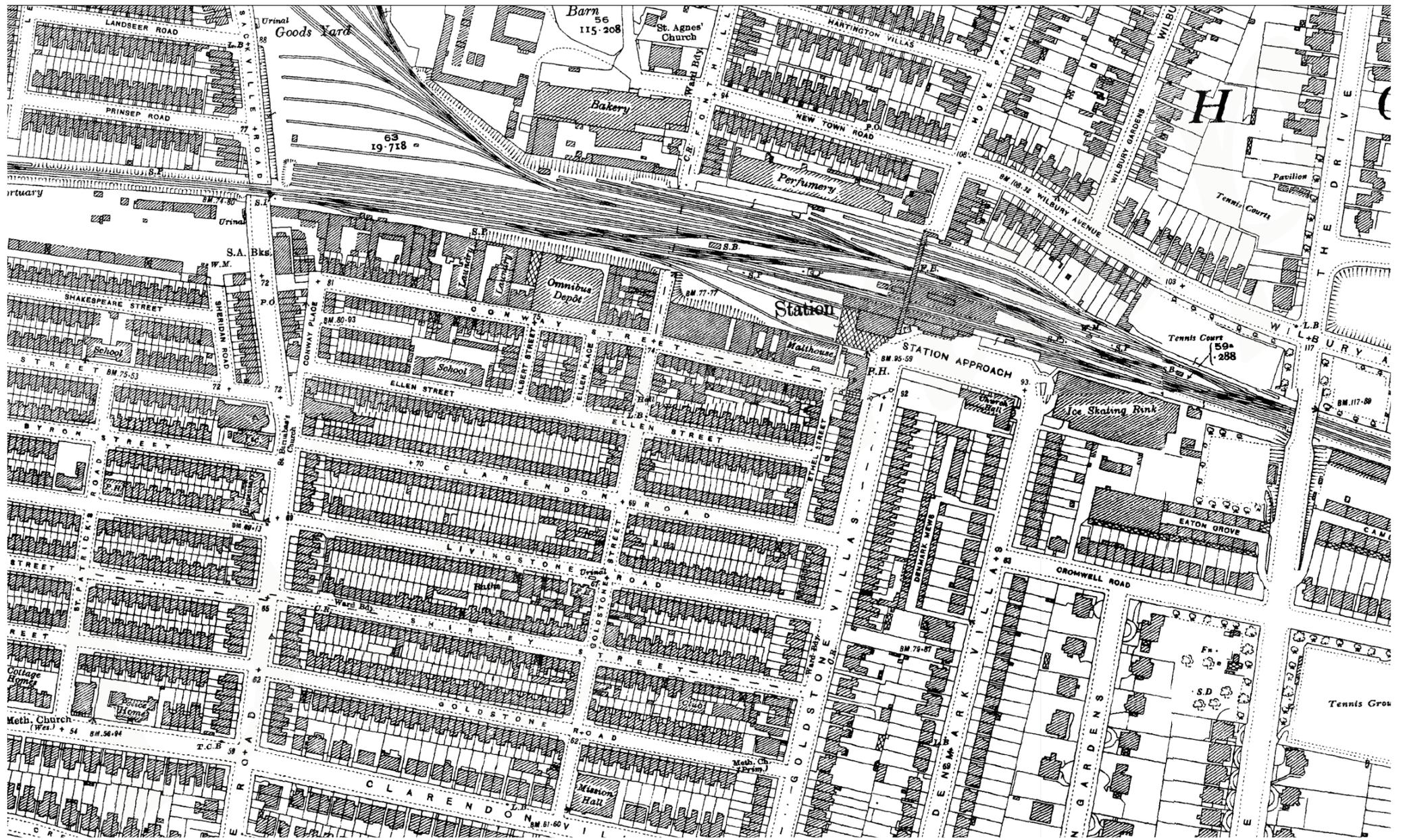


Figure 13: map of Hove and the surrounding area in 1930. Source: Edina

the early 1870s, and there was also a large laundry in the area. James Willaimson, an early pioneer of moving pictures c.1900, had a studio and workshop in buildings adjacent to the railway line on the east side of the study area (fig. 14). Other early industries in the area included the Du Barry perfume factory, built in the early 1920s adjacent to the railway on the north.

The railway goods yard to the north of the station was used, among other things, for ripening bananas. There was a shopping parade along Goldstone Villas (fig. 15), and small shops scattered through the residential development of the south of the station. As well as the major concentration of business and industry around the station, there were scattered business premises



Figure 14: Wilbury Works William film studios. Source: Regency Society



Figure 15: Goldstone Villas looking towards Hove Station. Source: Regency Society

throughout the study area on back land sites between rows of houses or on areas of waste ground.

In the late twentieth century, the industrial and business premises in the area were reconfigured. As part of the clearance for the Conway Street estate, a new business and light industrial area was created between the estate and the railway line. To the north to the station, the goods yard was redeveloped with large retail “box stores”, and the former Goldstone ground has also been redeveloped for retail.

Public and Community Facilities

Religion

The study area is still well served by Christian churches, but there were many more churches in the past. The medieval parishes of Hove and Preston were united from the mid-sixteenth century, but Hove again became an independent parish in 1879. The historic church of St Andrew in the village centre was initially the parish church, but All Saints on the corner of The Drive and Eaton Road (on the edge of the study area) became the parish church in 1892.

Within the study area, St Barnabas, Sackville Road, opened in 1883 (fig. 16) with



Figure 16: St Barnabas church built 1883 in 1905. Source: Regency Society

an independent parish created for it at the same time. St Agnes, Goldstone Lane, built in 1913, was also in the study area, but closed in 1977 and is now a gymnastics centre. Holy Trinity church on the corner of Goldstone and Blatchington Roads opened in 1864, but was closed in 2008. Immediately outside the study area to the west is Holy Cross church, Shelley Road.

There were also several Non-Conformist chapels in the study area, all now closed, including what is now Europa House on Goldstone Villas and a smaller Gothick-style former chapel on Livingstone Road. The Central United Reformed Church (Blatchington Road) is still open, and the Church of Christ the King meets in the Clarendon Centre on Clarendon Villas. The Roman Catholic Church of the Sacred Heart, opened 1880, is just to the south-east of the study area on Norton Road.

There do not appear to be any synagogues, mosques or other non-Christian places of worship within the study area, although they exist elsewhere in Brighton and Hove.

Sport and leisure

The Goldstone Football Ground was built in 1902. Near the study area, the Hove recreation ground, later Hove Park, was in existence by the late nineteenth century, and there was a tennis club between the Drive and Wilbury Road. The Sussex cricket ground opened on its present site in 1872.



Figure 17: Former ice rink later cinema, 1969.
Source: Regency Society

An ice rink (fig. 17) was built on the site of the nursery adjacent to the station in the late 1920s. It was converted to a cinema in the early 1930s, before becoming a bowling lanes. It was demolished in the 1960s and the building housing Tesco built in its place. The former St Agnes church was converted to a gymnastics centre after its closure.

Community Centres

What is now the Ralli Hall was built in 1913 as a church hall for Hove parish church (All Saints). It is named after Stephen Ralli, a wealthy Greek merchant who had a house in Hove. In 1976 became a Jewish Community centre.

Schools

The Ellen Street school (fig. 18) opened in 1879. It closed in 1974 and was demolished in 1975. There are now no schools within the study area, although there are schools in moderately close proximity.



Figure 18: Ellen Street School in 1973. Source: Regency Society



Figure 19 (left):
Hove Hospital
(now Tennyson
Court) in 1911.
Source: Regency
Society



Figure 20 (right):
Newtown Road
industrial area
before redevelop-
ment. Source:
Regency Society



Figure 21 (left):
Sackville Road
and Prinsep Road
c1910. Source:
Regency Society



Figure 22 (right):
The Drive 1960
under demolition.
Source: Regency
Society

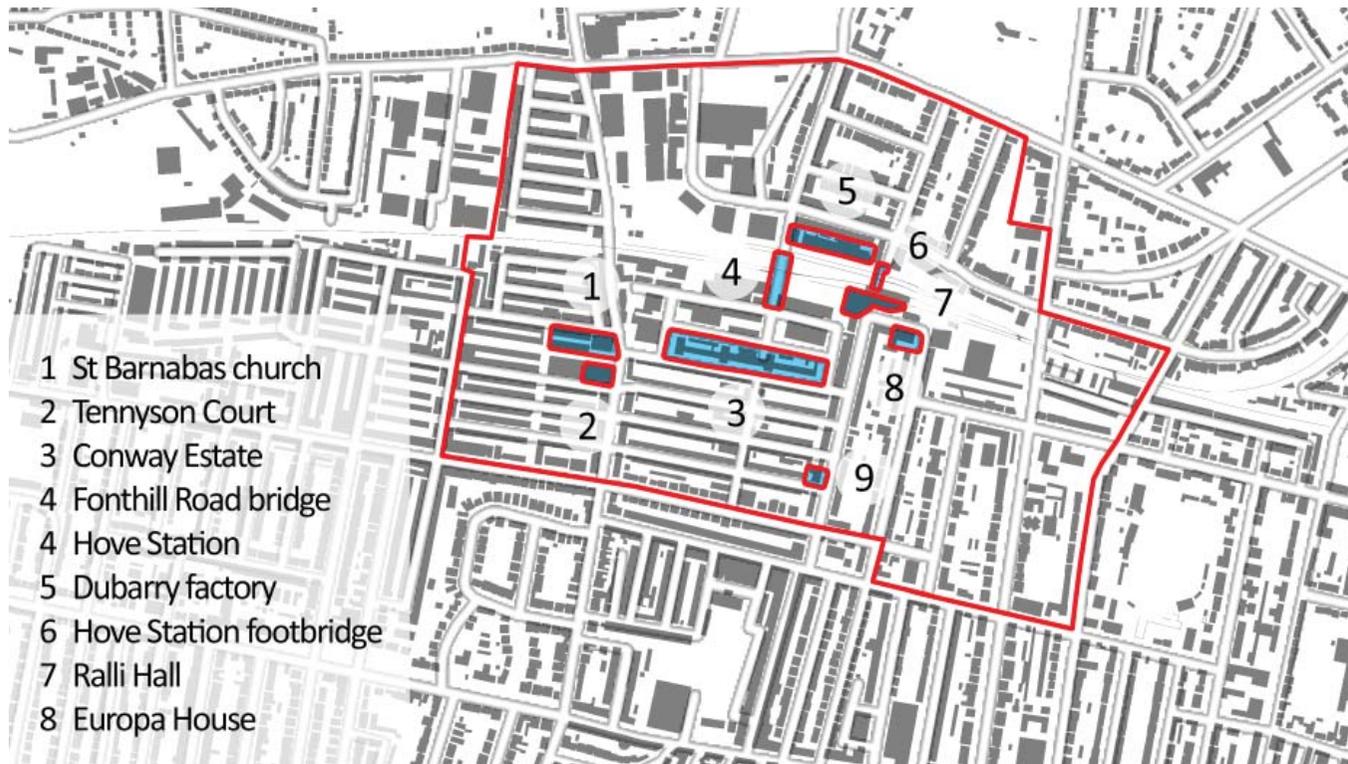


Figure 23 (above): landmarks in the study area. Source: site visit / questionnaires

7.0 Landmarks

Introduction

In his seminal work *The Image of the City*, Lynch included landmarks as one of the five key elements of urban form, along with paths, edges, nodes and districts. He defined a legible city as ‘one whose districts or landmarks or pathways are easily identifiable and are easily grouped into an overall

pattern’ (1960, 3). Landmarks can usually be seen from a long distance, and they form important wayfaring points. In tightly enclosed urban areas height (either of the building itself or provided by topography) is a key factor in prominence.

The most important landmark is the Study Area is the Conway Street estate (photo 3) in Area 6. Its towers dominate the skyline and can be seen across a wide area. Our

surveys indicated that it is not well liked by local residents, although many highlighted it as a prominent feature of the neighbourhood. The former DuBarry perfume factory (photo 6) in Area 3 is also an important landmark from the rail line, and in Area 2, the small spire of St Barnabas church (photo 1) has significant local impact around Sackville Road.

In terms of the city as a whole, however, its important buildings often retreat from view. Hove Station, for instance, hides its fine canopy on one side, largely out of sight of the approach up Goldstone Villas, in contrast to Brighton Station, where the canopy is a major feature of the approach to the station up Queens Road or down Guildford Road.

Otherwise, the landmarks within the study area are largely local. The railway bridges across Fonthill and Sackville Roads, and the barriers caused by the railway embankments are notable in moving around the area, but they have little impact on the visual perception of the city as a whole. The small spire of St Barnabas church has an impact in the area around Sackville Road, but cannot be seen further away. Both

individual listed buildings like Ralli Hall, and the groups of listed and locally important buildings on Sackville and Portland Roads (Goldstone Character Area), and in Wilbury and The Drive Character Areas are similarly significant in a local context but make little wider impact.

The redevelopment of the DA6 site presents the opportunity to create new landmarks in the area and to better reveal the significance existing ones.



Photo 1 (right): Conway Estate and St Barnabas church spire from the west. Source: own photo



Photo 2 (right): Tennyson Court and St Barnabas church Sackville Road. Source: own photo



Photo 3 (left):
Conway Estate.
Source: own photo



Photo 4 (right):
Hove Station.
Source: own photo



Photo 5 (left): Fon-
thill Road bridge.
Source: own photo



Photo 6 (right):
Dubarry factory.
Source: traffic
surveys



Photo 7 (left):
Ralli Hall (listed
GII). Source: own
photo

Photo 8 (right):
interior of Hove
Station foot-
bridge. Source:
own photo



Photo 9 (left):
Europa House
(Former Gold-
stone Chapel).
Source: own
photo



8.0 Land Use

Introduction

Land use is a description of how people utilise land, and how it is managed and modified from the natural environment to the built environment. Socio-economic activities in urban areas are among the most common land use classes. There may be multiple uses of land at any one place or time. The use of land and how we use and develop it has an impact on all of us. Land is a limited resource with various uses such as residential, recreational, schools, hospitals, shops, offices, factories, leisure facilities and open spaces. The nature of the development within these areas influence our day to day lives including working and social aspects. Employment opportunities, public amenities and the attractiveness of our urban areas are all affected by how we use the land we have. In most town and cities there is a broadly similar pattern to the layout of the town. When it was first developed in the late 19th century, the study area was an outer suburb (see table opposite), but the city soon expanded around it so that it became an inner suburb.

Central Business District

Most towns or cities started with the Central Business District (CBD) this is usually the original site of the settlement. It is centrally located as the rest of the area has grown around it. This is the commercial centre; it contains the main shops, offices and businesses of the urban area. Most of the main transport routes lead here. Land values tend to be high because of the competition to locate here. New development in this area tends to look at redeveloping existing areas rather than rebuilding. The CBD area has limited houses and flats due to the high land value.

Inner City

This area contains mostly 19th Century housing. Housing might be mainly linear or terraced and back to back. These were originally built for the factory workers. All the streets form a pattern. You will usually find small corner shops on most streets. This area usually experiences social and economic problems. Land values tend to be high but are lower than the land used in the CBD area. Population density is high in the inner city, to save money and to house more people; houses were built on smaller space.

Inner Suburbs

The land used in this area was mainly for 1930's housing built in the inter war period. Many houses found in the suburbs are semi-detached. The houses were generally built with front and back

gardens and garages. This area also includes some council housing. These houses were built for the growing population of the towns. Land value of the suburbs was cheaper which was why houses were built with larger gardens and on more space. At the time of building this area was on the edge of the town where land was cheaper. You may find some rows of shops with flats above in this area.

Outer Suburbs

The land in the outer suburbs was used for the new houses and housing estates; this is where all the new shopping centres, parks and gardens and other open spaces went. Land around this area was much cheaper and there was open space to build large housing estates.

Old Industrial Areas

Old industrial areas were usually found along a river, canal or railway. The majority of the old factories have now closed down. This area may look run down, although a lot of these have since been converted into residential or changed in to offices. These industrial areas were located near to the railway so that they could transport goods in and out of the city.

New Industrial Areas

Industrial estates and business parks were built from the 1970's, these were located close to the main roads so that there is easy access for goods and employees to get to.

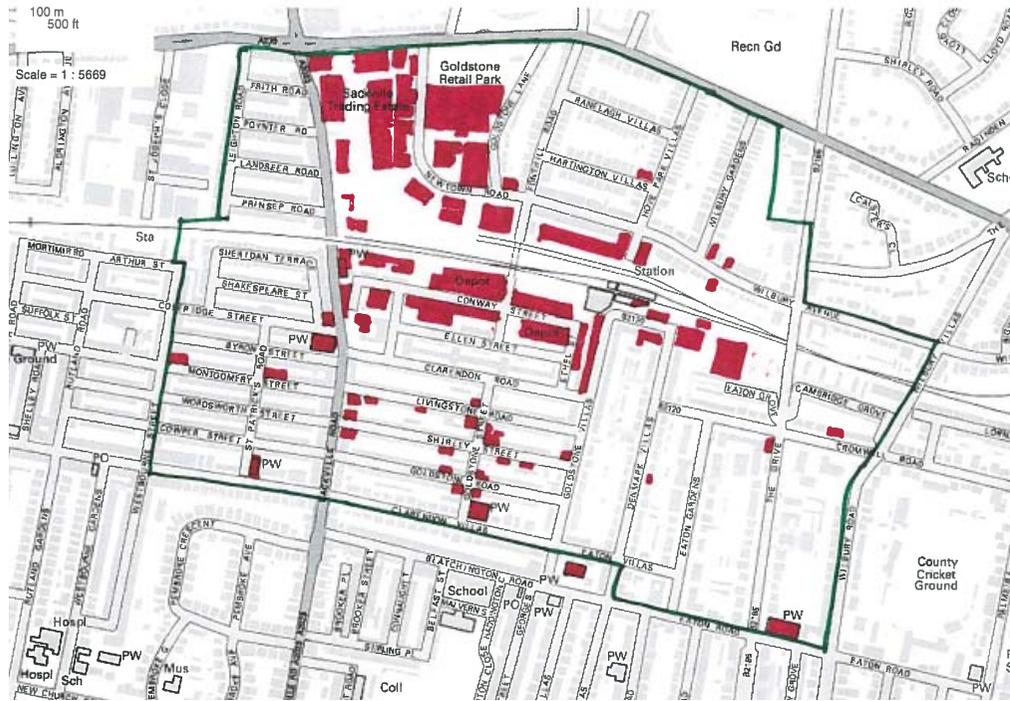


Figure 24: non-residential uses in the study area. Source: own work

The Study Area

The area surrounding Hove Station is predominantly residential. However there are a number of shops tucked away on street corners that at first you wouldn't realise were there but are used regularly by the locals. The majority of these shops fall within the A1 use class although there are also a number of locations in the area being used for the local community with churches, nurseries, day centres and health clinics. Close to the station, most of the industrial areas have a mixture of companies using the older buildings to locate their businesses in, Whilst the Sackville trading estate has a range of larger business in more modern buildings

Use Classes

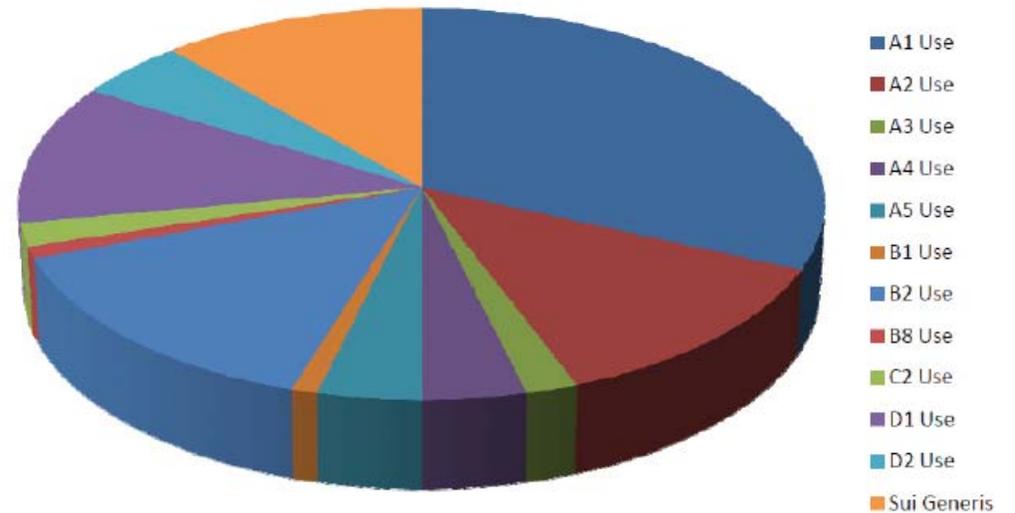


Figure 25: use class breakdown in the study area. Source: own work

Most of the local shops and businesses fall within Areas 1, 2 and 6 with Areas 3 and 4 being mainly residential although there are some churches and community centres within this location. Area 5 is almost wholly employment uses

Figure 23 shows the use classes broken down and what the majority of the shops and businesses fall within.

Hove Station

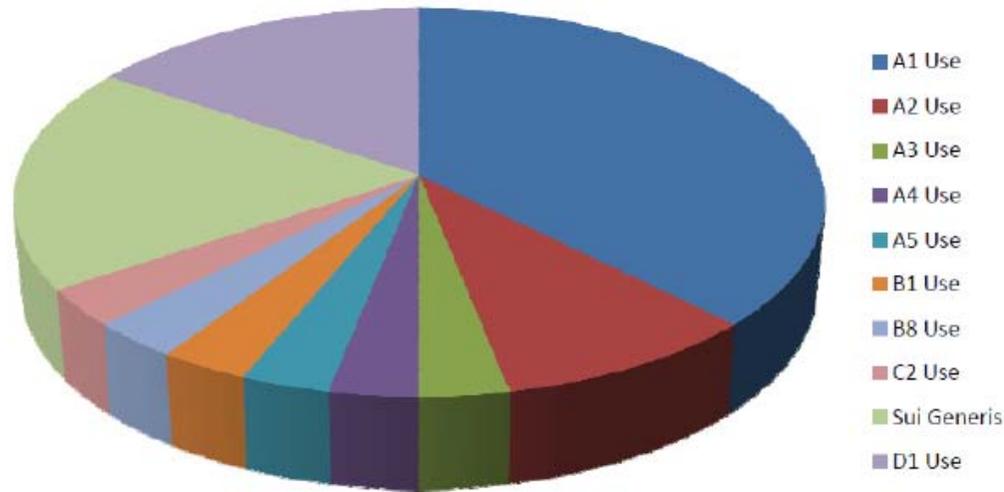


Figure 26: uses classes in the Hove Station character area. Source: own work

Hove Station

Hove Station area is a mainly mixed use there is a lot of residential but there are also rows of shops incorporated within the area. This area also includes the Ralli Hall which is used for a number of purposes including a meeting place for the Jewish community but also for various activities including Zumba and Ceroc to name a few. There is a children's nursery at the back of this property. Within this area there are properties falling within the sui generis category including the launderette, petrol station (ESSO) and Mot car service garages and a row of shops variety of A1 uses including hairdressers, convenience stores and charity shops. These shops are in a predominant place as these are the shops that most people see as they make their way out of Hove station heading down towards the main town shopping area. This area falls into the 'Lo-

Goldstone

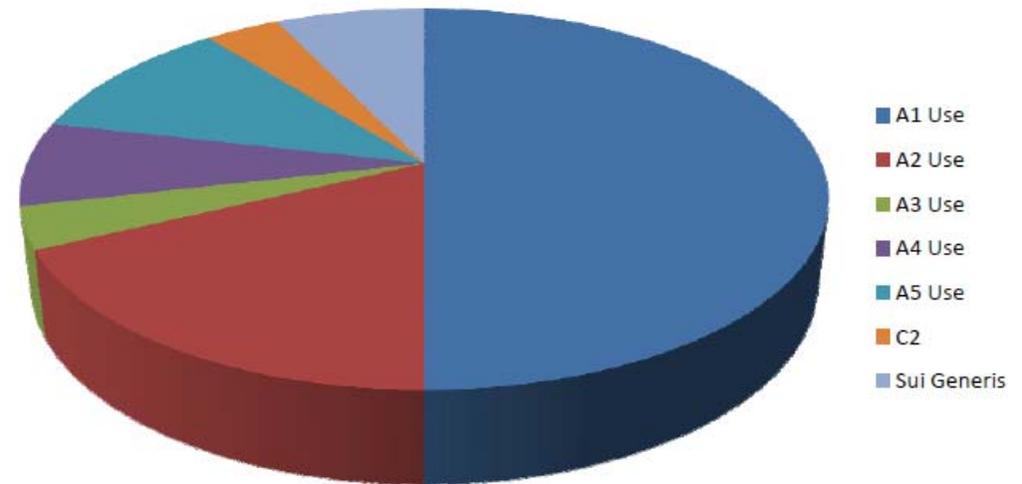


Figure 27: uses classes in the Goldstone character area. Source: own work

cal Parade' category as defined by section SR7 of the Brighton and Hove draft Local Plan

Goldstone

Goldstone area is predominantly residential. On most street corners you will still see some corner shops and local conveniences although some of these have now been converted to residential. This area also includes two of the pubs within the Hove Station Area, The Poets Corner pub and the Exchange pub. Within this area there are a few takeaways with accommodation above including a fish and chip shop and a Chinese take away. It also includes St Barnabas church and the Hove Methodist Church and Church Hall. The main people using these shops are people that live within this area as you wouldn't know that they were there unless you lived

Wilbury

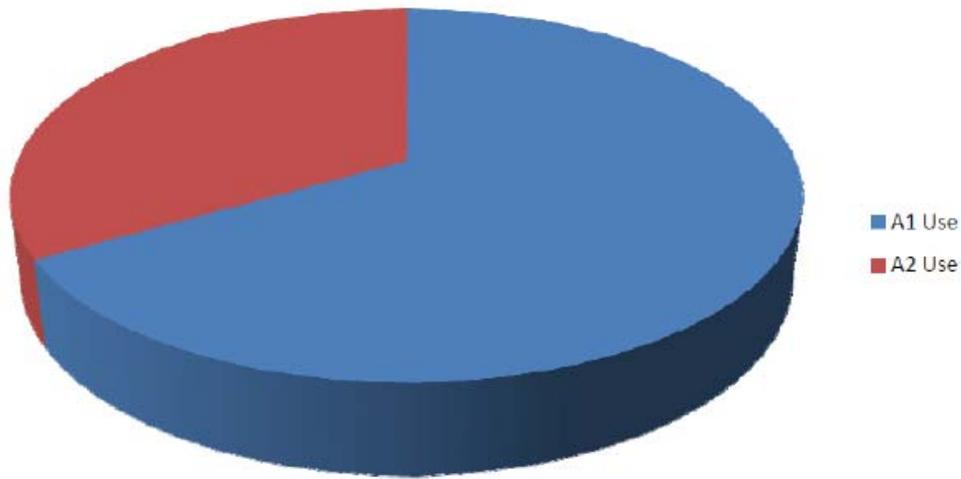


Figure 28: uses classes in the Wilbury character area. Source: own work

or worked in the area. Most of the shops are newspaper shops selling the essentials that you may need, there is also a betting shop located in the side streets and a nursery. Goldstone area also caters for the ex-service men with the Goldstone Ex Service Club. There is also shop that looks after pets whilst you are away and some small offices such as architects, accountants etc. This area falls within the inner city.

Wilbury

Wilbury area contains a row of shops as you cross over the bridge from Hove station, these shops are a variety of A1 uses which include a hairdressers, model shop, bakery and a pharmacy throughout the rest of this area it is mostly used as residential. As there are few shops in this area the people living here would need to travel to their local shops, as there aren't any on street corners as

The Drive

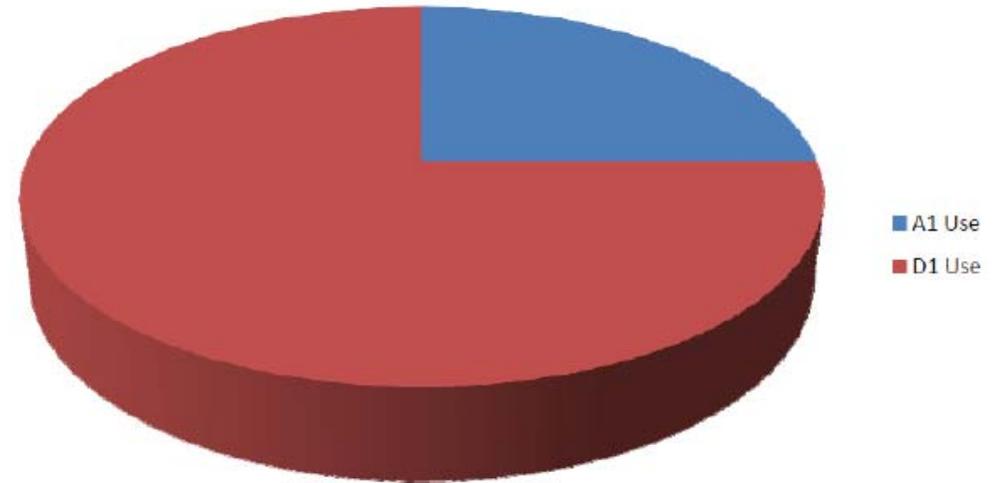


Figure 29: uses classes in The Drive character area. Source: own work

you will see in the Goldstone Area. This area may also be considered a local parade, albeit smaller than that on Goldstone Villas.

The Drive

The Drive Area of Hove station is mainly residential, with a few local businesses in the area but there are no convenience or food stores. Most of the houses in this area are large Victorian brick built houses on large plots although this area does house some rather large blocks of flats. The Drive area has the Drive Bowls Club within and also the All Saints Church. There is also the Conservatory which sells garden items. Most of the residential properties in this area have now been converted into flats. Anyone in this area would need to travel to the local shops to get their essentials.

Sackville Estate

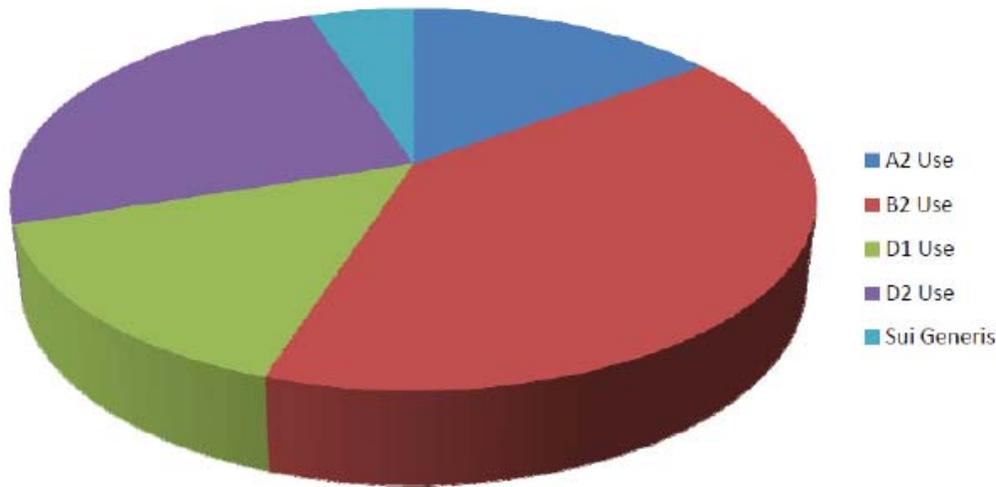


Figure 30: uses classes in the Sackville Estate character area. Source: own work

Sackville Estate

Sackville Estate Area is north of the Hove train station over the bridge. There is a large industrial estate which housing a variety of businesses and there is also the Old Dubarry Perfumery building, converted to a mixed-use scheme. Now known as the Hove Business Centre, it houses some residential and live/work, it has a number of units and there a variety of activities there including Rox School of Dancing, Babel Media, Dynamic Yoga and Spectrum Photographic and Treasure Island, this is a good example of where an old building has been able to be reused without having to be totally renovated to accommodate new businesses. The Clarks Industrial Estate houses a lot of businesses falling within the D2 Use class for general industry. These include Plumb Centre, Wolsely and Speedy Tool Hire. There is also a church that has been

Conway Street

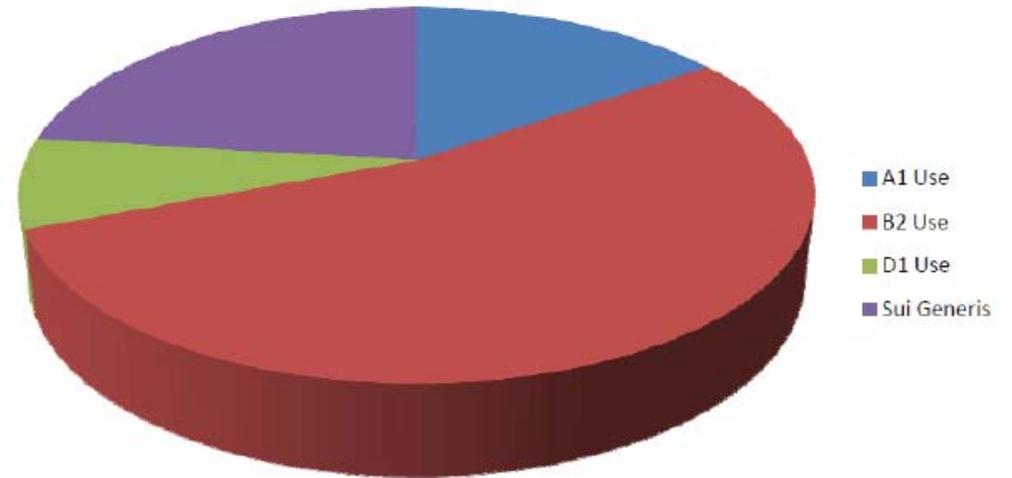


Figure 31: uses classes in the Conway Street character area. Source: own work

converted into The Brighton and Hove Gymnastic Club. This Road also contains a Peugeot car garage. Within this area it shows how industrial areas are also combined with residential as the other end of the road are all terraced houses.

Conway Street

The Conway Street Area is a real mixture of residential and industrial land use. Within this area is the Omnibus depot housing Brighton and Hove City Bus this is where the head office used to be but was downgraded to a divisional office. This depot covers a large part of the Conway Street Character Area. This depot faces the industrial units on the other side of Conway Street, which house a Furniture Village Depot, a Unipart Factory and also a catering suppliers. On the other side of this is a large block of

residential accommodation comprising 4 blocks of flats – Clarendon House, Ellen House, Goldstone House and Livingstone House.

Conclusion

In broad terms, the majority of the Study area is residential, with some small shops (mainly A1). The industrial estate (B2) represents a significant part of the area. There are also a number of churches and community centres in the area with D1 uses. Thus, there is a good mix of shops, although some areas have more shops than others. It is characteristic of inner suburbs on the edges of Town Centres. In the case of the study area, the nearest Town Centre is central Hove to the south, with the main activity centres in central Brighton some distance to the east. More locally, there is a Local Centre on Portland Road to the west of the Study Area.

Open Space

There are a number of large open, green spaces within Hove, however none of these are situated directly within the study area

in question. Instead, there are smaller areas of publically accessible green space. Nonetheless, open spaces such as these are important within the city of Brighton and Hove in order to meet the needs of the 2020 Community Partnership’s vision for Brighton and Hove...

‘a dynamic city that improves and protects the environment, meets social needs and promotes sustainable economic success in an inclusive, just and harmonious way’

(Brighton and Hove Sustainable Community Strategy 2020)

As well as to meet wider governmental objectives of open/green space, which include:

- Supporting an urban renaissance,
- Supporting a rural renewal
- Promotion of social inclusion and community cohesion
- Health and well-being
- Promoting more sustainable development

(Planning Policy Guidance Note 17, 2002)

Therefore, it is important to identify what open, green spaces there are within the study area in question to discover what objectives are currently being met in planning policies for open spaces and to recognise how the spaces are influencing the local community.

According to a report by PMP for the consideration of Brighton and Hove city council (2008), open and green spaces provide a number of valuable benefits to the space they are situated within, for both residents and visitors alike. These include, children’s play areas, grounds for sports activities and allotments for growing vegetation. However, it is important to remember that the demand for these will differ with geographical location. Nevertheless, it is thought that with changing social and economic circumstances, such as changes in work and leisure, changing consumer tastes and public expectations have called for greater demands on open spaces.

The same report also indicates that such open spaces are important ‘public realm’ facilities that ‘promote community cohesion, encourage community development and stimulate partnerships between the public and private sector’.



Figure 32: Large Open Spaces Around Hove Study Area. Source: Google Maps

Figure 32 show the larger areas of open, green space that serves the community within the study area (Hove Station is indicated by the letter A). These include, Hove Park, Hove Recreation Ground and green areas to the north of west Blatchington and a small bowling green to the East of The Drive. the open areas are unevenly distributed, but easily accessible.



Photo 10 (above): view of Hove Park. Source: Wikipedia

Hove Park

Hove Park is the largest public green space amenity that serves the study area. It is just short of 40 acres and is operated by Brighton and Hove City Council. This park is popular with the local community for dog walking, running and walking and provides other public facilities such as a children's playground, tennis courts, miniature steam railway, bowling green as well as a café and toilets.

This park is also important as it has examples of local identity for the community living there. For example, in the southwest of the park sits the 'Goldstone', (fig. 33) a large stone, named according to the hints

of gold within it. The stone was buried by a farmer/landowner at Goldstone Bottom due to the vast number of visitors it attracted, as it was believed that it was a sacred stone of the Druids. It was unearthed in 1900 and put into Hove Park in 1906.

Moreover, in the north of the park there is an environmentalist sculpture called the 'Finger Maze', created by Chris Drury (fig. 34), a maze design also resembling a fingerprint.

Although the park is not situated within the study area, it is easily accessible with free parking, cycle lines leading towards it as well as 5 bus routes travelling past it every day.



Figure 33 (above): Goldstone in 1900. Source: The James Grey Collection.

Figure 34 (below): aerial photo of the 'Finger Maze' sculpture in Hove Park. Source: Flickr



Hove Recreational Ground

Hove Recreational Ground (fig. 35) is the closest large green space that neighbours the Hove study area. The park is used by similar social groups as Hove Park, however is also used very frequently by Brighton and Hove's Rugby team. The only identity the park has are two pillars at its front entrance and has no designated children's play area or other recreational facilities. Basic public realm facilities are present such as benches and dog bins, but otherwise there is only sport changing rooms to cater for local needs. As with Hove Park, although the open space is not directly within the study area, there is good accessibility to it such as pedestrian pathways, roadside parking and frequent bus routes. The well maintained park is also important for its flora, including the Wych Elm, difficult to find elsewhere in the UK.

However, according to Martin Nimmo of 'My Brighton and Hove' online (2003) describes the poor permeability of Hove Recreational Grounds, describing it as 'an obstacle to be crossed' also stating it is 'ill equipped for recreation' in winter seasons, only being useful for football matches.

Figure 35 (top right) - Entrance to Hove Recreational Ground. Source: The James Grey Collection.

Photo 11 (far right): transport modes to open spaces. Source: own photo

Photo 12 (right): approach to the park. Source: own photo



Smaller Open Space

Within the Hove station study area itself, there is a severe lack of open, green space. Part of the issue is Brighton and Hove being a compact city of 8,267 hectares, constrained between the south downs. It has a population density of 30 residents per hectare, which is significantly greater than both the south-east and national averages, highlighting the importance for open space to cater the large local population.

Photo 13 (below): the lawn at Eaton Gardens (West). Source: own photo



It is evident that there is a need for open public space to compensate for the poor size of garden areas that the residents within the area are provided. Ultimately, this will help with the opportunity for recreation, the character of the area, as well as the general wellbeing and quality of life in the local community. However, the local authority spending has been reduced for spending on open spaces, adding to the difficulty in providing such community amenities.

Although some homes have private gardens, many of the high rise residential buildings have very little or no open, garden space whatsoever to cater for the high density of residents that occupy the Hove study area. For example, such an example can be seen in Eaton Gardens (photo 13, 14), whereby a small, unmaintained patch of green is present. Not much thought has been given here to the social implications of such spaces, as the local population ages and larger green spaces may be required. It is well maintained, but not sufficient. Another example across the Eaton Gardens road can be seen to the east (Veric House) (fig.15). Whereby, high rise flats are provided with a small patch of greenery, with not much use at all, which could be utilised better for gardening or vegetable growing to better meet the social demands of the property.



Photo 14 (above): planting at Eaton Gardens (West). Source: own photo

Photo 15 (below): Veric House (East). Source: own photo



9.0 Demographics

Introduction

The demographics of an area help paint a picture of our study area and they serve as evidence for the type of place that it is and the various demands on the area and needs of its residents. They also provide a general representation of the demographic makeup of the area that can be used to assess how representative other data collected during our study is, and which groups proved to be harder to reach, which has influenced the way in which we have undertaken our study. Census data from 2011 shows that there are 5,395 usual residents in the area which represents slightly under 2% of the total population of Brighton and Hove.

Age

The area contains a higher proportion of 30 to 45 year olds than the rest of the city and a slightly smaller number of children. The area is not a typical location for student accommodation like some other parts of the city and appears to attract young professionals and commuters.

“They should think about the young people that want to get on the housing ladder. People don’t earn the money round here do they, unless you work up in London... the houses are so expensive and ‘normal’ people can’t afford to live here”

- Female coffee shop employee.

| Age range | Study Area | Brighton and Hove | National Ave. |
|-------------|------------|-------------------|---------------|
| Under 18s | 13.7% | 18.3% | 21.4% |
| 18 – 30 | 20.7% | 22.3% | 16.3% |
| 30 – 44 | 33.9% | 24.0% | 20.6% |
| 45 – 59 | 16.9% | 17.7% | 19.4% |
| 60 – 74 | 8.9% | 11.0% | 28.3% |
| 75 and over | 5.8% | 6.7% | 15.0% |

Figure 36: Age range of population within study area. Source: ONS

Housing

There are 2,899 dwellings in the study area and 4% of these have no usual residents which matches regional and national figures. Initial perceptions of the area can be deceptive and although there are a large number of houses only 3.6% of residents in the study area live in a detached house, compared to 22.3% nationally. There is a similar proportion of semi-detached housing, 7% of our study area compared to 30.7% nationally and despite the neat rows of terraced housing that characterise a number of areas within our study area these only account for 14.4% of all housing. Only 25% of housing spaces in our study area are considered to consist of a ‘whole house’ compared to 49.8% across the city and 77.5% nationally.

Instead many of the larger houses have now be converted into flats and shared homes. These account for 45.1% of all housing spaces within the study area compared to only 4.3% nationally. This is one of the defining features of the study area and the characteristic Victorian housing has been adapted to suit modern day

housing need. A further 28.8% of residents live in purpose built flats and these can often be seen alongside more traditional converted housing and in tower blocks that dominate the Conway Street area.

75% of households are considered to be deprived in one dimension or less which is similar to the average for the city (76%) and England as a whole (75%).

Employment

Occupations are mixed across the study area with a range of skills and professions, although there are a lower proportion of skilled trades (7.6%) compared to regionally (11.1%) and nationally (11.4%). This pattern is reflected across each lower layer super output area within the study area.

Whilst the train station is clearly an important transport link for many of the people we spoke to in the study area, only 13.6% of economically active residents use rail as their main mode of travel to work. In comparison (and despite low car ownership evidenced below) 38.2% travel to work by car, 16.7% walk and 8.5% work from home.

Crime

Although the majority of residents we spoke to considered the area to be a safe area and crime rates are below average for the city there were still a number of concerns and a definite ‘fear of crime’ amongst sections of the community. One respondent said

“I don’t really want to go anywhere that’s a bit secluded (at night) because I don’t feel safe as a woman... I think it’s as you get older you don’t feel safe, I don’t know why”.

Others felt that problems with street drinking had gone away more recently and one respondent highlighted the presence of Police Community Support Officers for improvement in this area.

| Category | Total | Percentage |
|-----------------------------|-------|------------|
| Anti-social behaviour | 224 | 40.4% |
| Burglary | 39 | 7.0% |
| Criminal damage and arson | 70 | 12.6% |
| Drugs | 20 | 3.6% |
| Other crime | 17 | 3.1% |
| Other theft | 80 | 14.4% |
| Public disorder and weapons | 15 | 2.7% |
| Robbery | 6 | 1.1% |
| Shoplifting | 7 | 1.3% |
| Vehicle crime | 25 | 4.5% |
| Violent crime | 51 | 9.2% |

Figure 37: Crime in the study area between February 2012 and February 2013. Source: Police.gov

Car Ownership

One unique feature of the study area is the low levels of car ownership. Across the South East there is significantly higher car ownership compared to the rest of the country (81.4% compared to 74.2% nationally) but the level of car ownership in our study area is only 55.7% of all households which is even lower than the city-wide average of 61.8%.

The importance of the railway station in how people use the area and its impact on their lives should not be underestimated. The station provides a focal point for this community and serves as the primary means of transport to work and leisure for many in the study area.

Challenges Collecting Baseline Data

There are some challenges in collecting demographic information, which mean that there are some data limitations and this section should be read with these in mind.

One difficulty has been obtaining data at the right level, some data is only available at a city or regional level and the study area includes sections of different wards and lower layer super output areas. For the purpose of this study where possible we have used data from Brighton and Hove LSOA's 019C, 019D and 019E. The boundaries of this area closely follow but do not exactly match those of our study area and so data in this section should be considered a guide and not a precise measure of the study area. This means that some sections of the Goldstone character area have been excluded from the demographic analysis but the area covered is otherwise identical.

Where possible we have attempted to match lessons and themes learnt from the data with real insights from those in the local community and who use the area on a regular basis through interviews, questionnaire responses and engaging with the community and neighbourhood planning events.

10.0 Stakeholders

Introduction

This section looks at the stakeholders of the study area. Stakeholders are people, groups or organisations with an interest, who are those who can affect or be affected by decisions, actions and activity.

Stakeholder Groups

In town planning, stakeholders can be typically categorised into 3 areas: community members, key agencies/organisations and developers. These categories have further been broken down into sub-categories. The key stakeholders that are relevant to the Hove Station study area have been identified and are shown in Figure 38.

| Category | Sub-category | Key stakeholder(s) |
|--|-------------------------------|--|
| Community Members | Residents | All residents in area |
| | Resident organisations | SaveHOVE |
| | Community centres/groups | The Salvation Army Brighton Civic Society The Drive Bowling Club |
| | Nursery groups | Honeycroft Centre The Lioncare Group Hillbury House Nursery Littleoaks Goldstone Villas Nursery Shirley Street Day Nursery |
| | Businesses/local shops | Traherne Pharmacy Hove Patisserie Bakery DK Architects Hove Station Hand Car Wash Esso Tesco |
| | Bars/Pubs | The Station Pub Goldstone Social Club |
| | Local transport companies | Brighton & Hove Bus and Coach Co. Streamline Taxis |
| | Religious organisations | Hove Methodist Church St Barnabas Church Church of Christ the King Holy Trinity Church All Saints Hove Church |
| Key Agencies/ Organisations | Local Authority | Brighton & Hove City Council |
| | Law enforcement | Sussex Police British Transport Police |
| | Transport Authority/Operators | Department for Transport Network Rail Southern Rail |
| | Utility companies | Southern Water Transco-Gas Cityclean |
| Developers | Development companies | Matsim |
| | Landowners | All landowners in area |

Figure 38: Table of identified stakeholders in the area. Source: own research

Stakeholder Interests

Furthermore, the stakeholders that have been identified have been organised together according to potential interests and activity that may affect them. This has been expressed through a Venn diagram as shown in Figure 39.

This Venn diagram demonstrates how different activities will affect a group of stakeholders. For example, a change in the provision of green & open space may affect the local transport companies in terms of how they operate their services or routes. At the same time, they are concerned with changes in transport infrastructure and traffic, such as new road layouts, which may also affect their service and operation

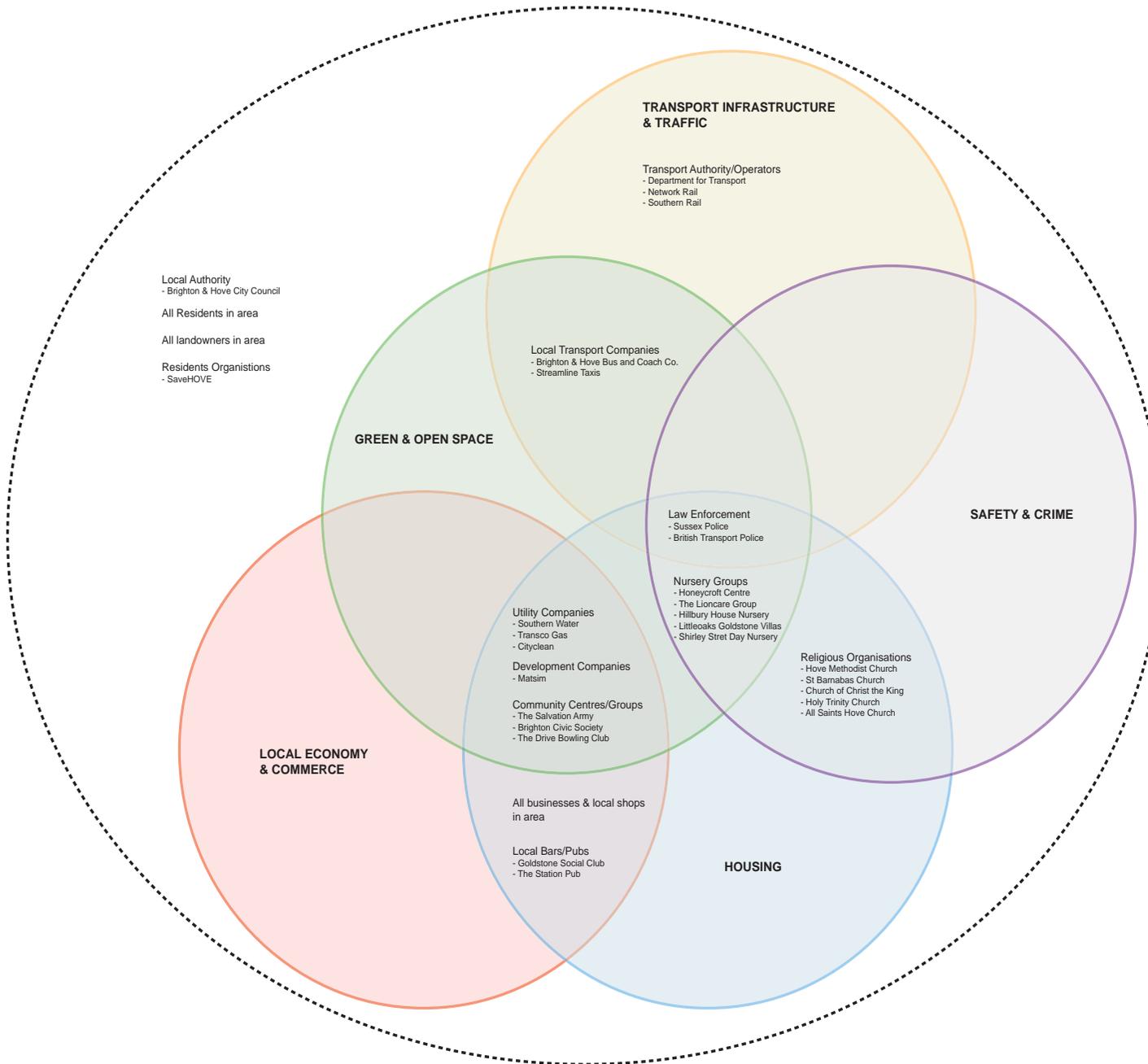


Figure 39: Venn diagram of stakeholders and activities that may affect them. Source: own research

Stakeholder Power

Stakeholders can also be categorised in terms of their power and influence. Stakeholder interest is an important consideration when assessing their power and influence to determine what action should be taken towards them. It is then possible to identify key players who are those that are likely to exert the most influence and change in the area. But also, it is possible to identify stakeholders where certain proactive actions such as establishing communication should be maintained in order to achieve efficient stakeholder relationships.

The ones with high interest and high level of power are the Local Authority, in this case Brighton & Hove City Council. They have the most say in what activities and developments happen in an area as well as the most interest. Therefore, they are considered to be key players.

Another important group are those with a high level of interest but with a low level of power. These have been identified as residents, residents group, developers, landowners, local businesses and shops, and community groups. These groups have a high level of interest in what activities happen within the area but have low level of power in relative to the Local Authority. For example, planning activity is controlled by the Local Authority and any planning activity by residents has to go through the Local Authority. It is recommended that those that fall into this group must be kept well informed and communicated well by the key players,

| | High level of interest | Low level of interest |
|---------------------|---|--|
| High level of power | <ul style="list-style-type: none"> - Local Authority <p>Key players Take notice of them</p> | <ul style="list-style-type: none"> - Local transport companies - Transport Authority/Operators - Law enforcement <p>Keep them satisfied</p> |
| Low level of power | <ul style="list-style-type: none"> - Residents & residents group - All residents in area - Development companies - Landowners - Businesses/local shops - Community centres/groups <p>Communicate regularly with them</p> | <ul style="list-style-type: none"> - Utility companies - Religious Organisations - Bars/pubs - Nursery groups <p>Can usually be ignored</p> |

Figure 40: Table of stakeholder interest and power. Source: own research

that is, the Local Authority.

The other groups with low level of interest are treated according to their level of power. For example, law enforcement are usually consulted on planning applications that involve crime prevention designs or 'Secure by Design' schemes. It is therefore important to 'keep them satisfied' in order to approve such designs and schemes. Low level interest and low level power groups can usually be ignored as they will not usually have a say or influence on particular decisions or activities.

Stakeholder Questionnaires and Interviews

Questionnaires were handed out at a meeting of the emerging Hove Station Neighbourhood Forum in Feb 2013. It was considered that it would be a good early opportunity to gauge stakeholder's interests and see what issues were prominent. The respondents were mainly from the local residents that make up the emerging Hove Station Neighbourhood Forum.

Following from this, informal interviews were carried out in March 2013 on different stakeholders in the area. They ranged from residents and shop owners/workers to the Director of MATSIM. The following questions were prepared beforehand as a structure for the interviews:

- 1. Are you a local resident / worker?*
- 2. Could you tell us the first part of your postcode?*
- 3. What's your main mode of transport around the Hove Station area?*
- 4. How good is the access for that mode?*
- 5. Comments on the transport links in general in the Hove Station area?*
- 6. Do you feel safe in the local area?*
- 7. What do you think of the appearance of the area?*
- 8. What do you think of the shopping facilities?*
- 9. What do you think of the community facilities?*
- 10. What do you think of the open/public space?*
- 11. Are there enough activities in the area during the day/night?*
- 12. Do you think there is enough jobs locally? If not, what jobs are lacking?*
- 13. What is the area's overall strengths?*
- 14. What is the area's overall weaknesses?*
- 15. What would you like to change in the area?*

However, questions were adapted as the interviews were carried out and different answers emerged. From the resulting interviews, (see Appendix B), different themes emerged, ranging from safety, local amenity, open spaces and appearance/aesthetics of the area. But the main issues that were prominent were the problems with transport and traffic. In taking this fluid approach, we were influenced by grounded theory (Charmaz, 2006). We have allowed the information provided to guide our understanding of the interviews.



Figure 41: Walking radii from Hove Station. Source: Edina

Hove railway station acts as the epicentre for movement within the study area. Vehicles, pedestrians and bicycles are all either drawn to or away from it. It provides direct transport routes to Brighton (<5 minutes), Southampton (1hr 45mins), Bristol (3hrs) and London (1hr), with most of the study area lying within a 10 minute walk from the station (see Figure 41). A study by Brighton & Hove City Council revealed that in 2005 80% of the city’s population also lived within a 15 minute walk of a bus stop. A number of Brighton & Hove buses operate in and within a short walking distance of the study area, including numbers: 2, 5, 7, 46, 81 and 95. A National Cycle route (82) has also been designated along The Drive (within The Drive Character Area), linking the seafront of Hove with countryside of the South Downs National Park. Cycle parking zones have also been identified at two locations within the study area: Hove station and the east end of Clarendon Road.

It should be remembered that movement is not just about getting from A to B, but also the way in which the user experiences and enjoys the area. For maximum enjoyment, movement should flow efficiently for vehicles and safely for pedestrians and cyclists.

11.0 Movement

Introduction

Looking slightly beyond some of the study area boundaries, the Hove station area is framed by both A and B roads, namely: Old Shoreham Road (A270) to the north; The Drive (B2185) to the east; Church Road (B2066) to the south; and Sackville Road

(A2023) to the west. These four roads channel wider movement and transport from neighbours Brighton, Portslade and Shoreham-by-Sea into the area. The crossroads where Old Shoreham Road meets Sackville Road is notoriously busy during peak hours. As a consequence, traffic is known to stretch back from the traffic lights as far back as Clarendon Road, leaving access in and out of the Hove station area on this side particularly troublesome.

Brighton & Hove is home to a large contingent of cycle enthusiasts and the council have undertaken considerable efforts to improve cycling conditions. However the Hove station study area lacks a proper cycle network, leaving cyclists with little priority and safety along the roads. To combat this Brighton & Hove City Council have, under Policy DA6 of the proposed City Plan, urged to enhance the sustainable transport interchange at Hove Station by improving the walking and cycling network in the wider area. Section 3.71 also states that there will be “measures to encourage cycling and walking in order to facilitate and ease movements around and within the area”. In other parts of the city cyclists are sometimes directed to share pavement areas with pedestrians. A shared surface area has potential, with Goldstone Villas an ideal location.

Surveying Methodology

To assess the pattern of movement within the Hove station area a number of manual surveys were carried out at both peak and off-peak time to reflect a fair representation of movement throughout a normal working weekday. A tally count technique

was adopted to record the most common forms of movement travelling in both directions along a specified road. The locations of the surveys were selected due to their significance within each character area i.e. they were important connecting roads. This would allow results to demonstrate how each character area connects. Count periods were predetermined, based on other studies, at 15 minutes. Due to the likely factor that surveys carried out on Mondays

and Fridays would see exceptionally high volumes of movement, counts were conducted on a Wednesday. Peak time surveys were carried out between the hours of 8am and 9am. Similarly, off-peak surveys were recorded during the hours of 12pm and 1pm.

The results have been displayed according to the six character areas shown in Figure 67.

Figure 67 - the six character areas of the study area. Source: site visit



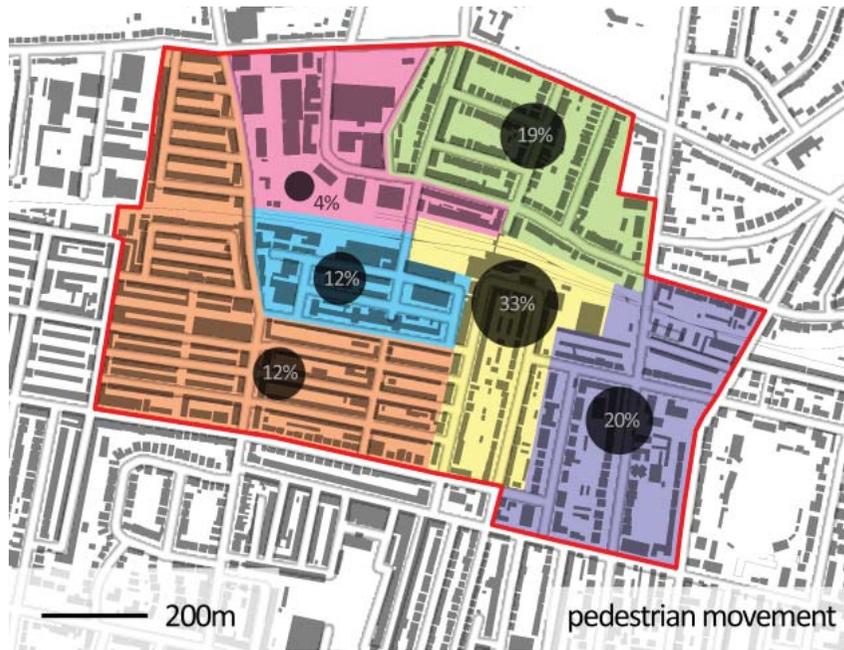


Figure 42 (left): percentage of pedestrian movement through the character areas. Source: traffic surveys

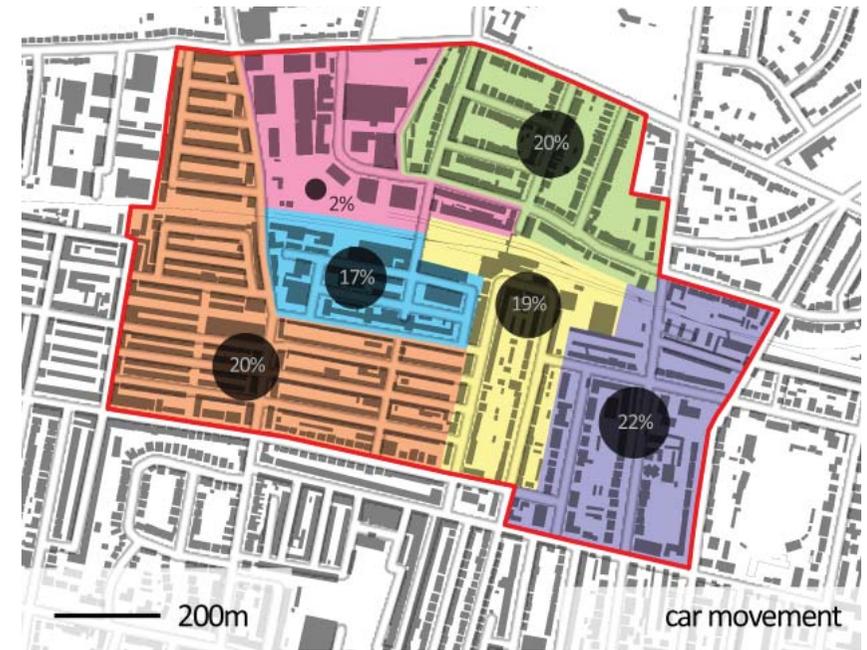


Figure 43 (right): percentage of car movement through the character areas. Source: traffic surveys

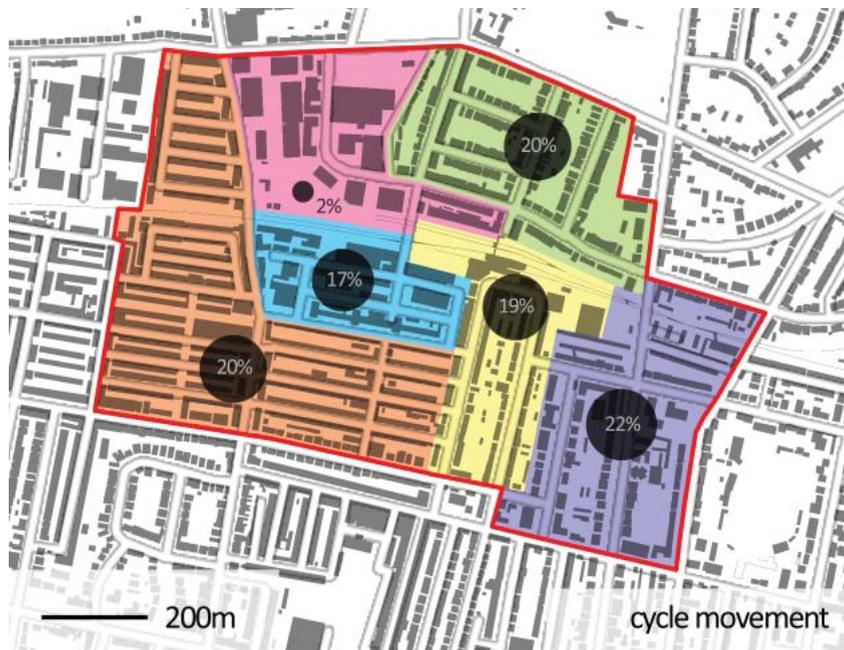
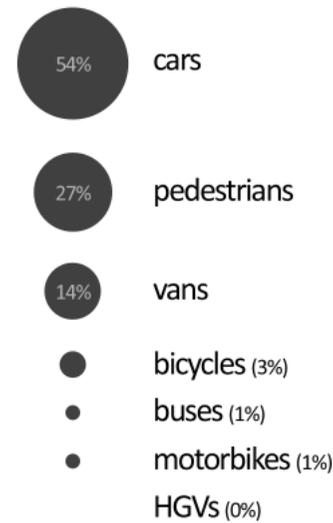


Figure 44 (left): percentage of cycle movement through the character areas.

Figure 45 (right): movements by different transport modes. Source: traffic surveys



Hove Station character area - transport analysis

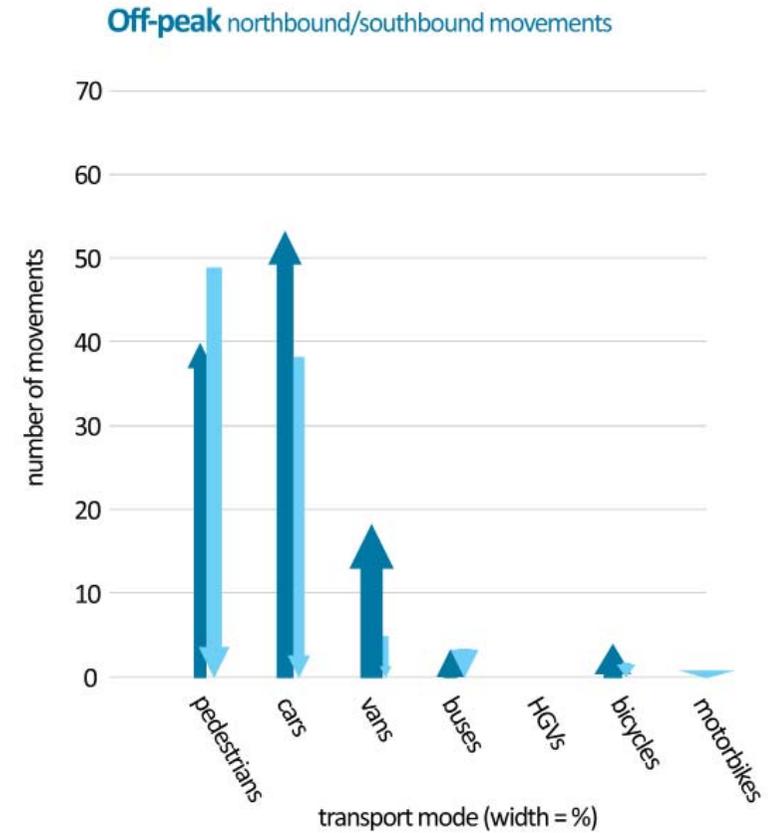
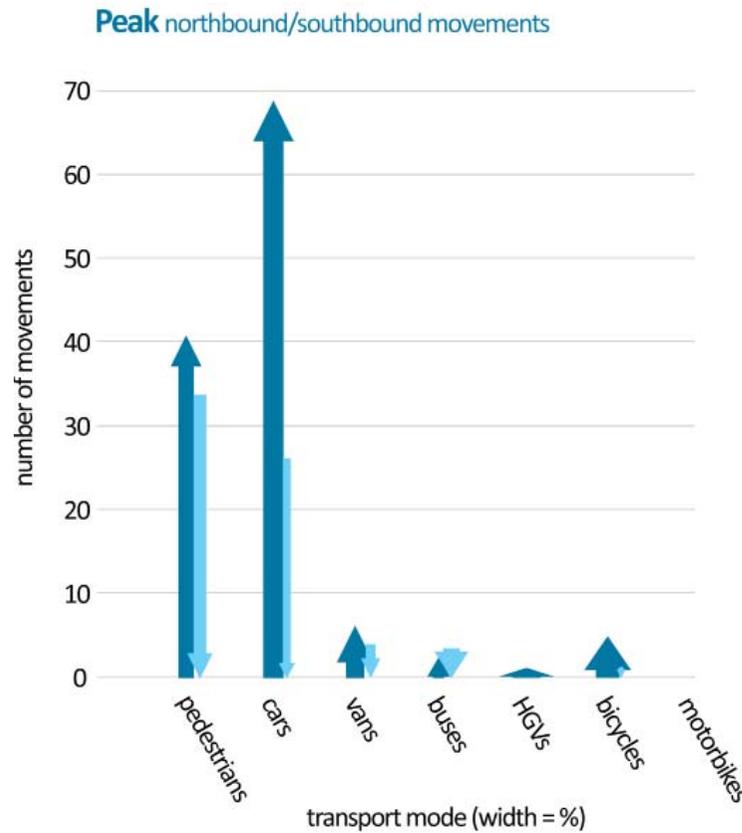
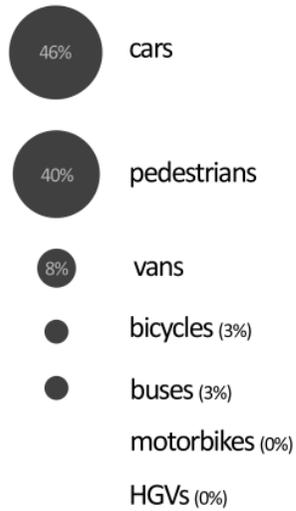


Figure 46 (top left): percentage of movements by different transport modes. Source: traffic survey

Figure 47 (top middle): peak northbound/southbound transport movements. Source: traffic survey

Figure 48 (top right): off-peak northbound/southbound transport movements. Source: traffic survey

Note: please see Appendix for the traffic survey tables

Pedestrian

As shown in Figure 42 Traffic surveys indicated that Hove Station (yellow) has the greatest number of pedestrian movement within the entire study area. Figure 47 and 48 jointly show that pedestrian movement northbound and southbound along Goldstone Villas is relatively equal throughout the day. During peak hours 55% of pedestrian movement is northbound towards Hove station. However this figure drops to 45% during off peak time. Although the use of a car is the most common form of movement within the character area (46%), pedestrian movement still represents a high proportion throughout the day (40%). Goldstone Villas is used as a main channel of access for those commuting towards Hove station from the east and the south. Hove Station Character Area is also a popular residence for London commuters. The top end of Goldstone Villas has historically been lined with a small parade of convenience shops, which may be another reason for why there seems to be a higher volume of pedestrian movement along Goldstone Villas than Denmark Villas. Pavements, although tree-lined along both Goldstone Villas and Denmark Villas, are wide enough on both

sides of the road to allow for a heavy flow of pedestrians.

Car

Figure 43 shows that Hove Station Character Area has the third greatest number of car movement within the entire study area. Goldstone Villas and Denmark Villas are included in Phase 1 of the 20mph city scheme that is being initiated throughout the city (enforced 8th April 2013). The programme aims to not only improve the general street environment for all users but to “reduce the number and severity of collisions and casualties on the city’s roads, improving traffic flows and making the city a safer and better place to live in” (Brighton & Hove City Council, 2013). The Council hope that by making the streets safer and more pleasant to use it will encourage more cycling and walking, especially for local trips. This will not only bring road safety benefits, but will also help to improve overall health and wellbeing, reduce congestion and could improve air quality.

A noticeable characteristic is the broad width of Goldstone Villas. Whilst this is to allow for on-street parking and a taxi rank

stationed in the middle, the road has a welcoming boulevard openness leading up towards Hove station. Five perpendicular roads, including: Clarendon Villas, Goldstone Road, Shirley Street, Livingstone Road and Clarendon Road connect Hove Station Character Area directly with neighbouring Character Areas Goldstone and Conway Street. On the other hand i.e. Denmark Villas, only Cromwell Road connects Hove Station Character Area with neighbouring Wilbury Character Area. Goldstone Villas therefore plays a key role in the movement of residents and businesses within the Hove station study.

Figure 55 and 56 demonstrate that there is more movement eastbound along Cromwell Road and away from the Character Area 1 than westbound and into the area. This suggests that there is clockwise movement within Hove Station Character Area, with Goldstone Villas acting as an artery pumping movement up towards the station and Denmark Villas as the vein carrying pedestrians and vehicles away and out of the area. A mini roundabout was constructed in 2004 to regulate this flow of movement and channel traffic via Cromwell Road. However, a knock on effect of this is

makes it difficult for pedestrians to cross Cromwell Road adjacent to the mini roundabout.

A problem that could be addressed is the access from Goldstone Villas (Hove Station Character Area) to Conway Street (Character Area 6). Clarendon Road is the only form of access and the junction here is narrow and not particularly obvious for

those that do not know the area especially well. Like much of the access into Character Area 6, it is uninviting and is used as more of a rat run than anything. Clarendon Road is another key road that acts as an exit from Hove station to the nearest A- road Sackville Road.

Cycle

Figure 44 shows that, during off peak hours, Hove Station Character Area had high levels of cycle movement. A third of all bicycles surveyed within the Hove station area were moving along Goldstone Villas. This is perhaps due to the fact that there are currently two cycle park zones located along Goldstone Villas: one by the junction with Clarendon Road and the other at Hove railway station. According to Graphs 1 and 2 more cyclists travel northbound towards the station throughout the day.

Photo 16 (left): Access into Conway Street Character Area from Sackville Road

Photo 17 (below): Access into Conway Street Character Area from Goldstone Villas



Goldstone character area - transport analysis

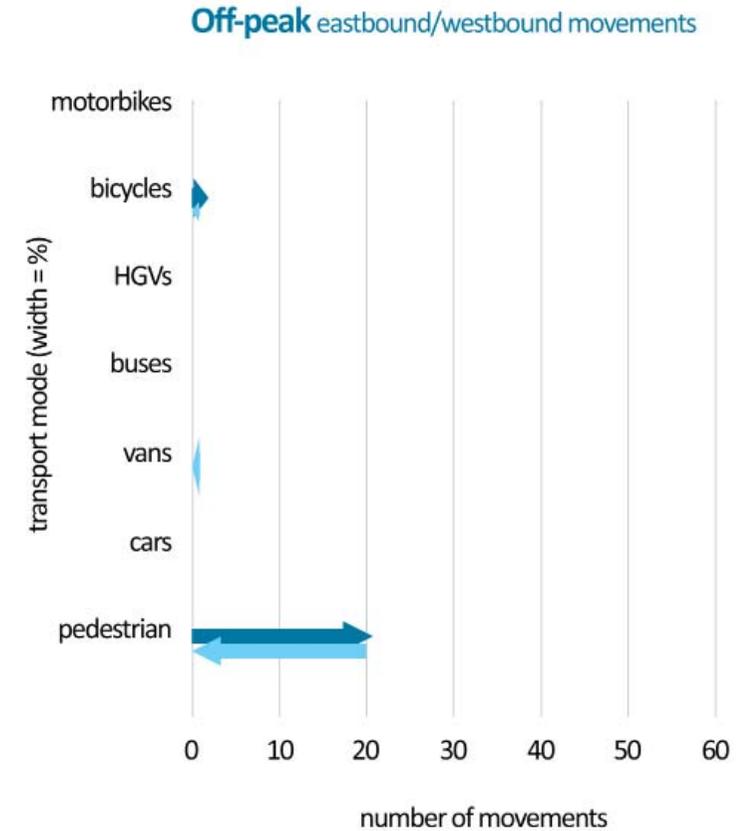
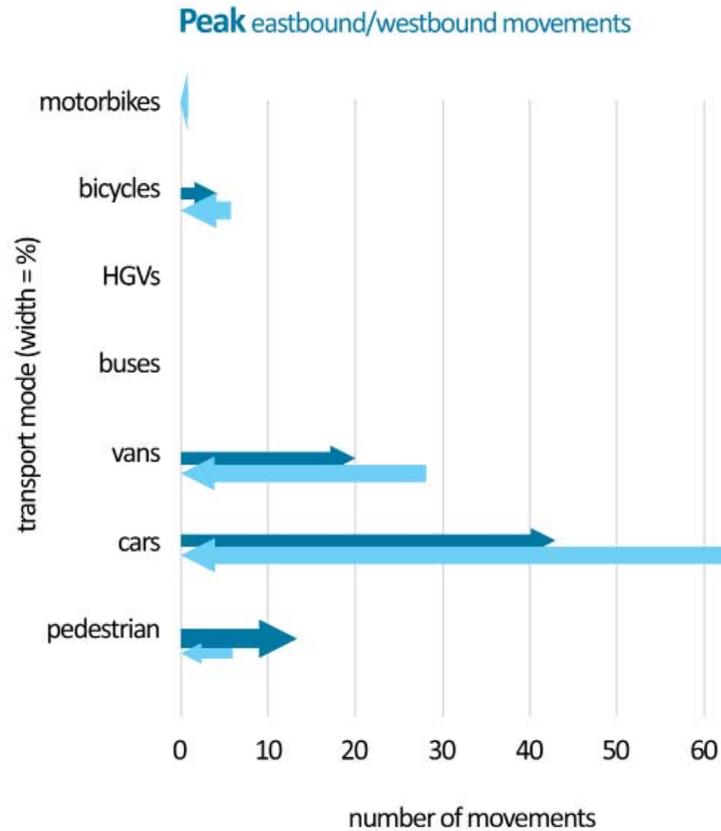
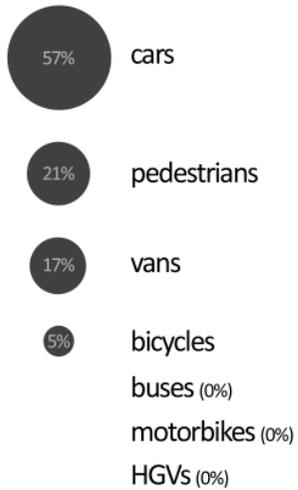


Figure 49 (top left): percentage of movements by different transport modes. Source: traffic survey

Figure 50 (top middle): peak eastbound/westbound transport movements. Source: traffic survey

Figure 51 (top right): off-peak eastbound/westbound transport movements. Source: traffic survey

Note: please see Appendix for the traffic survey tables

Pedestrian

Figure 42 shows that Goldstone Character Area has a comparatively low number of pedestrian movement, accounting for only 12% of all pedestrian movement throughout the Hove station area. Figure 50 and 51 indicate that there is more movement eastbound and towards Hove Station Character Area. In fact, during peak time 65% of pedestrian movement was eastbound. It is likely this accounts for a large number of commuters travelling easterly from Sackville Road towards Hove station.

Car

In contrast to the pedestrian movement, Figure 50 shows that there is more car movement westbound and away from Hove station. Car movement accounts for more than half (57%) of all movement found in Goldstone Character Area. The westbound movement (59% at peak time and 56% at off-peak time) is towards Sackville Road; the only A-road in Hove that carries large volumes of commuters in and out of the city.

Cycle

Figure 50 and 51 suggest that cycle movement fluctuates depending on the time of day. There is more cycle movement (60%) westbound at peak time but only 33% during off-peak. Although cycling accounts for only 5% of the movement in Goldstone Character Area, it is the joint-second highest number throughout the whole Hove station area.

Wilbury character area - transport analysis

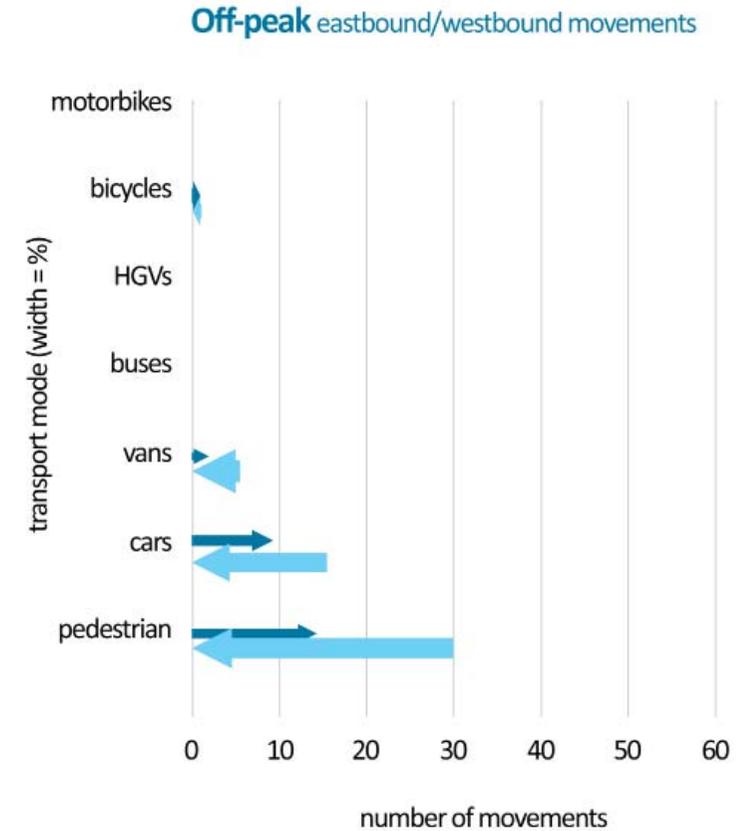
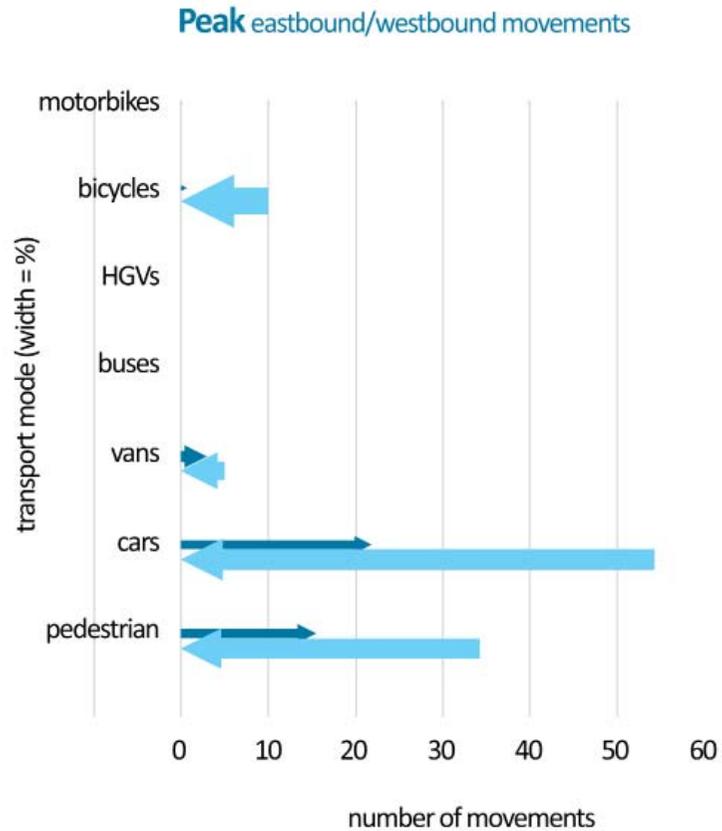
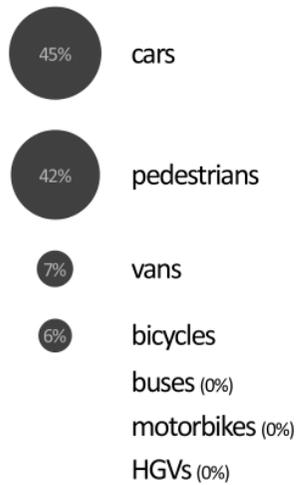


Figure 52 (top left): percentage of movements by different transport modes. Source: traffic survey

Figure 53 (top middle): peak eastbound/westbound transport movements. Source: traffic survey

Figure 54 (top right): off-peak eastbound/westbound transport movements. Source: traffic survey

Note: please see Appendix for the traffic survey tables

Pedestrian

Figure 42 shows that Wilbury Character Area has the third greatest number of pedestrian movement within the entire study area. Figure 53 and 54 jointly show that there is more pedestrian movement westbound along Wilbury Avenue, suggesting more people travel into and/or through the study area than out. This is likely due to the location of the railway station as well as the Hove Business Park. During both peak hours and off-peak hours 68% of pedestrian movement is westbound towards Hove station and Hove Business Park. Although the use of a car is the most common form of movement within the character area (45%), pedestrian movement still represents a high proportion throughout the day (42%). Within Wilbury Character Area, Hove Park Villas provides local residents with small parade convenience shops, which may be another reason for why there are more pedestrians walking westbound and towards these amenities.

Car

During the surveying there were no buses, HGVs or motorbikes recorded at both peak and off-peak time. Although Wilbury Avenue effectively acts as a trade route within the study area, vans account for only 7% of movement. Furthermore, only Sackville Estate Character Area recorded fewer cars moving within the Hove station area as a whole. This suggests, to the reassurance of its residents, that Character Area is a relatively quiet area for traffic. Following the pattern of pedestrian movement, Figure 50 and 51 indicate that more cars travel eastbound and into the area Hove station area than westbound.

Cycle

Cycling accounts for 6% of all movement within Wilbury Character Area and 91% of cycle movement during peak time is westbound. Wilbury Avenue itself acts as a route that connects The Drive with Sackville Character Area. The Drive, which is part of the National Cycle Network, filters cycle movement into the rest of Hove, with Wilbury Avenue positioned as one of the main tributaries for access to Hove station, Hove Business Park, Conway Street industrial estate and Sackville Trading Estate.

The Drive character area - transport analysis

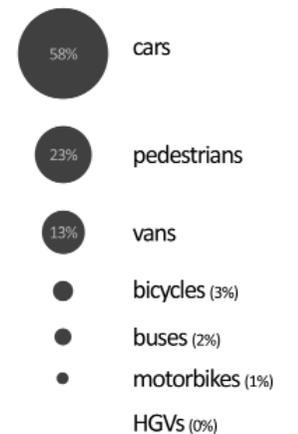
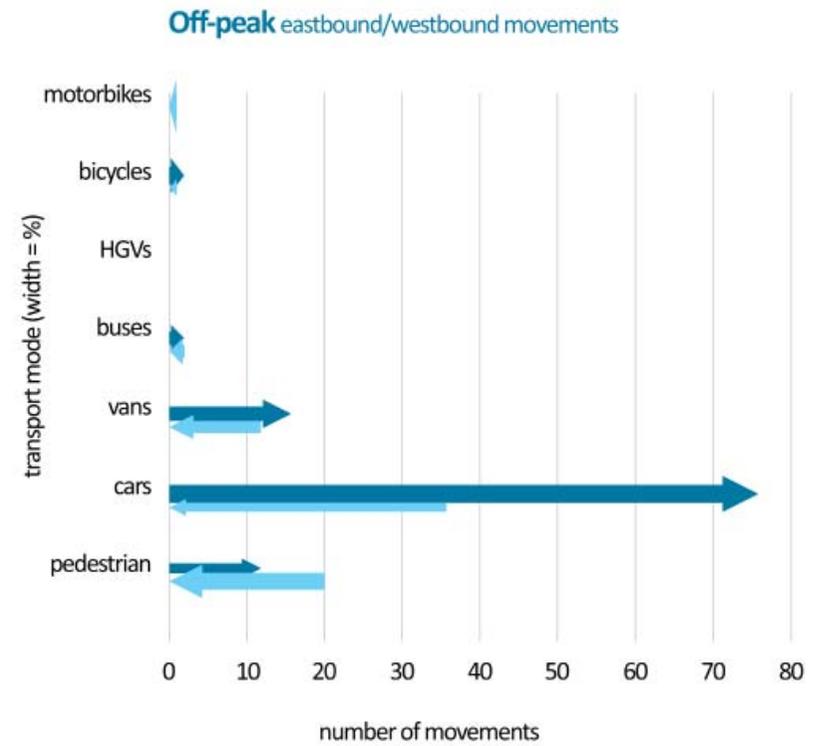
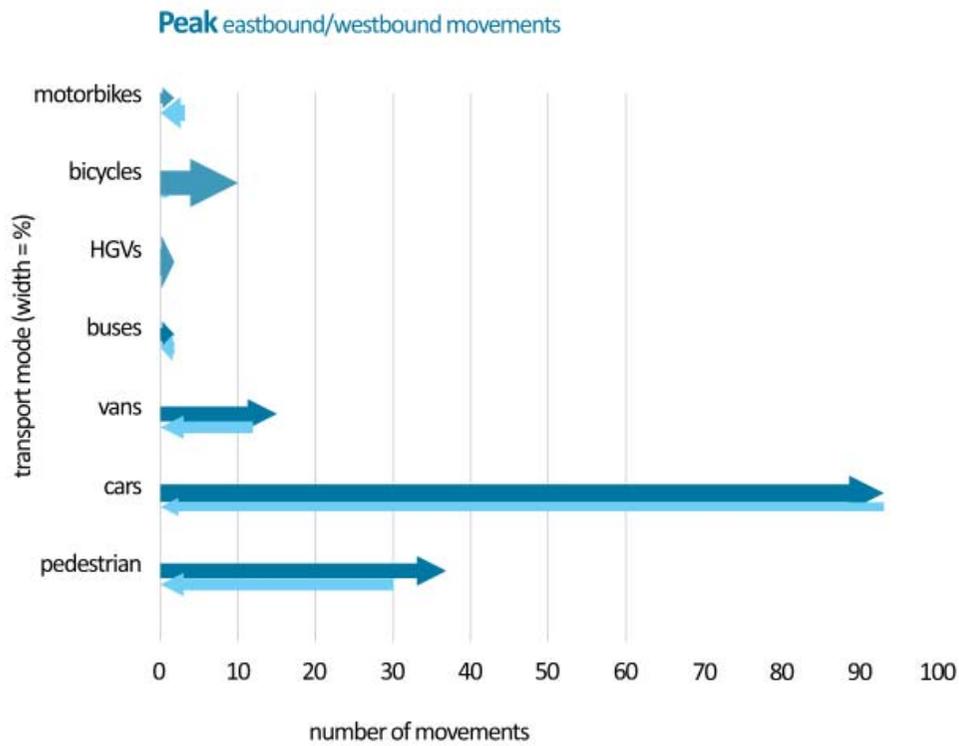


Figure 55 (top left): peak eastbound/westbound transport movements. Source: traffic survey

Figure 56 (top right): off-peak eastbound/westbound transport movements. Source: traffic survey

Figure 57 (bottom right): percentage of movements by different transport modes. Source: traffic survey

Note: please see Appendix for the traffic survey tables

“Yes when I go into town I use that cycle path. I would like to take my daughter on the bike because it’s my main form of transport, but I wouldn’t because I don’t think it’s safe.”

Female resident (Interviewee 4)

The Drive is the trunk of this area; a grand, elegant boulevard that is also part of the National Cycle Network (route 82). Some have suggested this Cycle Network is failing and that The Drive is no longer used by cyclists. On a separate count of bicycle movement only along The Drive during peak time, 10 bicycles in 15 minutes were recorded travelling both northbound and southbound. This is equal to one bicycle using The Drive cycle lane every 90 seconds. Cromwell Road is, evidently, a busy channel of access for pedestrians, but in particular cars and bicycles. For cars it connects Hove with Brighton further east and, more immediately for bicycles, it connects Hove station with the National Cycle Network.

Pedestrian

Figure 42 reveals that The Drive Character Area has the second highest (20%) number of pedestrian movement throughout the whole Hove station area. Figure 55 indicates that during peak hours 55% of pedestrian movement was eastbound, whereas Figure 56 shows that this figure drops to 38% in off-peak time. A higher westbound figure at peak time may be affiliated with the arrival of commuters in Hove who then disperse along Cromwell Road for easterly and southerly access to Church Road and other nearby business areas. Of all the different types of movement recorded during the surveys walking accounted for 23%.

Car

Figure 57 confirms that more than half (58%) of all movement within The Drive Character Area is by car. During both peak and off-peak time the majority (65% at peak and 68% at off-peak) of travel is eastbound, coming out of Hove Station Character Area and away from Hove station. This follows the clockwise pattern of movement between Hove Station and The

Drive Character Areas. Figure 43 indicates that a quarter of all car movement within the whole Hove station area travels via The Drive Character Area and, more specifically, Cromwell Road.

Cycle

Although cycling accounts for only 3% of movement recorded within The Drive Character Area, Figure 44 illustrates that throughout the entire Hove station area the highest number of cyclists were recorded within The Drive Character Area, accounting for 22% of the total cycle movement. Figure 55 and 56 both reveal that at peak and off-peak time the majority of cycle movement is eastbound (91% and 67% respectively). This would suggest that a number of cyclists are inclined to use Cromwell Road as a passage to connect from westerly Character Areas 1, 2, 5 and 6 to the National Cycle Network designated along The Drive.

Sackville Estate character area - transport analysis

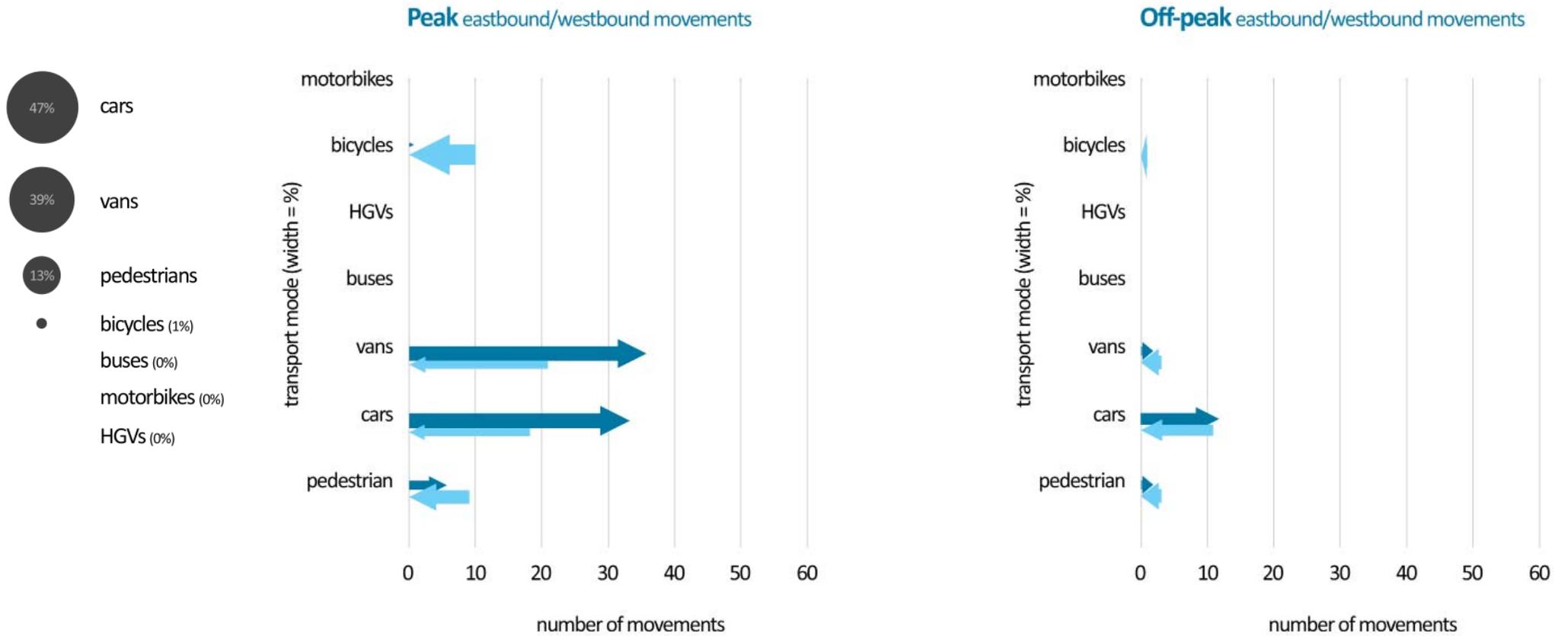


Figure 58 (top left): percentage of movements by different transport modes. Source: traffic survey

Figure 59 (top middle): peak eastbound/westbound transport movements. Source: traffic survey

Figure 60 (top right): off-peak eastbound/westbound transport movements. Source: traffic survey

Note: please see Appendix for the traffic survey tables

Pedestrian

Figure 42 shows that Sackville Estate Character Area has the lowest number (2%) of pedestrian movement throughout the Hove station area. During a combined survey time of 30 minutes (15 minutes each for peak and off-peak recording) a total of only 20 pedestrians were recorded. Nearly half of these alone were recorded walking westbound during peak time. The northwest part of Sackville Character Area and beyond has a greater number of operational commercial units, which may give reason for the nature of this movement pattern. Figure 59 and 60 indicate that at both peak and off-peak time 60% of pedestrian movement was westbound and away from neighbouring Wilbury and Conway Street Character Areas.

Car

Car movement accounts for almost half (47%) of all movement within Sackville Estate Character Area (fig. 58). However, comparatively, Sackville Estate Character Area has the lowest number of car movement (7%) throughout the Hove station area. During peak time 65% of cars travelled eastbound towards Eilbury and Conway Street Character Areas, whereas in off-peak hours this dropped to 52%.

During peak time there were no buses, bicycles, HGVs or motor-bikes recorded.

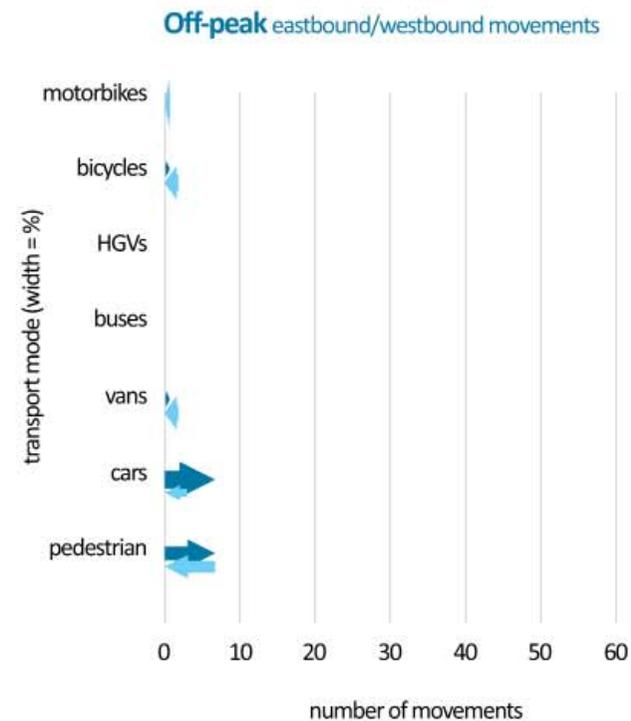
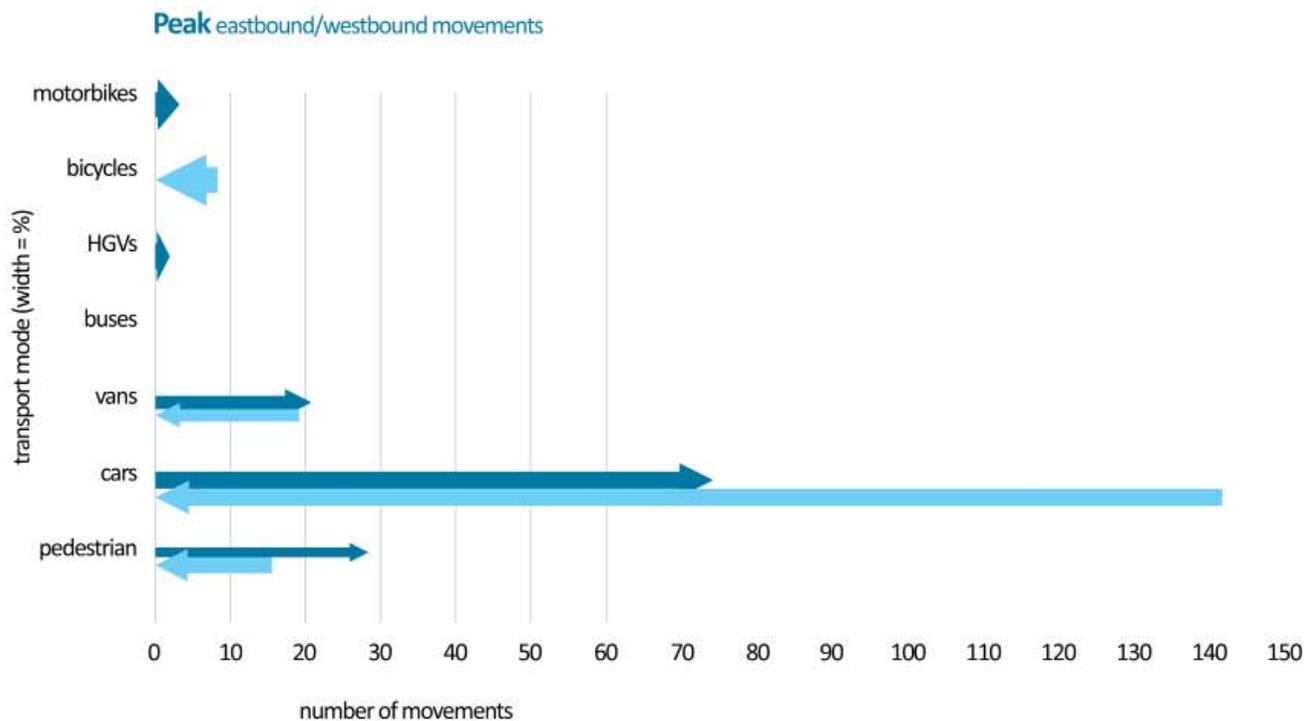
Trade

Unsurprisingly for an industrial area, van transport is the second highest mode of movement within the area (39%). During peak hours 63% of van movement was eastbound. In contrast, 60% of van movement was westbound during off-peak hours. This suggests that trade fluctuates in and out of Sackville Estate Character Area at different times of the day.

Cycle

Figure 44 shows that Sackville Estate Character Area has the lowest number (2%) of cycle movement throughout the whole Hove station area. In fact, only 1 bicycle travelling westbound during off-peak time was recorded from both surveys.

Conway Street character area - transport analysis



66% cars

Figure 61 (top left): peak eastbound/westbound transport movements. Source: traffic survey



17% pedestrians

Figure 62 (top right): off-peak eastbound/westbound transport movements. Source: traffic survey



12% vans

Figure 63 (bottom left): percentage of movements by different transport modes. Source: traffic survey

● bicycles (3%)

● HGVs (1%)

● motorbikes (1%)

● buses (0%)

Note: please see Appendix for the traffic survey tables

Pedestrian

Figure 42 shows that Conway Street Character Area is one part of the Hove station area with a low level of pedestrian movement (12%). Figure 63 reveals that car use dominates the area and only 17% of movement was recorded as pedestrian. During peak time 64% of pedestrian movement was westbound, whereas in off-peak hours 54% was eastbound, according to Figure 61 and 62. The high volume of westbound movement during peak time is likely to be from commuters arriving at Hove station and using Conway Street as a cut through to the commercial units and Sackville Road.

Car

Two thirds (66%) of all movement in Conway Street Character Area was by car. In fact, Conway Street recorded the second highest amount of car movement (23%) within the whole Hove station area. Arguably the most significant piece of data relates to the difference in numbers recorded at peak time and off-peak time. A total of 216 cars were recorded at peak time; 66% of which were travelling westbound. This contrasts dramatically with figures during off-peak hours, where a total of only 10 cars were recorded. This all but confirms the suspicions of Conway Street being used as a rat run for commuters, connecting Hove Station, Goldstone and The Drive Character Areas to Sackville Estate Character Area and beyond.

Cycle

Figure 63 illustrates that cycle movement accounts for only 3% of all movement within Conway Street Character Area. Of the small amount, the majority is travelling westbound; 100% during peak time and 67% during off-peak hours.



Figure 64: Speed limits and location of pedestrian crossing and central island crossings. Source: site visit

Initiatives

In 2007 Brighton & Hove City Council released ‘Public Life Public Space’: a study that, in one section, analysed local scale movement throughout the city. Their argument was that “Brighton & Hove’s public

realm is designed for vehicles traveling at 60km/hour, not the slow moving pedestrians that share the city with motorists” (Brighton & Hove City Council, 2007). Ask a selection of local residents however and they are likely to scrutinise the city for being an impractical place to own a car. Whilst

public transport links are notoriously good, residents wait up to 12 months for a parking permit; and even when they have one the only space available to park their vehicle is several streets away from their residence.

There are a number of locations within the Hove station area where Brighton & Hove City Council have attempted to resolve the local issues of speeding, congestion and pedestrian safety.

Arguably the most dramatic attempt to improve the movement not only around the Hove station area but also throughout the whole city is the implementation of a city-wide 20mph speed limit. The policy, which was 55% in favour, aims to not only “improve the street environment for all road users [and] improve traffic flows” but also reduce congestion by encouraging more cycling and walking and “making streets safer and more pleasant to use” (BHCC, 2013). A recurring concern expressed by residents at a series of forum meetings hosted by the Hove Station Neighbourhood Forum was of traffic congestion and, more specifically, how this might be exaggerated if Conway Street was to be redeveloped into a retail

and leisure hub. Phase 1 of the programme, which covers the Hove station area, was rolled out on 8th April 2013, with further consultations on proceeding phases taking place within the next three years. The initiative responds to a number of petitions signed by local communities who are in favour for a reduced speed limit for residential and local shopping areas. Statistically, national research has proven that 20mph speed limits reduce the number of road collisions as well as the severity of casualties, whilst improving quality of life in local neighbourhoods.

Signs declaring the new speed limit are in currently place, some of which have been painted on selected roads including Goldstone Villas. A former council leader has publically opposed the policy, arguing that: “to try and actually do 20mph in some places is very, very difficult” (The Argus, 2013). On the other hand, Councillor Davey felt that: “whatever the limit, people will go over it by a certain amount... in a 30mph zone people tend to go 35-40mph, in a 20mph they’ll drive at 25-30mph and that’s still an improvement” (The Argus, 2013a). An early investigation by The Argus and Speedar Radarguns discovered that 96%

of the movement was recorded at speeds greater than 20mph and therefore illegally speeding. This included two cyclists who were travelling at 26mph and 21mph respectively (The Argus, 2013b).

Installation of more pedestrian crossings and central island crossings

To encourage pedestrian access and movement within the Hove station area a number of pelican crossings and central island crossings have been installed, the majority of which in recent years. Brighton and Hove City Council state that: “Pedestrian crossing points are key to helping pedestrians travel safely around the city” (BHCC, 2013). In the past crossings were only installed if there was a recorded accident history at the location. However, the Council now considers social factors such as: the public perception of danger crossing the road; how a crossing may bring the community closer together; how it could affect access to key services and green spaces; and potential improvements for mobility impaired people. Unsurprisingly, the Council now receives a large number of



Photo 18: Central island crossing. Source: own photo

requests that, once assessed, are placed in priority order. In 2012/2013 26 new crossing requests have been assessed throughout the city. As a result of this new process light controlled crossing points have been installed at the Cromwell Road junction, along with central island crossings fixed at The Drive (near Wilbury Avenue). Also

included on the list are improvements to Goldstone Villa/Clarendon Road (9th priority), Sackville Road/Livingstone Road (16th priority), Goldstone Villas/Station Approach (17th priority), Denmark Villas/opposite Tesco's (21st priority) and Fonthill Road/Newtown Road (44th priority).

With the case of the Sackville Road and Livingstone Road case, an initial ePetition in 2011 had been made by working group saveHOVE requesting for the current pedestrian crossing just south of the railway bridge on Sackville Road to be relocated 100 yards south by the junction of Clarendon Road, opposite Poet's Corner. The argument was that commuters struggled to quickly cross this stretch of the road whilst parents and children found it difficult to grab gaps in traffic flow speeding towards Clarendon Road. The Council have declared that a new crossing in the vicinity of Livingstone Road is a more feasible location.



Photo 19: Goldstone Villas mini roundabout. Source: site visit

Mini roundabouts (Goldstone Villas; Cromwell Road)

Following a consultation in December 2012, the Hove station area has very recently wel-

comed the construction of a mini roundabout (photo 19) at the junction of Goldstone Villas, Clarendon Villas and Eaton Villas (just south of Hove Station Character Area). In the last three years eight people

have been injured (four cyclists, two drivers and two pedestrians) at the junction (The Argus, 2013). Accompanying the new 20mph speed limit along each of the adjoining road, the improvements to the junction not only aim to slow traffic and allow a steady flow within the area, but to make it easier for pedestrians to cross with pavement extensions on each corner. Dropped kerbs have also been installed for wheelchairs and buggies, as well as tactile paving for the visually impaired.

A number of comments were made about the biggest issue with the junction being the location of the bus stop on the south side of Goldstone Villas. This currently stretches to within feet of the Clarendon Villas left-hand turning and blocks the view of northbound traffic (see Figure 65). The bus stop is capable of fitting three buses in it which, for a route that operates only four bus numbers (5, 7, 81 and 95). A possible solution would be to simply reduced the size of the bus stop to the length of just two or even one bus at the most southern point of Goldstone Villas, to allow adequate visibility for movement pulling out of Clarendon Villas (see Figure 66).



Figure 65: Driver's view of Goldstone Villas from Clarendon Villas (before construction of mini roundabout). Source: Google Street View

In 2004 a mini roundabout was constructed at the junction of Denmark Villas and Cromwell Road. One resident, commenting on an article in The Argus, said: "the mini roundabout works well at Denmark Villas – Cromwell Road, I've never had a problem with it... In fact it should be roundabouts all

the way down Sackville Road i.e. Portland Road, Clarendon Villas, Blatchington Road, New Church Road and Hove Street. Take away all the traffic lights and put pedestrian crossings before and after the roundabouts to break the traffic. Traffic lights encourage drivers to use rat runs whilst roundabouts don't!"

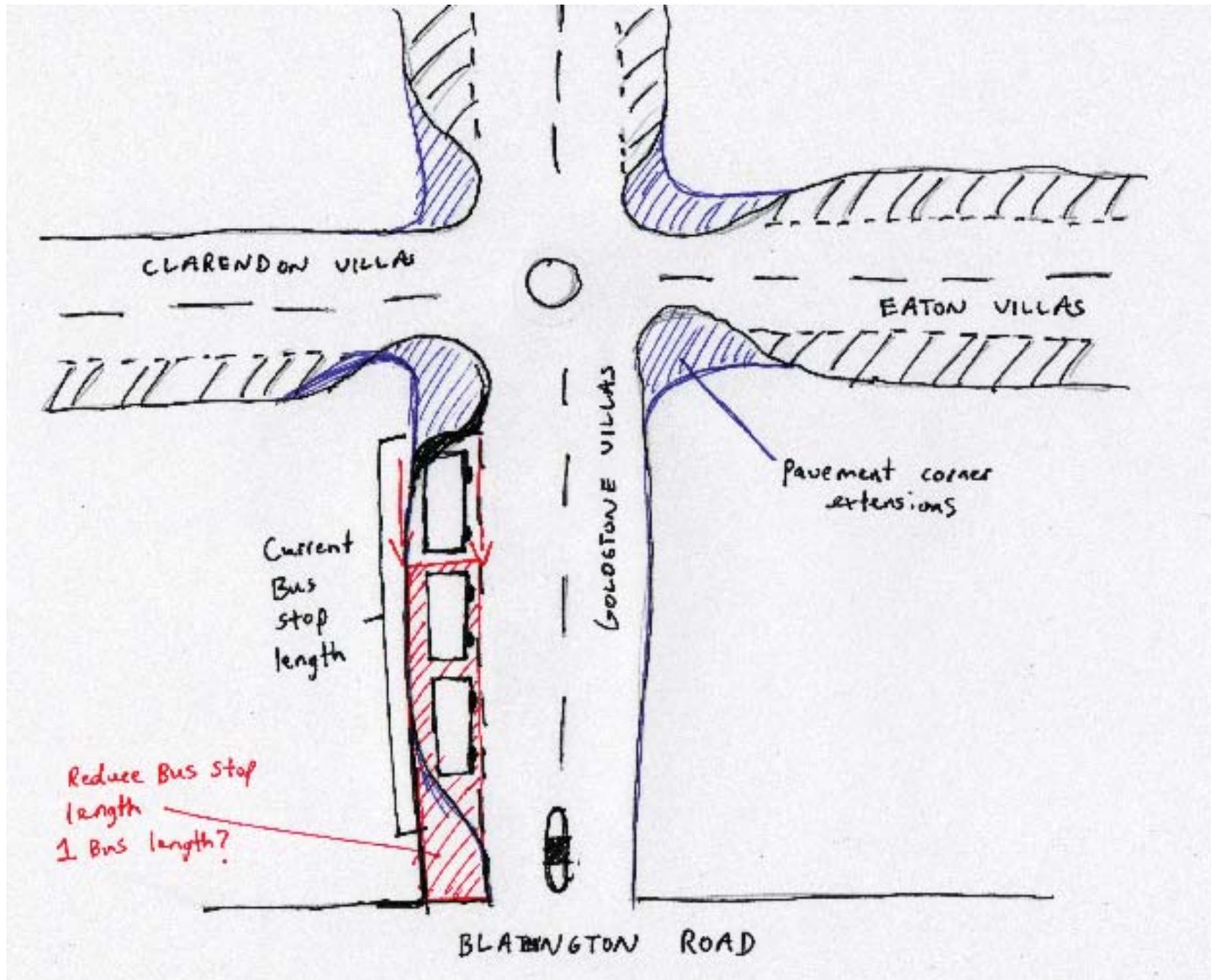


Figure 66: Sketch of a possible bus stop reduction along Goldstone Villas. Source: own work

Improved junctions, narrowing of roads and widening of pavements (Fonthill Road/Newtown Road and Wilbury Avenue) roundabouts (Goldstone Villas; Cromwell Road)

The crossroad junctions of Fonthill Road/Newtown Road and Newtown Road/Wilbury Avenue/Hove Park Villas have, respectively, seen their layouts changed in recent years to reduce traffic and allow safer passage for pedestrian movement (photo 20). With curved pavement corners that appear to almost bulge into the road, traffic is effectively squeezed into a narrower road that demands slower speeds. Reducing the road widths at each point of the crossroads gives the pedestrian easy access and shorter points to cross the road.



Photo 20: Fonthill Road and Newtown Road crossroads. Source: own photo

Future proposals

Play Streets

In February 2013 The Argus newspaper reported that a local resident of Westbourne Street (just outside the western boundary of Goldstone Character Area) began a petition to turn the residential road into a 'play street'. The resident, Ray Cunningham, proposed a 10mph speed limit with vehicle access only to residents, their visitors and deliveries. Play streets gained popularity in the UK during the 1930s and received Royal Assent in 1938 (Londonplay, 2013). The Street Playgrounds Act allowed Local Authorities to designate roads as Play Streets as a means of traffic calming and restrict movement between certain hours. Current legislation for Play Streets is contained within the Road Traffic Regulation Act 1964, under Sections 29 to 31. Brighton & Hove City Council are supportive of the idea of Play Streets and have stated that they do not classify children playing in the street as an intolerable form of anti-social behaviour (Brighton & Hove City Council, 2013).

More mini roundabouts

During the consultation for the proposed mini roundabout at Goldstone Villas, Valerie Paynter of saveHOVE condemned the idea:

“This is absolutely insane! There isn't the space for a roundabout!!!! [sic]”.

She also expressed concern over traffic S-bending at speed from the corner of Ventnor Villas up to the junction at Goldstone Villas, Clarendon Villas and Eaton Villas.

“How many of the accidents have involved vehicles or bicycles who arrive at this junction after this manoeuvre?”

she asks. In their 'Mini Roundabout Good Practice Guidance' report, the Department for Transport identify one use of a mini roundabout as a traffic calming measure. By reducing the dominance of one flow traffic and operating a clockwise priority-to-the-right system, mini roundabouts should, in theory, raise a driver and cyclist's awareness of speed and traffic direction when approaching the junction. It is therefore assumed that drivers and cyclists entering

Goldstone Villas from the south will have an immediate increased awareness of their speed and the direction of flow when approaching the newly fixed mini roundabout, whereas before they might have proceeded northbound along Goldstone Villas without a conscious obligation to priority-to-the-right traffic.

The crossroad junction where Denmark Villas meets Eaton Villas is, although quieter, almost identical to the pre-roundabout layout of Goldstone Villas. There is potentially better scope for this junction to construct a mini roundabout as there are no bus stops blocking the view from any direction.

Photo 21: Denmark Villas and Eaton Road crossroads. Source: own photo



CHARACTER AREAS

12.0 Introduction

As shown in figure 67, the study area can be divided into six districts or 'character area' which is considered to be distinct in its architecture and/or locality. Each area will now be discussed in more detail, looking at the different elements which comprise it.



Figure 67 - the six districts of the study area. Source: site visit



Figure 68: Defined boundary of Hove Station character area. Source: site visit

12.0 Hove Station

Overview

Located around and to the south of Hove railway station, the Hove Station Character Area includes the station, with the railway lines to the east and west, and Goldstone and Denmark Villas to the south of the station. The topography slopes up towards the

station from the south, and the area immediately behind the station to the west is steeply embanked, a change in level apparent from the step behind the Station pub.

What is now Hove Station was built as Cliftonville Station in 1865 by the London Brighton and South Coast Railway (LBSCR) Company, following the development of the Cliftonville area further south (what is known as Osborne Villas today). In 1879 Cliftonville Station was renamed West



Figure 68: 19th Century northward view of Goldstone Villas. Source: Regency Society

Brighton, with a new station built immediately adjacent. In 1895 the name was finalised as Hove Station.

Historical maps show that Goldstone Villas initially started as a row of terraced housing, a brewery and a laundry. Stylistically most of the buildings date from 1880 to 1900. Similarly, the northern part of Denmark Villas remained undeveloped, although detached villas had been built along the western side of the road. By 1898 most of Goldstone Villas and Denmark Villas had been built, although a large empty site opposite the station (now occupied by a modern office block and the Ralli Memorial Hall) remained and to the east of the station there was a large nursery with greenhouses.

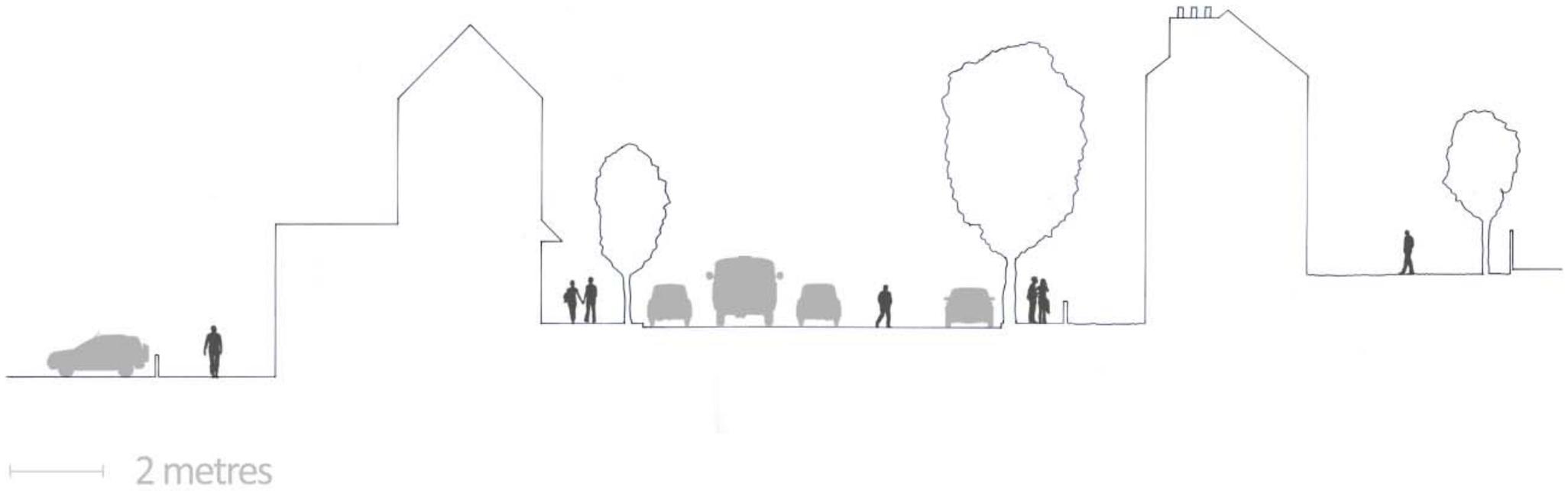


Figure 69 (top): section through Hove Station area. Source: own work

Figure 70 (bottom left): plan of section through Hove Station area. Source: own work

Figure 71 (bottom middle): sketch showing the rectilinear shape of Hove Station area. Source: own work

Figure 72 (bottom right): sketch of Goldstone area. Source: own work



Key Stakeholders

Aside from the residents, the main stakeholders of the Hove Station are the transport companies, namely Southern Railway and Network Rail.

The chain of shops and eateries leading down Goldstone Villas are also important stakeholders. These include the prominent and popular The Station Pub, Small Batch Coffee Shop, Foxy's, M&B Domestic Appliances (which has been trading in the street for several decades).

Other notable stakeholders in the area include Royal Mail, Esso, Tesco, Ralli Memorial Hall and campaign groups such as saveHOVE.



Photo 22 (top): view east over the Royal Mail sorting office. Source: own photo



Figure 73 (top): landmarks in the Hove Station character area. Source: site visit

Landmarks

As Figure 73 depicts, the landmarks within Character Area 1 centre around and include Hove railway station. Two of the three landmarks are Grade II Listed, with the other considered a Building of Local Interest by Brighton & Hove City Council.

Hove Station

Hove station is a central focal point within the study area and a magnet for movement and activity within Hove. The building is one of two Grade II Listed structures within Hove Station character area. The old east-side station, built between 1865 and



Photo 23 (above): Hove Station. Source: own photo

Character Area 3 is a 1879 booking office which is also Grade II Listed.

Today the station provides the public with well maintained facilities such as touch screen 'quick' ticket machines, a cash machine, flower shop, newsagents, photo booth, post box, waiting rooms, toilets and lifts.

Ralli Memorial Hall

Ralli Memorial Hall is the second building within Hove Station Character Area that is protected by Grade II Listing. Built in 1913 by Read and McDonald for Mrs Stephen Ralli, the Hall is of Wrenaissance style, featuring: red brick walls laid in English bond, hipped clay tile roof with upswept eaves and a strong moulded wooden dentil cornice. The brick walls and wrought iron railings are also Listed.

For 60 years the Hall was used as the church hall for Hove’s parish church before

Photo 24 (above): Hove Station. Source: own photo



being bought by The Brighton and Hove Jewish Community in 1976. The building initially became a social centre for Jewish groups and is now considered an integral part of the community life within the Hove station area.

The Station Pub

Brighton & Hove City Council (2012) state that the criteria for selecting Buildings of Local Interest are those “whose former use effectively logs the development of the community or which display physical evidence of periods of local economic or social significance or have connections with well

Photo 25(below): The Station public house. Source: own photo



known local historic events, people or designers”. Built in 1885, this landmark has a historical connection with the railway as The Cliftonville Hotel; an original emboss of which can be viewed on the northwest outside wall. It is also commended for its good condition and substantial, handsomely detail. Today the The Station public house is regarded as a modern gastro pub (complete with pizza oven), which prides itself on its home-made pizzas and weekly quiz night (The Station Hove, 2013).



Figure 74 (above): Use classes within Character Area 1. Source: site visit

with Clarendon Road) is mixture of A (shops; financial and professional services; restaurants and cafes; drinking establishments; hot food takeaways) B (business; storage and distribution), C (residential institutions) and sui generis classes. One building, 70 Goldstone Villas, is currently unoccupied. These local amenities not only boost the local economy of the neighbourhood but also provide essential facilities that would otherwise be available in George Street.

Land uses

Figure 74 maps the variety of use classes occupying the buildings of the Character Area. Denmark Villas is mostly residential (use class C3),

with the exception of a modern office block housing Tesco (use class A1), two sui generis operations and one D1 non-residential institution. Likewise, the south end of Goldstone Villas is mostly residential, whereas the northwest side (after the junction



Figure 75 (above): Parade of Goldstone Villas shops running south to north. Source: site visit



Figure 76 illustrates that the Character Area is well connected to public transport routes. All properties within the Character Area are within 500m of the Hove railway station, which has direct connections to Brighton, Southampton, Bristol and London. Four different bus numbers (5, 7, 81 and 95) also pass directly through the area and transport passengers as far as the Marina. Bus route 46 also runs along Blatchington Road just south of the Character Area boundary.

Figure 76: Public transport routes within Character Area 1. Source: site visit

Architecture

The Character Area consists of two respective Conservation Areas: Hove Station and Denmark Villas, respectively. The former was designated in 1996 and makes up most of the Character Area. According to Brighton & Hove City Council, Conservation Areas are parts of the city that embody special architecture or historic interest and should therefore be preserved and enhanced. There are a total of 34 Conservation Areas throughout the city and each one has a character statement that clearly sets out what deems it to be special.

Hove Station Conservation Area and Goldstone Villas

Historically the layout of the streets was designed to maximise views and routes to the seafront. Development in this area was controlled by the Stanford Family who had purchased large amounts of agricultural land during the 18th century, before releasing development sites gradually during the 19th century (BHCC, 2005). The character of the area derives from the relationship between the station and the surrounding

late Victorian buildings, which connect the station area with George Street. Goldstone Villas contains a wide variety of Victorian buildings with very few modern buildings apart from a small house (No. 37) and Cliftonville Court, a dated 1960's office block intrudes on the setting of the listed station and the adjacent Ralli Memorial Hall. The Esso Petrol garage also detracts the setting of the surrounding listed buildings and overall character of the area.

“I don't like that at all [points to Cliftonville Court]. It's nasty... It's the first thing you see when you get out the station as well...”

Barmid at The Station public house (Interviewee 7)

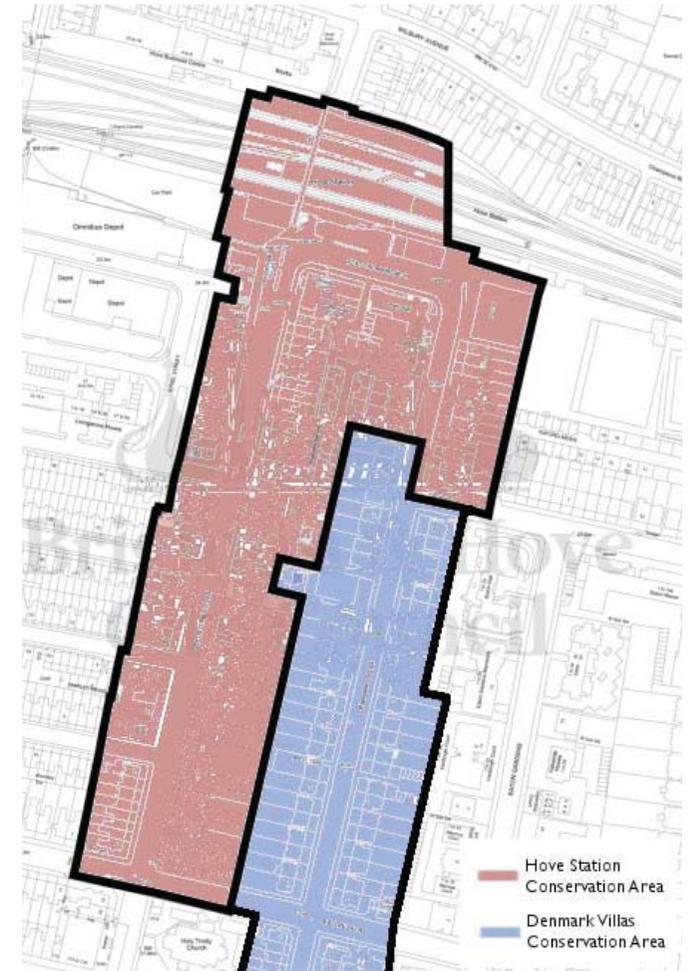


Figure 77: Conservation Areas within Character Area 1 Source: site visit



Photo 26: Public transport routes within Character Area 1. Source: own



Photo 27: Public transport routes within Character Area 1. Source: own

The two terrace rows at the northern end of Goldstone Villas date from the period 1880 - 1900. Numbers 66 - 98 Goldstone Villas lie immediately adjacent to The Station public house and are three storeys in height. Some of the original shop fronts remain in part, namely numbers: 78, 80, 96 and 98. Opposite this terrace, on the east side of the road, is another substantial four storey high block (numbers 49 - 93 Goldstone Villas). The whole block has very simply detailing, with the only decoration being some original paneled doors and a few examples of cast iron railings.

Photo 28: Goldstone Villas east side terrace block. Source: own photo





Photo 29: Goldstone Villa residential properties of varying Victorian style and materials. Source: own photo

The remaining buildings in Goldstone Villas are two or three storey semi-detached or terraced houses with modest, attractive front gardens of about 4 metres, many of which contain important small trees and shrubs which complement the street trees and add character to the townscape. No. 25 Goldstone Villas, shown in Photo 29 on the right, is an interesting and attractive example of how different building materials (in this instance beach pebbles) have been used to create a distinctive seaside character and reiterate Hove's connection with the coast. The original features are also virtually all intact at No. 29, including the use of knapped flint panels. Other buildings in the south end of the road are reminiscent of the adjacent Denmark Villas, being built of buff brick with slate roofs, prominent chimney stacks, and deep bracketed eaves.

Denmark Villas Conservation Area

Denmark Villas has an established character further south and is dominated by beautiful 1860's semi-detached villas that embrace Italianate classicism. The villas are solid, but without the flamboyance and rich details of earlier houses in the area. Most of the villas are spacious and two storey, with hipped slate roofs and small dormers, smooth yellow brick fronts, with cream rendered flank walls. They are set back from the road behind low yellow brick or rendered walls with piers and feature decorative tiled entrance paths and stone or tiled steps. The yellow brick set against cream and white painted features is a distinctive feature of this area and aesthetically contribute towards the middle class perception and distinction of 'Hove, Actually'. Simple but repeating designs and details give a very pleasing rhythm and consistent homogenous feel to the southern end of the street. The top end of Denmark Villas replicates stretches of Goldstone Villas and is composed of yellow brick terraced townhouses that, unfortunately, are not all well maintained.

“The whole road has a lot of character to it with original features, like the bay windows, but it does prove difficult to maintain as it's protected by the conservation status.”

(Averil Older, resident)

Photo 30: Variety of architecture along Denmark Villas





Photo 31: Denmark Mews

Hidden from direct view, tucked away in land between Goldstone Villas and Denmark Villas is a modern mews development, Denmark Mews. The houses are three storeys in height and terraced or semi-detached. Architecturally, developers have respected the characteristic yellow brick of the area and built properties that are not obtrusive. A modern development such as this indicates that Brighton & Hove City Council are willing to welcome schemes of this design and scale within Conservation Areas

Photo 32 (right):
Denmark Villas
streetscape



Photo 33 (far
right): Goldstone
Villas streetscape



1.3 Public Realm

On 8th April 2013 Brighton & Hove City Council introduced Phase 1 of their '20mph city' initiative. The Character Area is a key part of this programme and will undoubtedly undergo a number of public realm adjustments to counter for this. With speed limits reduced; cars, pedestrians and cyclists will all have renewed interest in the public realm and how their streets, pavements and environment can be enhanced further.

Historically, Goldstone Villas was purposely built as a main artery to connect the railway station with the rest of Hove via Blatchington Road, George Street, Church Road and the seafront. The road widens towards the top end to account for parking spaces and a taxi rank in the middle. Yet its openness transforms a mere street into what feels more like a boulevard. Goldstone Villas is a busy road (third greatest car movement throughout the whole Hove station area) but due there appear to be few issues with congestion in both directions.

1.3 Public Realm

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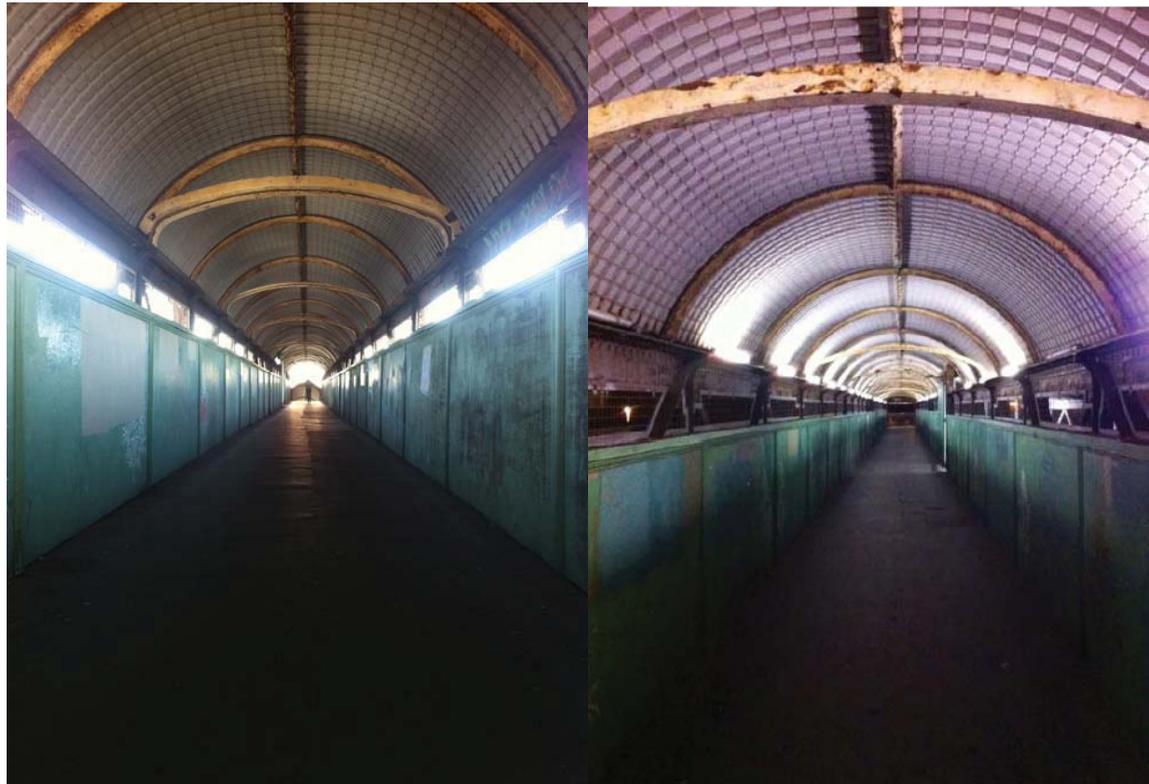


Photo 34: Hove station footbridge at day (left) and night (right)



Photo 35: Goldstone Villas public toilets

An important characteristic of this Conservation Area is the well-established greenery provided by mature trees, shrubs and attractive front gardens. The Character Area lacks green open space so it is important that small patches of greenery are preserved. Combined with streets that are kept clean and tidy, the Character Area is aesthetically a pleasant environment for pedestrian movement. Accessibility to neighbouring Character Areas, however, does raise concerns. Within the Character Area the only means of crossing the railway line is via the footbridge adjacent to Hove station. Al-

though the footbridge is Grade II Listed, it is a narrow, dark, fairly dilapidated and quite a daunting passage at night. Furthermore, there have been no considerations for disability access. Theoretically, this means that a wheelchair bound person from Goldstone Villas wishing to visit Hove Park Villas less than 200m away would have to travel more than 1km via Fonthill Road or The Drive.

“Well you have the little footbridge that’s always a bit dodgy, even in the day... I always seem to trip on the steps...”

Female resident (Interviewee 4)

There are 83 public toilets located throughout Brighton and Hove; one of which is located at the bottom of Goldstone Villas. Aside from its reasonable cleanliness, the toilet is in an ideal central location for those shopping along Blatchington Road, George Street or on their way to/from Hove station. The outside wall even features a large board that displays the history of George Street.

Ambiance

“There’s not much of a community in the street as there are a lot of London-bound commuters.”

Averil Older, resident

DEMOGRAPHIC? The Character Area is a popular residence for London-bound commuters, which some suggest has extinguished the ‘sense of community’ within Goldstone Villas and Denmark Villas. The area has a mix of owned and rented property that is populated by both small, middle class families and, what the new BBC class system would categorise as, Emergent Service Workers (BBC, 2013). Celebrities are also among those that have been spotted visiting the area.

“We sold a fridge freezer to Alvin Stardust once and Christopher Ellison has also been in before.”

Alan Matless, owner of M&B Domestic Appliances

“Steve Coogan has even popped in to drink here sometimes.”

Alan Tomlins, manager of Small Batch Coffee Company

The more aesthetically pleasing and ‘cosier’ streetscape of Denmark Villas gives it a less intimidating and friendlier ambiance than Goldstone Villas. The taller building heights, terraced blocks and wider roads of Goldstone Villas give a sense of coldness.

“Do you know which building I really hate? It’s that building opposite the station that looks like its made of glass...

I feel sorry for the people living in there because I feel cold just looking at it.”

Female resident (Interviewee 4)

However Alan Tomlins, manager of Small Batch Coffee Company described Goldstone Villas as “a little Easters’ micro-community” (The Argus, 2013).



Photo 36: Goldstone Villas steps leading to Conway Street

“We do get a surprising amount of business, a lot of regular faces. There are always things happening along the road, people coming and going... I used to work at the [Hove] station down the road years ago and it wasn't as lively back then.”

Alan Tomlins, manager of Small Batch Coffee Company

“Even though it's a city it still has a village character about it.”

Florist at Go.Botanica (Interviewee 2)

Between The Station public house and The Best Kebab and Café there is a narrow set of stairs that lead down towards Conway Street and is used as the main route of pedestrian access to and from Character Area 6. Particularly at night this is intimidating passage that leads into an industrial area with a history of crime and drug related problems.

“I feel fairly safe, I don't go out a lot at night. Even walking my dog at 8 or 9 at night, I don't really want to go anywhere that's a bit secluded because I don't feel safe as a woman.”

Volunteer at Honeycroft Coffee Shop (Interviewee 5C)

STRENGTHS

- Denmark Villas and most of Goldstones Villas are aesthetically pleasing roads with a mixture of attractive residential buildings. They also lie within two different Conservation Areas.
- The area boasts two Listed Buildings: Hove station and Ralli Memorial Hall respectively.
- Goldstone Villas has the breadth of a grand boulevard and its openness is inviting for those travelling up towards Hove station.
- Has a parade of friendly convenience shops and amenities which would suffice to provide the local community. There is a well established local pub that contributes towards the differential ambiance of Hove. This has not provoked issues with crime or presence of loitering; the area does not feel unsafe or threatening, even late at night.
- Close proximity to public transport networks, so it is a desirable location for local and regional commuters.
- The pavements are wide and not as daunting as other areas within the study area.
- The streets are tree lined and have a well-suited public realm for pedestrians.
- Congestion is not an issue as the width of the road allows a variety of transport types to use.

WEAKNESSES

- Visitors to Hove are welcomed by the dilapidated site of Cliftonville Court, a dated and uninspiring building that is a stain on the character of the area.
- Some residential properties have fallen into a neglected state of repair. Some argue this is because they are rented and therefore multiple tenancies have resulted in no single form of care
- The mixed-use block housing Tesco is outdated and also out of character with the rest of the area.
- Pedestrian access along the north side of Station Approach is unadvised. Adjacent to Hove station is a car wash business. The pavement here is fractured, narrow and effectively unusable during working hours due to jet wash activities. Furthermore, there is an absence of pavement by the Esso petrol station, with only a two-foot wide kerb separating the forecourt from the road. Consequently, there is a high volume of pedestrians crossing on the corner of Goldstone Villas, which has been referred to as a tricky junction.
- Can be difficult for cyclists to pull out of side roads leading onto Goldstone Villas.

OPPORTUNITIES

- Although it lies within a conservation area redevelopment is not out of the question. Denmark Mews, although tucked away from sight, provides evidence of a fairly modern development that has successfully brought modern infrastructure into the area without jeopardizing the historic identity.
- Plots to look at for redevelopment would be the Tesco mixed-use block and Cliftonville Court. The latter has a lot of potential if the immediate Hove station area was to be redesigned into a more pedestrian-friendly space.
- Implementation of a one-way system, running northbound along Goldstone Villas and southbound on Denmark Villas. Evidence suggests that the majority of movement follows this clockwise pattern already.
- Single lane traffic with a one-way system would free up space for adequately sized cycle and pedestrian shared surface (see Photo 37). There is a greater need for improved cycling facilities and lane throughout the city and this area provides a good opportunity



Photo 37: Hove station entrance



Photo 38: View of neighbouring Character Areas

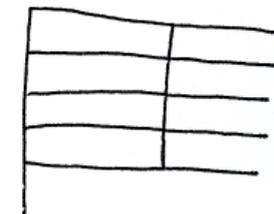
THREATS

- Development in neighbouring Character Areas may have a threat on this area, not only for aesthetics and loss of identity but also in terms of neighbourhood economy.



Figure 77 (above) - Conway Street character area within the study area. Source: site visit

Figure 78 (left) - the rectilinear shape of the Goldstone character area. Source: site visit



14.0 Goldstone

Overview

Goldstone Character Area forms the southern and western parts of the study area, and includes Sackville Road and the residential streets to its east and west. It also extends north of the railway line on the

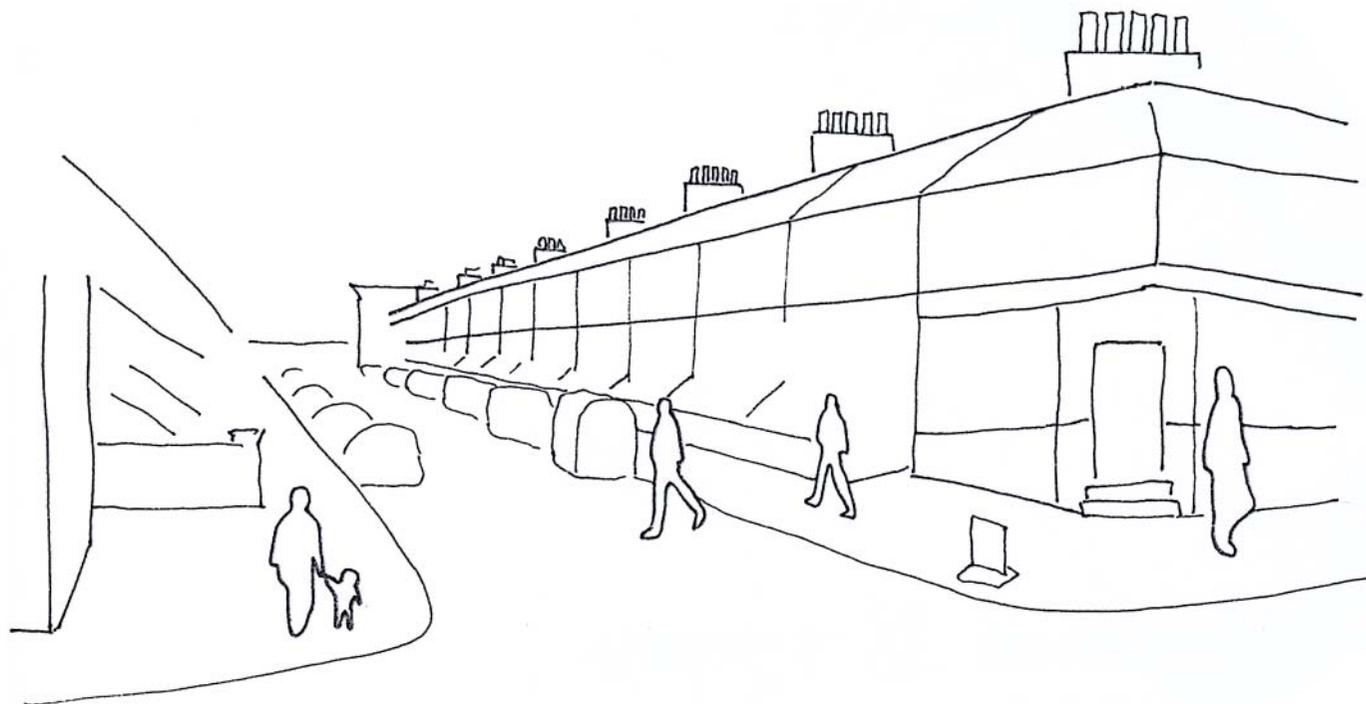
west side of Sackville Road only. To the south it is bounded by Portland Road, and to the north by Old Shoreham Road. The western boundary north of the rail line is Leighton Road.

To the south of the rail line, the western boundary is arbitrary, and the area to the west, outside the study area, has a similar character.

The Character Area was built as a working class residential district and is characterised by two-storey late Victorian terraced houses. Shops and community facilities such as churches, chapels and pubs were built as part of the initial development, but not all remain in their original use. Aside from a small amount of modern infill to the west of Sackville Road near the railway line, the area largely retains its Victorian character.

The larger houses along Sackville Road and Portland Road are mostly flatted, but the smaller houses on the side streets are mainly single occupancy. There is a mix of rented and owner occupied. This area is one of the less expensive parts of the study area, and in particular house values (£337, 877) are very significantly considerably lower than they are in Wilbury Character Area to the east, where the average house value is £520,403.

Figure 79 (right) - sketch of typical houses in the Goldstone area



The Character Area is moderately well kept, but it suffers from poor street scene with little green space, too many cars and too much clutter from street furniture. This is especially true to the east of Sackville Road, where there is almost no street greenery. It is within walking distance of Hove Station and is served by buses on Sackville Road, but in places the railway embankment is an impediment to movement through the area. Sackville Road itself is very busy (its issues are discussed in the section on Movement).

The local stakeholders are primarily residents, but there are also some local business people in the area, as well as the churches. There are many young families in the area.

Landmark Buildings

There is a cluster of landmark buildings on Sackville Road including the former Hove Hospital (now Tennyson Court flats), St Barnabas church (GII* listed) and associated vicarage, the Hove Methodist chapel on Portland Road and the adjacent former Police Convalescent Home (now a convalescent home). The Poet's Corner pub is a handsome building, although not included on the Local List. The Sackville Road rail bridge is also an important feature of the area, albeit not an attractive one, and the Conway Street estate is an important, though unattractive, landmark in views out from the Character Area.

Of these buildings, St Barnabas church and Hove Methodist chapel are statutorily listed, and the Hove Hospital is on the Local List. It is likely that some of the others will be added to the Local List in the current revision of that list.



Photo 39: Former Police Convalescent Home



Photo 40: Tennyson Court



Photo 41: Poet's Corner Pub



Photo 42: Sackville Road Rail Bridge

Urbanscape

Three similar, but not identical, character sub-areas are discernable within the Character Area: the area to the east of Sackville Road; to the west of Sackville Road and south of the railway, in what is often called “Poet’s Corner” from its street names (eg Byron, Coleridge and Wordsworth Roads); and the west of Sackville Road and north of the railway, which has much more early twentieth century building, though in a similar style to the surrounding area. This reflects the

original development of the Character Area by different estates and different builders.

The houses along Sackville Road and Portland Road are larger, reflecting the Victorian tendency to build more substantial properties in prominent locations.

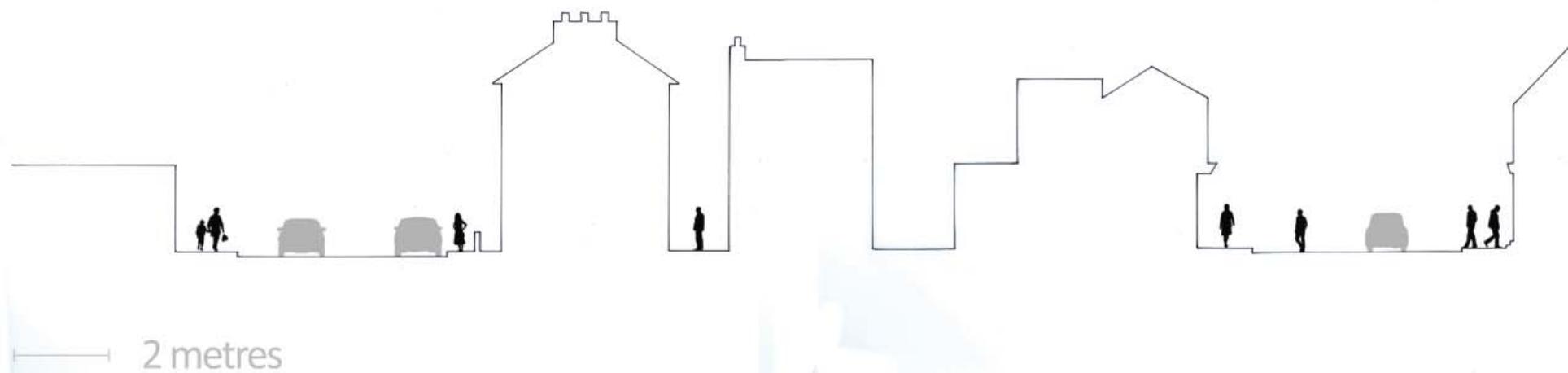
The majority of the houses are rendered, although there is some use of both yellow and red brick, especially on Portland Road, Sheridan Terrace, Leighton Road and in the northern part of the Character Area near Old Shoreham Road. There is also a small

amount of tile hanging, especially in the area south of Conway Street.

Few of the houses have front gardens, with almost all of them having only a small area adjacent to the street, often serving a lower ground floor. Where there are larger gardens, these are mostly paved for car parking, such as on Sackville Road. Safety provisions for flats, such as fire escapes, are unattractive additions to the streetscape, and signage and billboards are not well controlled.

Figure 80: Typical section through area.

Source: site visit



To the east of Sackville Road, the houses are very similar, reflecting their construction as part of a single estate. Street names like Shirley Street for the Shirley family, early owners of the land, and Goldstone Street from the prehistoric sarsen stone, reflect the local history of the area. They are terraced, and are either two stories or three stories with lower and upper ground floors, and one floor above that. They have bay windows, usually rising full height, and (where they survive) sash windows with large panes, but smaller pane sashes or UPV windows have been introduced in many properties. They are generally rendered, although there is some use of tile hanging on the bay windows, and they have tiled roofs, but not in a consistent colour. The houses are close to the road, with few front gardens, but they have large back gardens.

Most corners in this part of the Character Area have a purpose-built shop, and there is architectural evidence for other shops in mid terrace. The majority of these are closed or have been converted to residential use, but a few survive in use. There are also some backland businesses occupying the space between the houses.



Photo 43: Livingstone Road (above)



Photo 44: Goldstone Street (below)

The Poet's Corner area houses to the west of Sackville Road and south of the railway were also built as Victorian working class housing. They are mostly two stories, with some three-story properties where the terrain slopes; they also have bay windows rising to the roof. They are rendered, and some of the larger houses have some detailing such as stringcourses. Portland Road and Sackville Road have typical Victorian middle class houses. They are larger and more substantial than those on the side streets, and can be up to four stories with a gabled attic. There are both terraces and pairs of semis. On Portland Road, there is good use of brick with rendered detailing in the houses. The

Photo 45: Portland Road





Photo 46: Cowper Street (above left)



Photo 47: Shop, Goldstone Road (below left)

Photo 48: Landseer Road (above right)

Photo 49: Former chapel, Livingstone Road (below right)

former Police Home has good terracotta detailing, and the Methodist chapel is also brick with fine stone detailing. St Barnabas church, the associated vicarage and the former Hove hospital form an attractive Victoria brick group on Sackville Road. There are a few areas of modern infill in this part of the character area, including Sheridan Terrace, an interwar development on formerly open land (possibly stables or warehousing) adjacent to the rail line; the 1950s or early 60s flats on Sackville Road, and a recent mixed-use development replacing a Catholic school on Coleridge Street.

Photo 50: Sheridan Terrace



To the north of the railway line, in what might be called “Painter’s Corner” from street names like Landseer, Leighton and Prinsep, the houses are also Victorian working and lower middle class terraces, but they are better detailed and more attractive than those to the south. The bay windows are better realised, with pilasters defining their corners, and they have more architectural detailing. The sloping topography lends itself to prominent lower ground floors.



Photo 51: Prinsep Road looking west



Photo 52: Sackville Road junction

The materials are mostly render, but there is more use of brick in this area, and in the very northern part and along Sackville Rad, where the houses were developed in the early twentieth century, there is a mix of materials including brick, false timber framing, and pebbledash characteristic of that later era.

Photo 53: Portland Road looking east

Photo 54: Former ladies loos, Sackville Road

Public Realm

The public realm in the area is poor, and the area as a whole does not feel especially loved. The houses are generally moderately to reasonably well kept, especially to the west of Sackville Road, but there are instances of peeling paint,



some dumped rubbish, and there is little consistency in the use of colour on the rendered facades or the treatment of windows.

There is little or no public green space, and few street trees except on main roads. The majority of the houses have no front gardens, and where they do exist, they have often given hard-surfaced for parking. The narrowness of the streets makes street clutter, such as the communal bins, much more apparent. On Sackville Road, the street furniture is poor, with complex and intrusive barriers at the junctions. The pavements are narrow, and in poor

Photo 55: Offices, Coleridge Street



condition, with cars parked on both sides of most streets. There is no public art in the area. Where graffiti, litter or fly-tipping exists, it is generally in the part to the east of Sackville Road. Overall, the area feels reasonably safe, but it could be more brightly lit at night. There was a public toilet on the ground floor of the 1960s flats near the rail bridge on Sackville Road, but these are now closed.

Activities

There is limited opportunity for employment within the area. There is a small industrial estate on Sheridan terrace, a small office building on Coleridge Street,

Photo 56: Closed cafe



Photo 57 (above): Entrance to Sackville Road Trading estate

Photo 58 (below): St Barnabas church



and scattered shops and small businesses on Sackville Road and also in within the residential area to its east. Closed shops suggest that small retail and restaurant businesses are not doing well in this area. There is, however, access to employment in nearby areas such as the trading estate on the opposite side of Sackville Road, and further away via bus, train and road.

There is little opportunity for leisure or sporting activities, except organised Christian religion, within the Character Area itself, although such activities are available outside of its immediate boundaries. Development of employment and leisure opportunities in the DA6 area will provide many advantages for this area in terms of improved facilities.

Transport

The Character Area has reasonably good transport links, with buses and cycle routes on Sackville Road, and it is within walking distance of Hove Station. It also has good access to major road links via Portland Road, Sackville Road and Goldstone Villas. There are problems, however, for pedestrians. The roads can be very busy,



Photo 59: Portland Road traffic (above)

Photo 60: Steps up through Salvation Army



Photo 61: rail embankment Sackville Road (above)

Photo 62: Dead end by rail



and there are safe crossings only at major junctions. The pavements, even on main roads like Sackville Road, are narrow. The railway line acts as a significant barrier, and the embankment of the industrial area (former goods yard) means that pedestrians from northern part of the Character Area must either use the stairs in the Salvation Army or go down to Clarendon Road to get to the train station. Cars are similarly forced to go along Clarendon Road. There are also blockages and dead ends around both ends of Sheridan Terrace.

Conclusions

Overall, Goldstone Character Area appears to function well as a residential area. It has a good stock of family-sized houses that are not too expensive in a local context, and it has excellent access to transport. Its access to facilities is much less good, and the DA6 development has the potential to greatly improve the availability of shopping and leisure facilities for this area. The public realm in the area is currently poor, and it would greatly benefit from planting street trees and working with residents to improve appearance of the streetscape.

Simple traffic measures such as introducing more zebra and island crossings and reducing the physical clutter around junctions would make the area easier to move as well as improving its appearance.

Support for small businesses could encourage reuse of currently vacant premises. The impact of large-scale commercial development in DA6 on businesses in this area is hard to gauge, but it is likely to draw business away from some of the weaker shops, while at the same time, by drawing more people to the area, provide opportunities for new businesses.

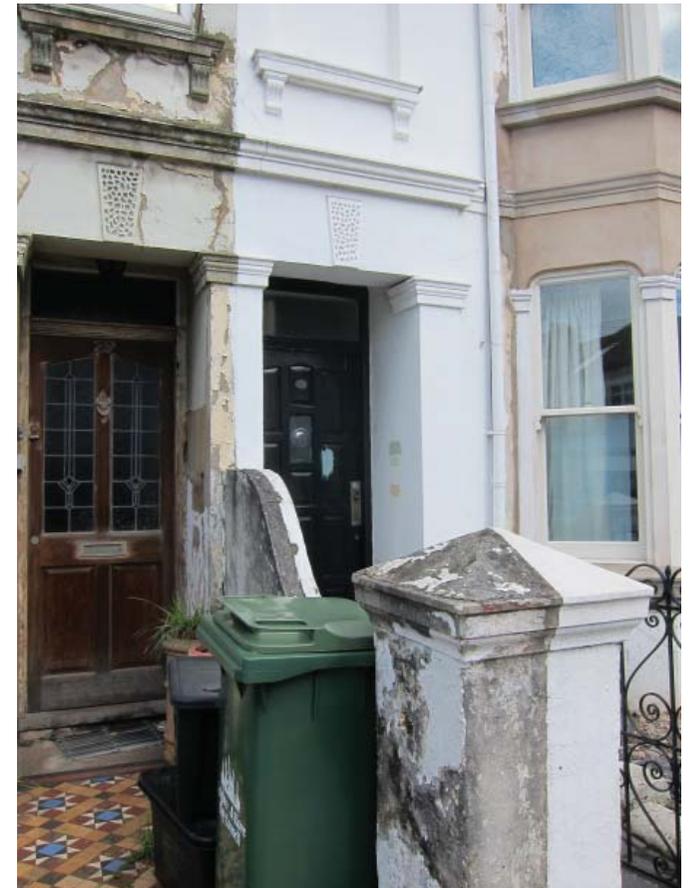


Photo 63 (above) - gentrification in progress in the Goldstone Area. Source: own photo

15.0 Wilbury

Overview

Wilbury Character Area is located to the north of Hove Station and the railway line, and south of Hove Park and Hove Recreation Ground. The area is bordered by Old Shoreham Road (A270) to the north, which is a major road that runs East-West, and The Drive (B2185) to the east, which is a major road running North-South. To the west it is bordered by Goldstone Lane that has the Goldstone Retail Park and industrial area of Sackville Estate character area. Main roads within the area are: Fonthill Road, which runs vertically and serves as a distributor road linking the area to the Conway Street character area to the south to Old Shoreham Road and the minor residential streets; Newton Road/Wilbury Avenue, which is the main link running East-West from The Drive and Fonthill Road/Old Shoreham Road. The other roads are minor residential streets: Ranelagh Villas, Hartington Villas, Hove Park Villas and Wilbury Gardens.



Figure 80 (above): Wilbury character area. Source: site visit

Photo 64 (below): the row of shops on Hove Park Villas. Source: own photo



Hove Park Villas began as 'West Brighton Road' and the whole area was developed during the late 1800s. It consists principally of substantial detached and semi-detached houses, though a terrace of shops occupies its lower portion just above Hove Station.

Vehicular access into the area from Old Shoreham Road is provided by Newton Road and Wilbury Gardens. Fonthill Road also feeds from Old Shoreham Road and also Conway Street/Ellen Street, providing the main link into the area from south of the



Figure 81 (above): bus routes serving the Wilbury area. Source: site visit



Figure 82: buildings of interest highlighted in red
Source: site visit

railway line to the north. Vehicular access from The Drive is from Wilbury Avenue. Pedestrian access follows the same routes with the addition of Hove Park Villas. Hove Park Villas is closed off from traffic at its northern point by paving and bollards. The footbridge across the railway from Hove Station is located at its southern point by the terrace of shops. The area is well served by local buses. Routes 55, 56, 57 and 59 run along Old Shoreham Road going to and from Portslade and Brighton City Centre via the Seven Dials. Routes 81 and 81C run along The Drive going to and from Goldstone Valley and Brighton City Centre via George Street and Western Road. Hove Station is a short walk across the footbridge.

The main buildings of interest are the former St. Agnes Church building on the corner of Goldsmith Lane and Newtown Road, which is now used by the Brighton & Hove Gymnastics Club. The old Dubarry Perfume factory next to the railway line is now a mixture of business units and apartments. At the southern end of Hove Park Villas are a row of shops within a Victorian terrace that dates from 1896. Historically, these shops were once one large department store but have since been split into individual shops. On the other end of the scale, there are a few modern style houses. The first is on Wilbury Gardens and is a modernist style building. The second is another modernist style building on the corner of Goldstone Lane and Old Shoreham Road. The third is a small building on Wilbury Avenue that is home to Turner Associates Architects and Planning Consultants, which is of a distinct style and size to the houses on either side.



Photo 65 (left): Old St Agnes Church now used by Brighton & Hove Gymnastics Club. Source: own photo



Photo 66 (right): Former Dubarry Perfume Factory, now Hove Business Park. Source: own photo



Photo 67 (left): Modernist style building on Goldstone Lane. Source: own photo



Photo 68 (right): Modernist style building on Wilbury Gardens. Source: own photo



Photo 69 (far right): Distinct building on Wilbury Avenue. Source: own photo



Architecture

The Character Area is largely made up of residential properties with a mixture of styles and appearances. The architectural style of the properties range from terraced properties to bespoke detached dwellings. The principle styles of the properties are period Victorian houses made of various colours of brick. The newer residential properties range from 1960s style properties to examples of modernist style property. Yellow brick properties are predominant in this area but some properties are also constructed in red brick. The majority of properties are semi-detached with generously sized windows and bays. The properties are on average 2-3 storeys in height.



Photo 71 (above left): Typical yellow brick construction and bay windows. Source: own photo

Photo 72 (above right): Typical semi-detached yellow brick house. Source: own photo

Photo 73 (left): Variety of houses in the area. Source: own photos



The streets in the area mainly have a consistent streetscape with the exception of Goldstone Lane. Here, the street's topography plays a huge part in the way the houses are constructed and arranged. At the southern end, the street is lower and rises as the road bends towards Old Shoreham Road. The houses are constructed with garages at street level and the houses on the level above. There is a brick wall on the western side of the road that acts as a boundary to Goldstone Retail Park on the other side.

Photo 64 (left): Looking upwards to Goldstone Lane with the boundary brick wall to the left and houses on the right. Source: own photo

Photo 65 (below): Typical house on Goldstone Lane with garage on ground level and house on upper level. Source: own photo





The other streetscapes in the area are very consistent in style. The overall streetscape has a suburban feel with a consistent house pattern, regular pavements, and trees and period style lampposts lining the streets on either side. There is little variance in the heights of the houses with each streets' buildings keeping in proportion to their surrounding buildings. Houses are usually 2-3 storeys with only a few buildings on Fonthill Road being 4 storeys in height. Overall, the consistent streetscapes give strength to the area's identity and character, and add to the legibility of the urban environment.

Photos 66 (clockwise from left): Streetscapes: Wilbury Gardens, Hove Park Villas, Hartington Villas, Ranelagh Villas.
Sources: own photos

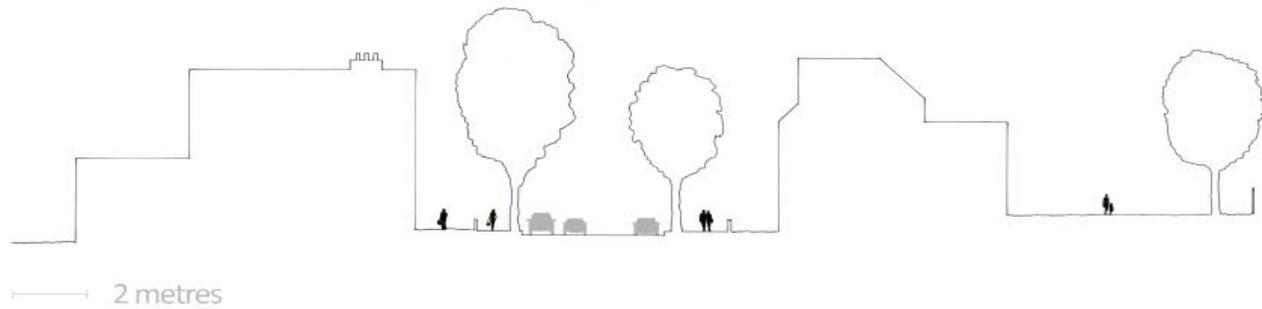


Figure 83 (above left and left): Sections through Hove Park Villas and Newtown Road/Hove Business Park and railway station. Source: site visit

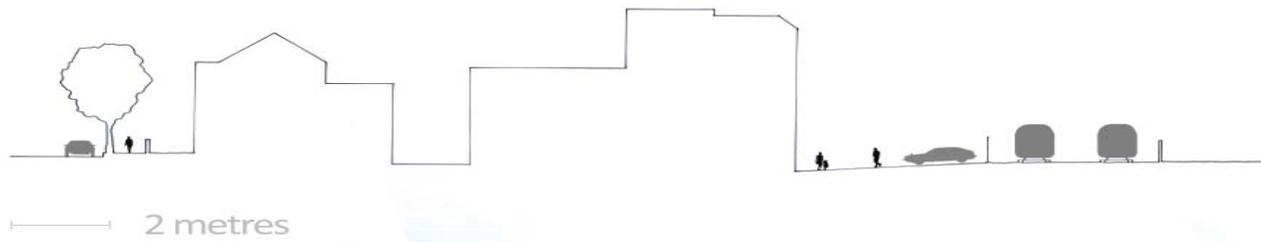
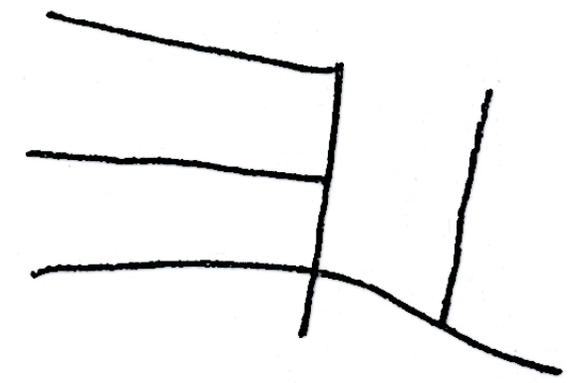


Figure 84 (below): 'Sheet' street pattern. Source: site visit



Figure 85 (left): sketches of St Agnes Church and Hove Park Villas shops. Source: site visit



Land Use

The main land use within the area are residential houses and buildings, which fall under use class C3 of the Town and Country Planning (Use Classes) Order 1987 (as amended). The main concentration of employment space is located around the southern end of Hove Park Villas near the footbridge, and the Hove Business Park that is housed within the old Dubarry Perfume Factory. As at April 2013, the current units in Hove Business Park are as follows:

- Kids Fit Skool – D2
- The Brighton Academy – D2
- Rox School of Dancing – D2
- Hire All – B1
- Extreme Element – B1
- Content Consultants – B1
- ZT Fitness – D2
- Babel Media – B1
- Dynamic Yoga – D2
- Spectrum Photographic – B1
- Crunch – B1
- Britton Price Ltd – B1

Within the old Dubarry Perfume Factory are also residential units. Among the residential streets there are also various non-



Figure 86 (above): Use classes around the area Source: site visit

residential units spread around the area. These vary from independent businesses to medical facilities such as a doctor's surgery and a veterinarian and are listed below:

Hove Park Villas:

- Traherne Pharmacy – A1
- Hove Patisserie Bakery – A3
- DK Architects – B1
- Hove Park Stores – A1
- Uniquely You – A1
- Model Shop - A1

Newton Road:

- Brighton & Hove Gymnastics Club – D2
- Hove Park Surgery - D1

Wilbury Gardens:

- Aspen House – C2

Wilbury Avenue:

- Wilbury Veterinary Surgery – D1
- TA Architects – B1



Public Realm

There are two examples of street furniture within the area. The first example is a bench on the corner of Newtown Road and Hove Park Villas that fronts onto the shops and footbridge. The second example is a row of benches that have been integrated with a brick wall that runs along the northern side Wilbury Avenue and near the corner of The Drive. Both examples are evidence of 'redundant' street furniture that, on observation, are rarely used by passers-by. Their locations may be a contributing factor to their lack of use because in both examples they are seemingly located in illogical places. In the first example, the bench is across the road from the terrace of shops that occupy the lower end of Hove Park Villas. Newton Road/Wilbury Ave is a popular route for motorists and it passes right in front of the bench. Therefore, the bench's location seems illogical because of the traffic in front of it, which is detrimental to the amenity of the bench in terms of noise, air pollution and spoilt views. A more logical location would be nearer the terrace of shops where, if traffic calming measures were in place,

would provide a better public environment for seating. The second example is a similar case where the traffic is detrimental to the amenity of the provided benches. In addition, the amount of benches that are provided seems too much for that particular location. Add to the fact that the benches are rarely used, the benches seem out of place to the environment and adds little to the overall feel of the area.

Photo 67 (above): Street bench on Newtown Road.
Source: own photo

Photo 68 (below): Street bench on Wibur Avenue.
Source: own photo



There are two examples of leisure and sport provision. The first example is the Brighton & Hove Gymnastics Club. The second is the Grasshoppers Lawn Tennis Club which is behind and accessed from the flats at 87 The Drive. The character area is also immediately adjacent to Hove Park and Hove Recreation Ground, which are both to the north on the opposite side of Old Shoreham Road. There are no areas of public open/green space within the character area itself. However, the area close proximity to both of these parks invariably provides excellent amenity for residents and is a likely factor for added value to house prices within the character area.



Figure 87 (above and below): Possible improvement to area outside Hove Park Villas shops. Source: own photo and drawing



Summary

In summary, the area's strengths are that there are consistent streetscapes and high quality housing and design. There is a strong sense of character and identity. There is also a good provision of local amenity, with shops and close proximity to Hove Park/Hove Recreation Ground and transport links via buses and railway. However, there is a redundant use of street furniture. Also, some roads are often used as a "rat run" such as Newtown Road/Wilbury Avenue, causing traffic problems and impacting on pedestrian safety.

Recommendations

The area near the Hove Park Villas shops lacks a feeling of public realm. Therefore, one way to improve the feeling public realm can be through the use of pedestrian paving, street furniture and trees. Traffic calming measures such as automated bollards can be in place to control the flow of traffic coming from Newtown Road and Fonthill Road through this route. This would also strengthen the pedestrian link from Hove Station and the footbridge towards Hove Park/Hove Recreation Ground and would attract people to this area, helping businesses and shops in terms of footfall. In addition, street furniture provision can be improved by considering their location. Finally, any development to the west in the industrial area of the Sackville Estate character area will invariably impact on the houses along Goldstone Lane. Therefore, careful consideration is needed in order to relate the two areas.

16.0 The Drive

Overview

The Drive Character Area is the south-easterly part of the Hove study zone, bounded by The Drive to the east, Denmark Villas to the West, the rail lines to the north, and Eaton Road to the south.

This area is characterised by very large Victorian villas on Eaton Gardens and The Drive, with large semi-detached houses and terraces. These are now mostly converted to flats, and are interspersed with mid-late twentieth-century blocks of flats occupying the plots of former Victorian mansions. There is also some recent infill, notably Denmark Mews on the site of former stabling. Particularly on Eaton Villas, Eaton Gardens and The Drive, the plots are large and there are gaps between houses that given the area an open grain despite the substantial size of the buildings.

There are no shops in the area, but All Saints church in the south-eastern part of the area provide community facilities. The Drive Bowling Club provides an area of open space, but this is in private ownership. The Post Office facility provides employment, and there are a few other small businesses.

The Drive, on the eastern edge of the Character Area, is an important north-south through route, and the area has access to Hove Station and to several bus routes along the edges of the Character Area. The main stakeholders, therefore, are local residents.



Figure 88: The Drive character area. Source: site visit

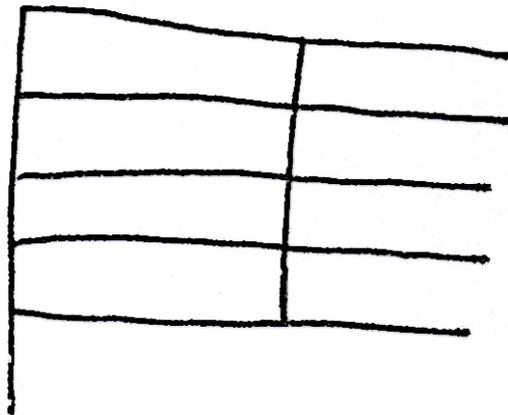


Figure 89 (right): rectilinear street pattern. Source: site visit



Photo 69 (above left and right): Victorian houses. Source: own photos



Photo 70 (left):
Victorian terraced
houses
Source: own photo

The original Victorian character of grand residences set in generous plots continues to predominate in this Character Area, but in many places modern blocks of flats provide an unattractive contrast with older buildings.

Urbanscape

Architecturally, this Character Area contains the finest buildings in the survey area. It includes a number of listed buildings including Ralli Hall and houses on Cromwell Road, Eaton Gardens, Eaton Villas and The Drive. There are also many unlisted buildings of local historical interest in the Area. Stylistically, the nineteenth-century architecture is a mix of Victorian Gothic and Italianate. Pale bricks, characteristic of the Victorian development of Hove, predominate except on The Drive, where the dominant material is red brick, and they have high quality rendered detailing, with bay windows and arched doorways. Fine mosaic paths and stained glass windows also survive, although there are also unsympathetic roof conversions and some loss of original windows. They are mostly 4 stories with attics and have substantial lower ground floors and elegant flights of steps leading up to the entrances.

The modern buildings are more mixed. The majority of the large blocks of flats in the Character Area are brick or rendered concrete with white painted detailing in undistinguished mid-twentieth-century Modernist styles dating to the 1960s and 70s. Architecturally, they add little to the area. They vary in height from 4 stories to 9 or 10 stories, although 6 is average.

Amongst these Victorian gems, Vanburgh Court, 9 Eaton Gardens, stands out like a sore thumb. Built in the early 1980s, it unsuccessfully attempts a post-Modernist take on the bay windows, turrets and stock brick that characterise its neighbours, but its vertically striped, white and red balconies are better compared to ‘build them high, pack them in’ holiday apartments abroad. Ironically, The Hove Civic Society, whose aims include encouraging a ‘high standard of architecture and town planning in the Borough of Hove’ has its registered headquarters in Vanburgh Court. The late twentieth-century development in Denmark Mews also echoes surrounding Victorian styles, but is quieter and self-effacing to the point of dullness.

The housing units available in the Character Area are almost all flats. No single-family dwellings remain on Eaton Grove, Eaton Villas or the portion of The Drive within this Character Area. The generous room sizes and good ceiling heights in the sub-divided Victorian properties, as well as the original features that many contain, make flats in this area desirable, with prices to match. For ground floor flats in period blocks, gardens are often very large, and the modern blocks usually have balconies on upper floors. The average flat value in Area 4 of just over £242,000 is well over the Brighton and Hove average sale price for flats (£215,136), and very significantly above flat values in the rest of the study area.



Photo 71 (above): period arched doorways
Source: own photo



Photo 72 (above): mosaic pattern walkways
Source: own photo



Photo 73 (above): high-rise flats
Source: own photo



Photo 74 (above): apartments
Source: own photo

Public Realm

The streetscape in this Character Area retains its gracious Victorian upper-middle class proportions, with wide streets, generous pavements, and many street trees. The area is tidy and well kept, with little litter or graffiti.

The trees that line The Drive, Eaton Gardens and Cromwell Road (the main roads) give them the look of American avenues. The trees are well maintained, aligned perfectly, and have well maintained roots that do not make the pavement uneven and dangerous. The trees make the area look like an appealing place to live, breaking up the mass of residential dwellings that make up the area.

Nonetheless, as can be seen from a historical photograph from the Regency Society, The Drive had many more trees in the past. The Hove Civic Society is campaigning for more street trees for the purposes of aesthetics, biodiversity and to improve the overall street scene. They aim to recreate the denser tree coverage that was envisaged when the Victorian estates were first built.

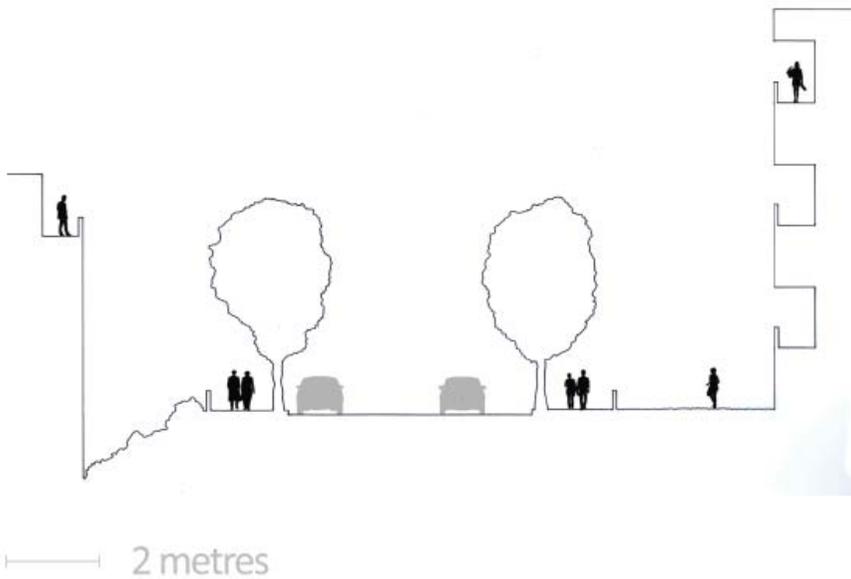


Figure 90 (above): The section demonstrates the scale both of the Victorian development and its modern replacements in this area. Source: site visit



Photo 75 (right): Modern apartment buildings. Source: own photo



Figure 91 (left): old photo of The Drive. Source: regencysociety.org



Photo 76 (left and about):
examples of vegetation
Source: own photo

The rest of the vegetation in the Character Area is privately owned and often confined to the side or rear of properties. Most of the Victorian houses do not have front gardens, or have had their gardens converted to hard standing for cars. The multi-story flats have small communal garden areas that have been maintained by either the landlord or the residents themselves. These can help to again break up the built environment and make the dwelling look more appealing as well as potentially bring the residents of that block of flats together.

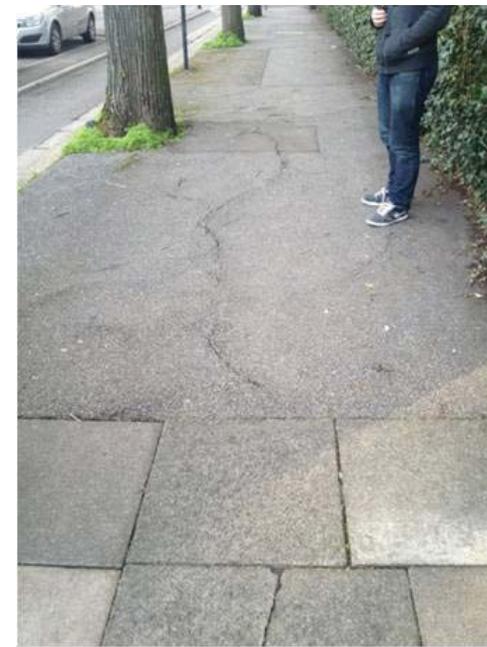
Photo 77 (below): tree lined streets
Source: own photo

Photo 78 (below): cycle paths
Source: own photo

The pavements are wide, especially on The Drive and Eaton Gardens. Bike lanes run down both sides of The Drive and Eaton Gardens and form part of the National cycling route. The main roads, especially The Drive and Denmark Villas, can be busy.

Photo 79 (below): The Drive paving
Source: own photo

Photo 80 (below): Eaton Gardens paving.
Source: own photo



There are formal crossings at the widely spaced major junctions, including the traffic light controlled crossings are located at the cross road between The Drive and Cromwell Road and smaller crossings at the tops of main roads such as Eaton Gardens. These have street furnishings that comply with the DDA (Disability Discrimination Act, 2010), such as bobbled paving and bleeping mechanisms to tell the blind when to cross. However, there are no 'safe' crossings at intervening intervals. The bike lanes, which have separate curbs, can also make the area slightly impermeable to less mobile pedestrians, while the heavy car usage in the area discourages bike users from actually using the purpose built bike lines. The cars parked on both sides of most roads form a further barrier to pedestrians.

The speed limit of 20 miles per hour, recently introduced throughout Brighton and Hove, is a good example of how public/ pedestrian/ bike safety is being considered in inclusive design, as car levels are increasing every year. To indicate this, there are multiple speed signs attached onto lampposts throughout the area, up high, and easily seen.



Photo 82 (above, above right, and right): Street crossings around the character area. Source: own photo



Photo 83 (left): Enforced 20mph speed limit. Source: own photo

Parking, and provision for cars, is clearly an issue in the Character Area, with cars parked down both sides of main roads as well as in forecourts of individual properties. This is mainly due to pressure from the very large number of individual dwellings in the area.

Like the rest of the study area, and indeed the rest of Brighton and Hove, it is in a Controlled Parking Zone (CPZ), but there is good signage to show that parking must be paid for (pay and display), with a good number of working pay and display meters (and not too many that it would clutter up the area). The cost of parking is not as high as other parts of Brighton and Hove, £1 for two hours. Nevertheless, capacity of parking spaces appears to be a problem for the area, with more spaces potentially needed to meet the needs of the high local population. There may also be a problem if more people were attracted to the area, for example through the development of cultural and leisure facilities in DA6.

The public realm of The Drive Character Area has many examples of good street

furniture that help make the space feel safe and inclusive, as well as meeting the main stakeholders' (residents) needs. There are a number of benches (well kept/ good quality) down The Drive and Eaton Gardens. These are placed in suitable areas where people would choose to sit, although more might be added for the number of residents who live there. There is a good supply of street lighting, to make the area feel safer at night, and these are Victorian (or Victorian in style) to match the original characteristics of the area.

There is also a bus stop and a post box along Cromwell Road. Although there are only one of each, they are well maintained and on top main road (to the north of the character area). Therefore, they can be easily accessed for residents. Lastly, there is a public phone box, however the phone is broken. Unusually, this is the only street furniture not to be well maintained, so cannot speculate as to whether this had just happened or had been left. It is important to note that the street furniture is not cluttered and is put into the landscape in suitable places for regular local use.



Photo 84 (anti-clockwise from above right): street bench; parking meters; bus stop; post box; disused telephone box
Source: own photos



Activities

The Character Area provides some opportunity for communal or leisure activities. All Saints church (Anglican) is on the edge of the Character Area. The Drive Bowls club is a private members club that also has a range of social activities for members.

As was typical of many upper and upper-middle class Victorian developments, the area was built without local shops as these were provided either in working class areas nearby (in this case Goldstone Character Area) or in central commercial districts, and servants would fetch goods or have them delivered. The lack of local shops in the immediate area has continued to the present day.

There are, however, a few local businesses, including a shop called the 'Conservatory' on The Drive that provides quirky furniture and garden adornments not found on the high street (Class A1), and a set of garages for car maintenance work at the corner of Eaton Grove and The Drive (Class B2). There is a language centre (Regent) on Cromwell Road (D1).

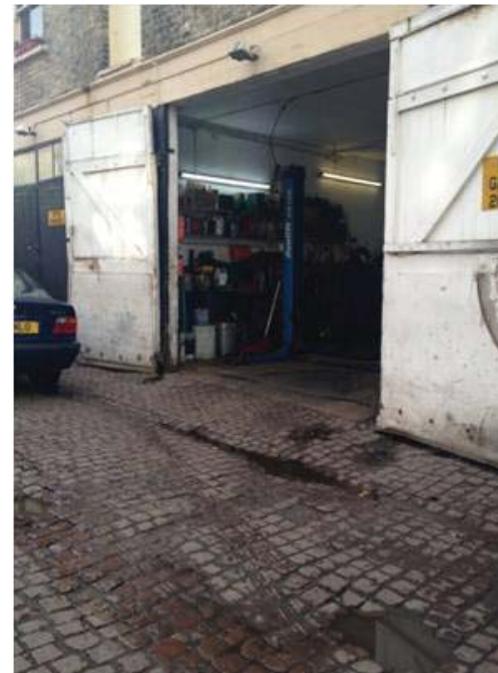


Photo 85 (anti-clockwise from above right):
Furniture shop 'The Conservatory'; Car garage;
Regent Language Centre
Source: own photos

Summary

The Drive Character Area has a number of strengths that make it a desirable place to live, notably its strong Victorian heritage, which is still dominant, gives the space a strong sense of identity. Street furniture is well thought out. There was little sign of vandalism in the area. The new speed limit will help to control traffic movements and help with road safety.

The twentieth-century blocks of flats are a weakness in the area, as they are not well integrated with the adjacent Victorian development. There is a severe lack of parking, with a high number of cars passing through the Character Area. This makes it very difficult for pedestrians to cross at peak times, and makes it difficult to park outside flatted homes.

Recommendations

The introduction of more crossings, such as Zebra or island style crossings, and reconsideration of the relationship between parking, bike lanes and pavements, would improve pedestrian movements. The lack of local shops is also problematic, and while it would be difficult to introduce non-residential uses in most properties, opportunities could be sought were appropriate. This may help marginalised sectors of the community such as the elderly and the disabled.

The main threat to the area relates to the possibility of increased traffic, and also increased pressures on parking. Redevelopment of the DA6 area for leisure uses, in particular, could put pressure on

the Character Area in this way. Large properties, even when listed, are always potentially attractive to developers, and so there is also a risk from additional unsympathetic modern development.

17.0 Sackville Estate

Overview

Until 1997 this area served as the traditional home of Brighton and Hove Albion Football Club and the northern part of the area was dominated by the Goldstone Ground with the trading estate to the south and west. In 1997 the ground was controversially demolished and the Goldstone Retail Estate was built on the site. The rest of the area has traditionally been used for industrial purposes and served as a Goods Yard throughout the 20th century and the modern day layout was established in the 1970s.

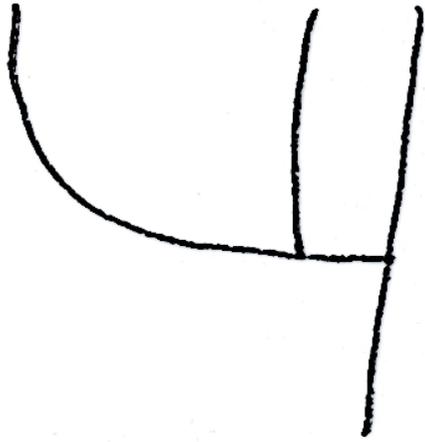


Figure 92 (above): Linear street pattern. Source: own sketch

Figure 93 (below): Sackville Estate character area. Source: site visit



Figure 94 (below): Goldstone Ground before its demolition Source: BBC image



Whilst the southern part of our study area is relatively flat, the area north of the railway line, particularly along Fonthill Road (picture right taken from Fonthill Road/Newtown Road junction looking west), is much more varied and this has implications for the Sackville area. The area slopes from east to west, and to a lesser extent from north to south. The Newtown Road area is the lowest section and sits several meters lower than the train line which mitigates the potential visual impact of the larger buildings within this area. Residential dwellings on Goldstone Lane sit well above the Goldstone Retail Park and this means there is potential for some 3 or 4 storey development within the centre of the area with limited visual impact on the surrounding area.



Photo 86 (above): St Agnes Church.
Source: own photo



Photo 87 (above): Old Shoreham Road and Goldstone Retail Park. Source: own photo
Photo 88 (below right): Sackville Trading Estate

The area today is a mix of retail and industrial units including the Goldstone Retail Park, a fully let retail park with superstores for national chains such as Comet, Toys R Us and DFS, the Sackville Trading Estate and a number of locally based businesses and vacant premises. The Goldstone Retail Park serves the wider area of Brighton and Hove but the Character Area has little local attachment to the rest of the study area and offers limited benefit to the community (save for employment space) due to an absence of green space and the poor quality public realm. The area is bordered by the residential area of Goldstone Character Area to the west and Wilbury Character Area to the east and is severed to the north and south by the important east-west transport corridors of Old Shoreham Road and the railway line respectively.



Buildings throughout the character area are of little architectural quality, and there are no notable rhythms between buildings. Materials and finishes vary from building to building and there appears to be little consideration given to the streetscape as the area has developed. The units on the Goldstone Retail park do at least match one another and care has been taken to use visual barriers such as the red brick wall on Goldstone Lane to the east of the retail park and softer landscaping to the north and, to some extent, west of the park. These particularly benefit ground floor views from houses on Goldstone Lane and southward views from the entrance of Hove Park.

Whilst the area provides little noteworthy visual benefit it does serve as an important employment centre and provides good opportunities for development that are not available throughout much of Hove. Developers of the Sackville Trading Estate have looked at sequentially preferable sites in line with requirements of the National Planning Policy Framework, including beyond the Authority boundary at sites in Adur District and consider that there are no other suitable sites for development of that scale at this time.

In addition to the Sackville site, which is identified as a key development opportunity within the City Council's proposed submission City Plan and Strategic Housing Land Availability Assessment, a number of sites on Old Shoreham Road have been identified as suitable sites for future residential development. The Strategic Housing Land Availability Assessment update in 2012 found that sites at Goldstone Retail Park, the Shell Fuel Garage and the rear of 130-136 Old Shoreham Road could potentially provide 201

homes in the latter stages of the Plan period.

The stakeholders in the area are:

- Residents of adjacent roads
- Regular users of Old Shoreham Road
- Network Rail
- Southern Rail
- Shell
- Landowners (notably Coal Pensions who own the Sackville Trading Estate site)
- Tenants of trading and retail units
- Developers (P2)
- Community groups (Neighbourhood Forum, SaveHOVE)



Photo 89 (above): Goldstone Retail Park. Source: own photo



Figure 95 (left):
Location of main
landmark
Source: site visit

Obtrusive industrial and retail units that are generally contained by high brick walls to the east and west and key transport corridors to the north and south define the area. Newtown Road runs through the centre of the area and the building that stands out is the old metal finishers premises on the corner of Goldstone Lane/ Newtown Road due to its position at the eastern entrance to the area that now lies vacant. The brick built structure is very run down and often surrounded by parked cars using the space around it giving a congested, cluttered and run down feel to the area. Planning permission had previously been granted on this site for conversion to a climbing and bouldering centre but the owner of the site did not agree to terms for the lease of the premises. The applicant has since started this business elsewhere.



Photo 90 (left):
Old metal finishers
premises
Source: own photo

Photo 91 (right): Car
show room.
Source: own photo





Urbanscape

Almost without exception all the buildings within the character area are medium to large industrial and retail units, with a fuel garage (Shell) and drive-through restaurant (Burger King) along Old Shoreham Road. The photos on the left (source: own photos) show a number of typical frontages to these buildings across the character area. The only consistent themes are the scales of the buildings and their employment use, frontages are not replicated from one building to another.

There are a number of older, brick buildings across the area but many of these now lie vacant and fail to provide the flexible business accommodation needed. The Brighton and Hove City Council Employment Space and Planning Report showed that there was a greater availability of alternative, more flexible sites within the market due to decreasing demand. The prevalence of better quality employment space has made a number of buildings within the character area redundant and many have no been vacant for some time. Other buildings across the area are purpose built, such as the car showroom on Newtown Road, and remain in use. But these buildings are purely functional and have been designed with little regard for their visual impact.

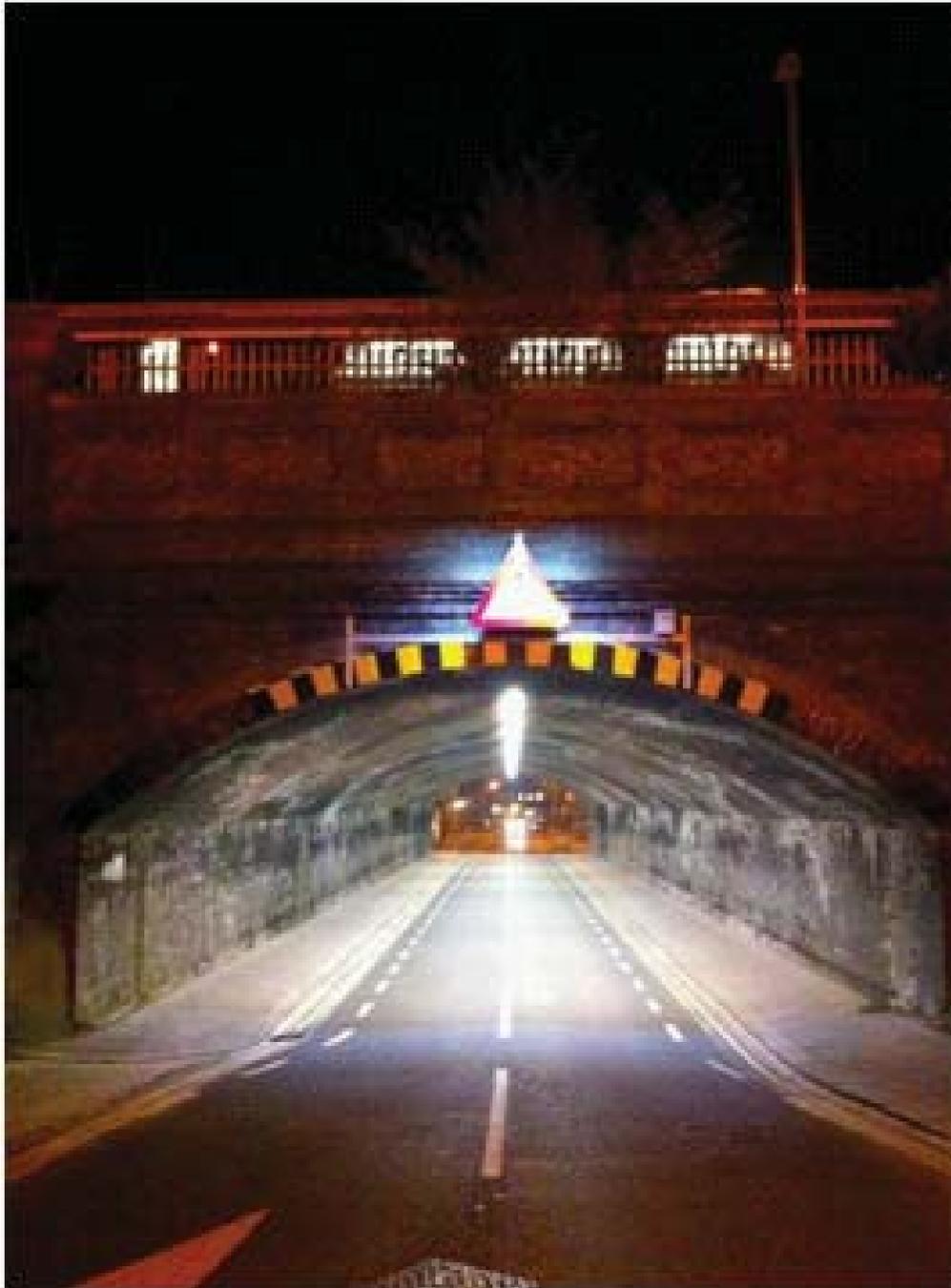


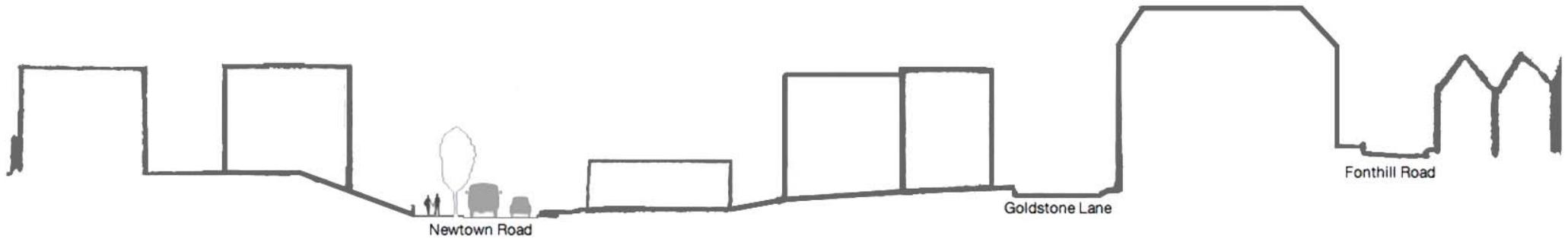
Photo 92 (right):
Road tunnel
underneath rail-
way line at Fonthill
Road. Source: own
photo

Public Realm

When combined with the low traffic levels outside of business hours the area can feel threatening and the Fonthill Road access underneath the railway could be improved significantly as well as the factory site redeveloped or brought back into use to improve the feel of the area. The tunnel is an important gateway to the area and is well used during the day by vehicles serving the businesses in the Sackville area and the Conway Street area. But after dark the tunnel is underused and despite being reasonably well lit the space could be improved to make it feel safer and more welcoming.

As with the buildings in the character area the public realm appears pure functional and acts as an almost intentional disincentive for people to use the area. There is no sense of place, finishes seem harsh and many non-essential maintenance works have been ignored. Graffiti adorns the few walls that reduce the visual impact of the buildings and pavements serve as overflow parking for local businesses.

The poor public realm and harsh road frontages don't welcome pedestrian use. Better consideration has been given to the north of the area on the Goldstone Retail Estate and the eastern boundary of the site is well maintained and uses



effectively the red brick walls that bear resemblance to the red bricked industrial buildings dotted around the area. Hedges and other planting have been used to soften the surface and although the impact is limited due to the large concrete car park in which this area is situated there is scope for these themes to be repeated more effectively elsewhere.

There is no notable green space within the character but to the north side of Old Shoreham Road is Hove Park, a popular open space that serves the local community and could be used by residents of any future residential development within the character area. Old Shoreham Road is a busy transport corridor between east and west but even during rush out there are frequent breaks in the flow of traffic and a number of pedestrian crossings that allow access to Hove Park from the Character Area.

Figure 96 (above): Section across area
Source: site visit

Photo 92 (right): Examples of graffiti.
Source: own photo.

Photo 93 (below): Hove Park. Source: own photo

Photo 94 (below right): Goldstone Retail Park boundary wall. Source: own photo



Summary

In its current state the area offers little visual or community benefit and there are no buildings of particular merit. The current use of the site is suitable given the physical characteristics of the area but has no natural association with the residential and recreational areas around it. However the area presents a key opportunity for regeneration and provision of much needed housing and employment space that could serve the whole city. If such a scheme is taken forward then careful consideration would need to be given to the provision of better social infrastructure and an improved public realm with greater connectivity to Hove Park in the north and the area south of the railway line.

Recommendations

The Sackville Trading Estate at the west of the Character Area serves as one of the main development opportunities for our study area. Many of the current retail and industrial units on the site lay vacant and planning permission has recently been extended. The potential of the site for development is recognised in the submission City Plan as part of the DA6 opportunity area and residents are looking at opportunities to connect this development site with the site south of the railway line on Conway Street as part of their Neighbourhood Plan. The owners of Sackville Estate, Coal Pensions, recently announced the purchase of the waste ground that runs north of the railway line and meets the south of the estate which could open up further possibilities.

The current occupancy rate is 61% (5,667 sqm of 9,211spm) that will reduce to just 43% when Raynor Optical vacate their premises in 2013/14. The site currently employs 166 persons but that will reduce to only 66 once Raynor Optical have completed their relocation. As a consequence the case officer for the recent extension of time application for planning permission on the site (ref no. BH2012/03734) considered this to represent 'significant under-use' of the employment potential of the site.

The proposed mixed use development would not only re-provide 5,287sqm of B1 floorspace but would include a 4,065sqm A1 food store, other large non-retail A1 units and is expected to create approximately 690 jobs and would meet the objectives of the City Plan. Proposals for this site would utilise an underground parking area to provide more efficient use of the limited space available in the City to meet housing need. Access to this area would be via 'the Pod', which would be a key landmark sitting within the proposed piazza.

The area is currently dominantly retail (A1) and business (B1) use but a shortage in housing supply means that large redevelopment projects in the city should provide mixed uses and efficient use of space. Brighton and Hove City Council have only been able to identify sites to cover 53% of the housing need over its City Plan period including the DA6 area and so additional housing is essential without reducing the employment space provided in the area currently.

As the site incorporates residential development there is an increased need to improve the public realm and provide a more

consistent character to the area. This can be mixed with functionality and solutions such as the underground parking proposed can provide practical and aesthetical improvements. Planting and interesting finishes such as the car park surfacing used at the Chiswick Park B1 development in central London (shown below) can provide a simple but functional improvement and soften the harsher elements of these types of development.

As with a number of sites across the City there have been redevelopment plans for the Sackville Trading Estate for some time now. The original developer, Parkridge, was a casualty of the financial crisis and went into liquidation. But Coal Pensions, landowners of the site, are confident they can still take the same scheme forward with the newly formed 'P2' development company. Financial viability continues to be a major obstacle for large redevelopment schemes and that will be the major challenge for this area in the future.



Figure 97 (above) - Chiswick Park development in London.

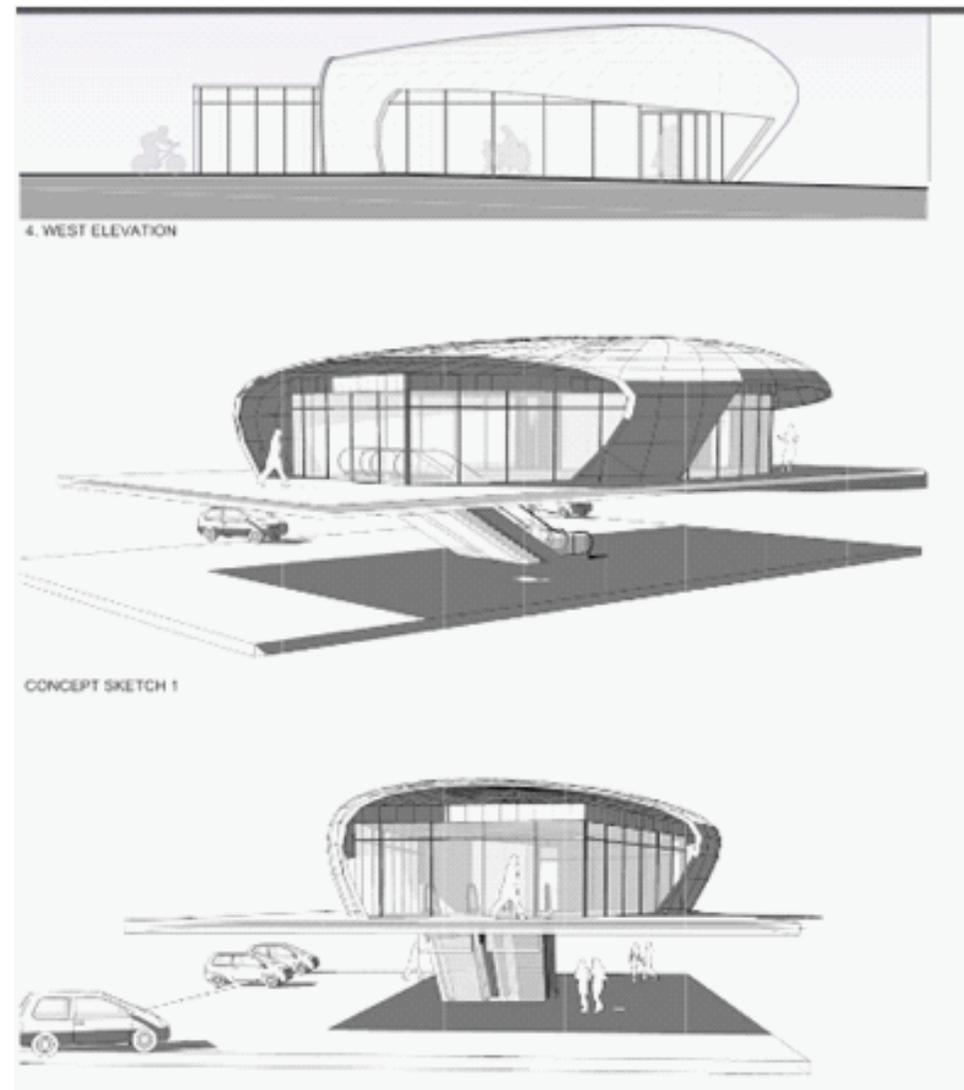


Figure 98 (above) - Proposed development at Sackville Trading Estate.
Source: Parkridge

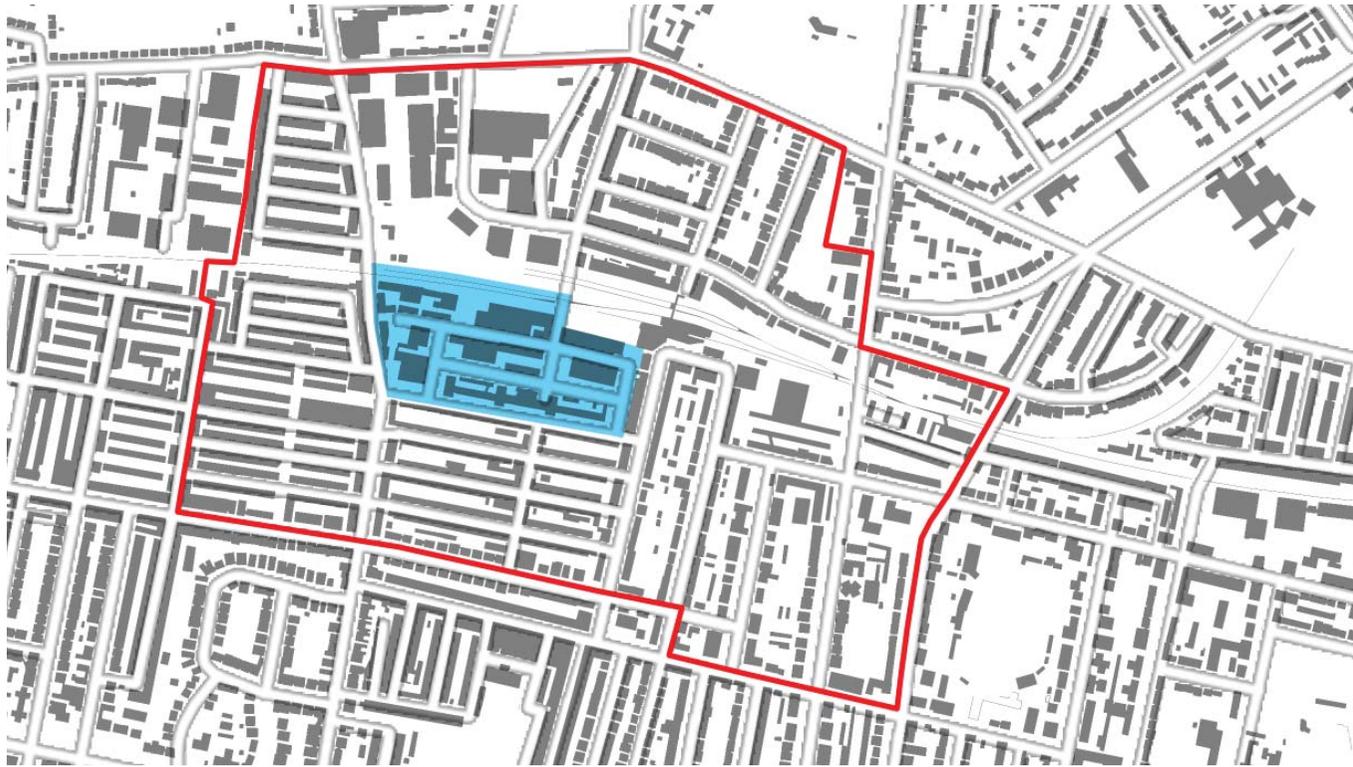


Figure 99 (above): Conway Street character area within the study area. Source: site visit

18.0 Conway Street

Overview

Located directly east of the Hove Station district, the Conway Street Character Area is bounded by the trainline to the north, Goldstone Villas to the east, Clarendon Road to the south and Sackville Road to the west. The topography is a slight slope,

towards the south-east corner. The area is laid out in a rectilinear shape (fig. 100), predominantly cast by the long straight east-west roads of Conway Street, Ellen Road and Clarendon Road.

Once tightly-knit terrace housing, the majority of the Conway Street district was comprehensively redeveloped in the 1970s. Today it is dominated by a series of brutalist high-rise tower blocks and light industrial units, as shown in photo 100. A bus de-

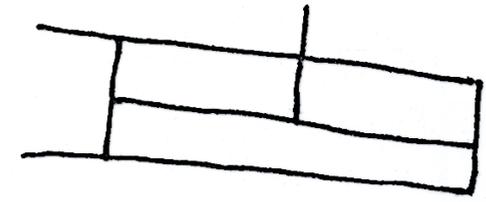


Figure 100 (left): the rectilinear shape of the Conway Street character area. Source: site visit

pot, a small portion of the original terrace housing and several surface level carparks compose the other major components of this area. The area is served by a small row of shops towards the area's western edge and is within easy walking distances of the shops in Goldstone Villas, Goldstone Street and George Street. The social needs of the area are served by a community centre, an NHS clinic, nursery, a Salvation Army Citadel, and on the Goldstone side of Sackville Road, St Barnabas Church.

Figure 101 (below): Conway Street 1963 before redevelopment. Source: Regency Society



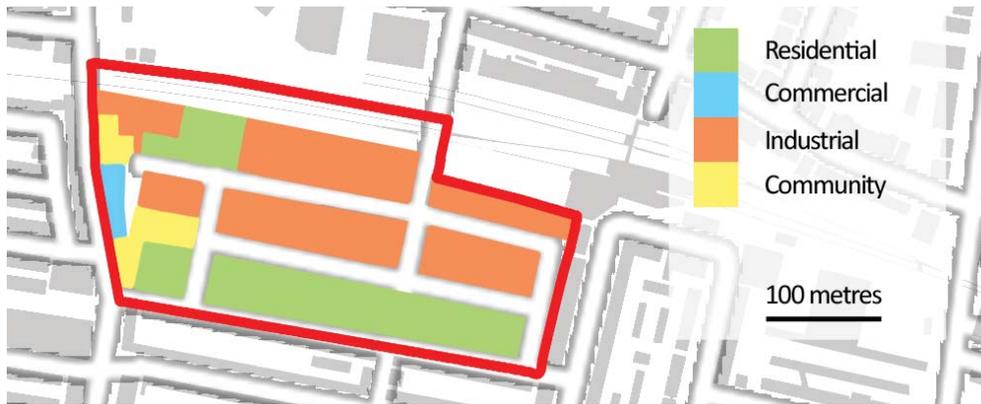


Figure 102 (above): land uses in Conway Street district. Source: site visit

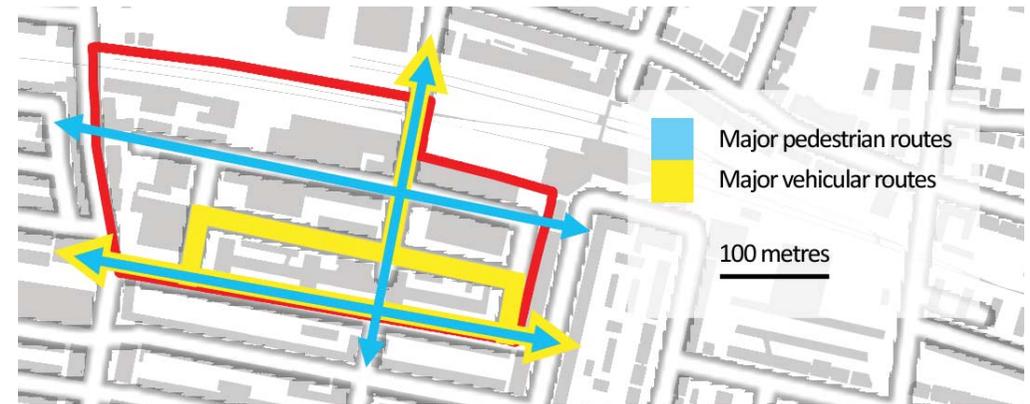
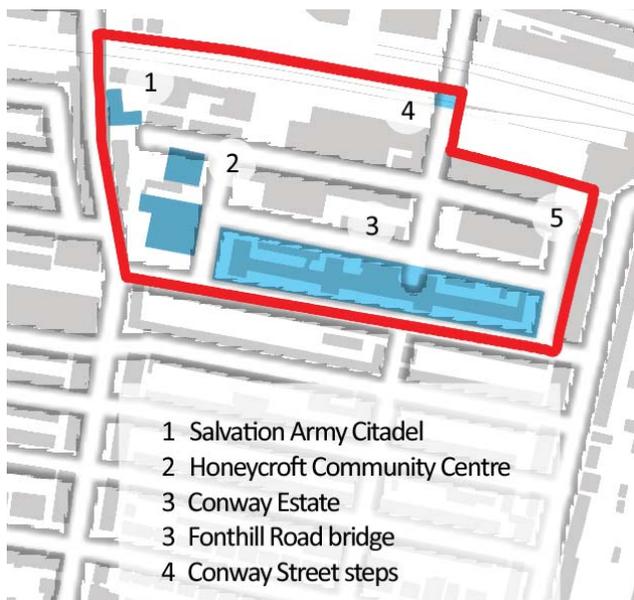


Figure 103 (right): major movement routes through the Conway Street district. Source: traffic counts

Figure 104 (below): landmarks in the Conway Street district. Source: site visit



The prominent architecture of the Salvation Army Citadel makes it one of the district's notable landmarks. Other notable landmarks include the Honeycroft Community Centre (photo 97) with its adjoining square, and the Fonthill Road Tunnel (see photo 96).

The main stakeholders of the district are the Brighton & Hove Bus and Coach Company who run the bus depot, the developer 'MATSIM', which own several of the industrial units in the district and is currently devising a comprehensive redevelopment plan for the area. Brighton and Hove City Council, who maintain the tower blocks, are also another significant stakeholder.

This district is one of the most deprived in Hove. Crime and drug-taking are a problem as evidenced by the number of CCTV cam-

eras visible in the district, and the discovery during a site visit of a used-needle in the stairwell of one of the tower blocks. A lack of defensible space in these block may be a factor in causing crime.

Movement through the district is predominantly on foot or in a vehicle. Pedestrian movements are often east-west between the station and neighbouring residential areas. The Fonthill Road Tunnel meanwhile, attracts a lot of fast-moving through-traffic, partly because of the district's industrial units, include vans, buses and HGVs. As such, the district's blocks can feel like 'traffic islands' at times. Nevertheless, due to the demographics, the district itself has a relatively low level of car ownership.



Photo 95 (left): Salvation Army Citadel. Source: own photo



Photo 96 (right): Fonthill Road tunnel. Source: own photo



Photo 97 (left): Honeycroft Community Centre and public square. Source: own photo



Photo 98 (right): Steps leading down from Goldstone Villas. Source: own photo



Architecture

The architectural style of Conway Street district is predominately brutalist and industrial, however pockets of older and newer architecture do exist.

The 10-storey 1970s tower blocks are composed of pale brick floors built upon slab concrete, with a cantilevered first floor as shown in Photo 99. The buildings are fitted out with white plastic windows with blue plastic panelling, which may have been a later addition. The tower's flats all have small recessed balconies.

Adjoining the two easterly towers blocks are two-storey maisonettes which open up onto communal gardens (photo 102). The maisonettes are composed of brick on the ground floor and slate paneling on the cantilivered first floor. The maisonettes also have recessed balconies.



Photo 99 (above left): Tower block architectural detail.
Source: own photo

Photo 100 (above right): View of brutalist and industrial architecture down Ellen Road. Source: own photo

Photo 101 (below left): Maisonette architectural detail.
Source: own photo

Photo 102 (below right): Maisonettes. Source: own photo



Industrial architecture of between 1-3 storeys is the other predominant style within the district. This is composed of either the same brutalist brick/concrete as the tower blocks, or a brick and/or metal panelling as shown in photo 104. A line of industrial units down Conway Street appear to be vacant/rundown.

In the north-west corner of the district can be found the remnants of the original 2-storey Victorian terrace housing which covered the district and was constructed using brick, plaster and peddle-dash concrete.

Photo 106 shows the 'The Courtyard', one of the only contemporary residential developments in the area and the only gated community. This building is finished with white render and wood panelling.



Photo 103 (above left): Industrial architectural detail. Source: own photo

Photo 104 (above right): Aerial view of Conway Street industrial units: own photo

Photo 105 (below left): Remnants of original terrace housing: own photo

Photo 106 (below right): 'The Courtyard' modernist residential. Source: own photo

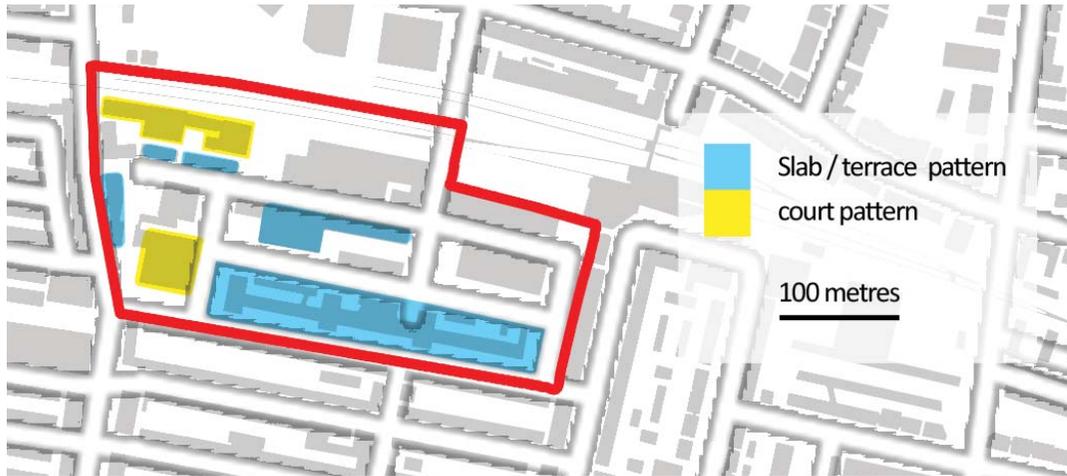


Figure 105 (above): Building patterns. Source: site visit

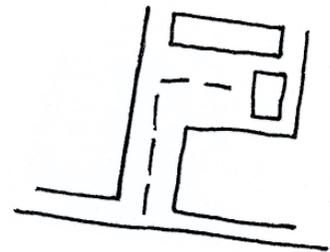


Figure 106 (left): 'court' pattern. Source: own sketch

Figure 107 (below left): storey heights in Conway Street district. Source: site visit



Figure 108 (below right): sketch of view down Clarendon Road showing contrasting form and storey heights

As Figure 105 shows, the building pattern of Conway Street district is a mixture of slab or terrace developments, court developments which focus on a internal courtyard (fig. 106), or street facing individual plots.

Storey heights also vary significantly across the area (fig. 107), with the majority of the houses, shops and industrial units of the area being low-rise (1-3 storeys), while the tower blocks rise to 10-storeys. This has created a dramatic streetscape view as shown below in Figure 108.

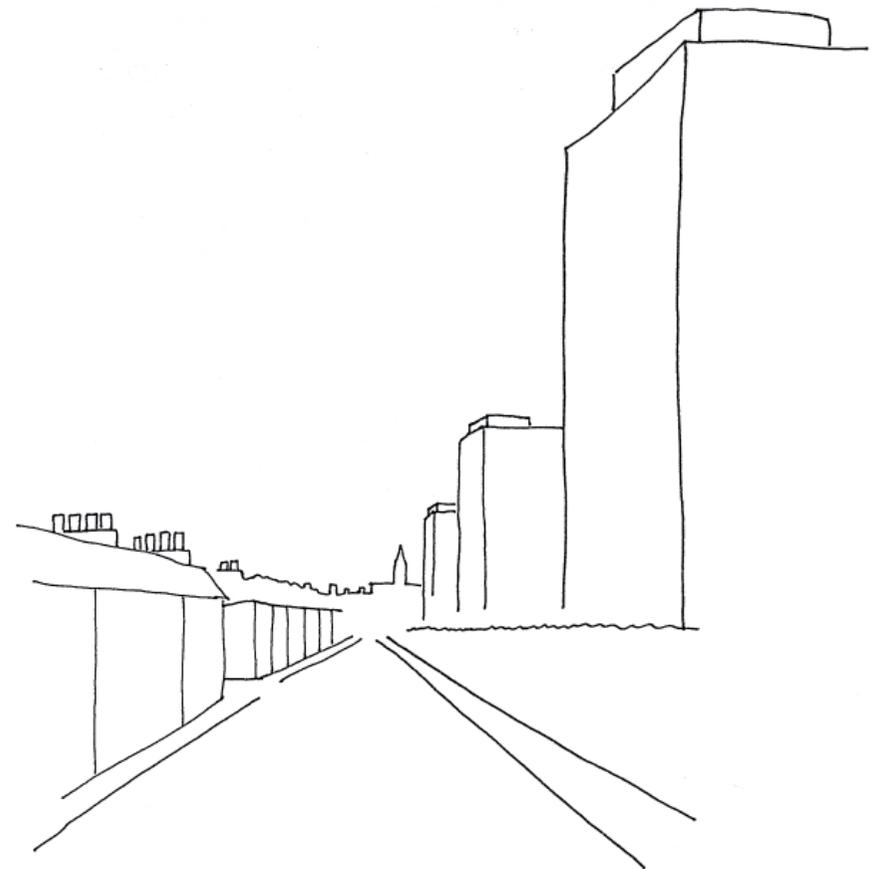




Photo 107 (left): Residential public area (view down Clarendon Road). Source: own photo



Photo 108 (right): Industrial public realm with rundown units and : own photo

Public Realm

The public realm in the Conway Street Character Area can be split into two halves: the southern residential area and the northern industrial area.

The two areas have many similarities such as narrow pavements composed of a patchwork of materials, green landscaping, wide road junctions and plenty of kerbside and surface level carparking. As photos 111 and 112 show, parking is a big visual aspect of the area's public realm, including carparking for buses and residential garages for the

tower blocks and maisonettes. The large areas of carparking leave a 'desolate' feeling when travelling through the area, while the garages appear to obscure the layout and entrance to tower blocks. Furthermore, the intense kerbside parking down Clarendon Road and Conway Street, combined with the narrow pavements and street furniture such as bins, leave a pedestrian with a 'cramped' feeling.

The two areas also have differences. The residential area has more trees and green spaces, pedestrian islands across the main junctions, and a defined, albeit unsuccessful

'centre' in the form of a public square. Although the industrial area does not have a defined centre, the constant flow of traffic through the Fonthill Road tunnel does create a notable area of activity. The northern industrial area is also has tarmaced 'offcuts' around some of the industrial units, which are not pleasing from either the visual or the planning eye.

Entry into Conway Street district from Hove Station can be found through either a series of steps, or further on, via Clarendon Road. The steps create an unusual and intriguing access point, however the public realm at



Photo 109 (left):
Cramped pavements along
Clarendon Road.
Source: own photo



Photo 110 (right):
Cramped pavements along Conway Street. Source: own photo



Photo 111 (left):
Surface level car-parking and garages down Ellen Street.
Source: own photo



Photo 112 (right):
bus carpark.
Source: own photo



the bottom, with the pavement fronting onto two roads, is poorly-defined and lacks legibility, creating a feeling of disorientation. Due to a lack of signage and bland industrial architecture, this feeling continues throughout the area.

Entry to the public realm from the westerly side is either through a series of steps adjacent to the Salvation Army Citadel, through the public square or down Clarendon Road. Efforts have been made to enliven the Citadel steps but the harsh materials and design, and restricted field of view, do not create an attractive entry to the area.



Photo 112 (top left): steps down to Conway Street from Goldstone Villas. Source: own photo

Photo 113 (left and right): poorly-defined public realm at the bottom of the steps. Source: own photo





Attention has been paid to the design of the Conway Street public square, including benches, planting, a small resident's park and its obvious functional proximity fronting onto the community centre. A design feature of concrete faced with large pebbles is also apparent, perhaps harking to the seafront. A large metal frame which presumably once held an information board is also present.

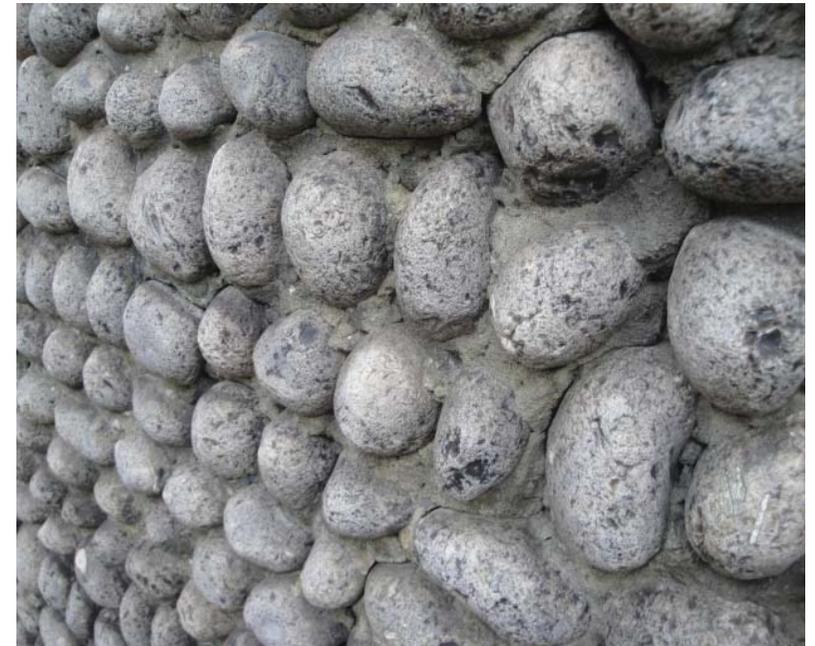
That said, the square appears to be underused and poorly maintained, with broken seating and broken fencing alongside the park. Interviews with staff at in the community centre revealed that the square used to be popular with drunks, which may further reduced the wider use of the space. The square's proximity and openness to the main street of Sackville Road, which brings the associated problems of noise and pollution, does not lend the square to vibrant community usage.



Photo 114 (top left): steps up to Conway Place from Sackville Road. Source: own photo

Photo 115 (bottom left): Conway Street area public square. Source: own photo

Photo 116 (right): pebble-faced concrete detail in the public square. Source: own photoz





Adjacent to the square, and through an archway under the tower block is a small courtyard, where a nursery and a NHS health clinic are located. Although dark, the area has a clean and active feel, while the floor is patterned with a different kind of surface to create a designated ‘walkway’. The space is however poorly defined in whether it is public or private. This is a prevalent issue within the Conway Street district, particularly around the green space surrounding the tower blocks. The most obvious example of this problem of definition is the small park adjacent to the public square.

The gardens outside the front of the tower blocks and maisonettes are also poorly defined in respect of public/private ownership. Although the space is often surrounded by a low brick wall, which hints at private ownership, the height is not high enough to prevent public access. That said, with the exception of the garden in front of the maisonettes, many of the green spaces are also not large enough to perform any social function.



In the industrial part of Conway Street, the green spaces and the ‘offcuts’ are also poorly defined from a public/private perspective. They are also unpleasing from both a visual and a planning perspective, as shown in photos 124 and It is also unclear whether some of the industrial green spaces, as shown in photo 125, are intended, or have merely been over-run by weeds due to a lack of spatial and physical management.

Photo 117 (top left): tower block courtyard showing the nursery and health clinic.
Source: own photo

Photo 118 (below): floor pattern used on the courtyard to delineate a walkway .
Source: own photo



Photo 119 (left):
Surface level car-
paking and garages
down Ellen Street.
Source: own photo



Photo 120 (right):
bus carpark.
Source: own photo



Photo 121 (left):
Surface level car-
paking and garages
down Ellen Street.
Source: own photo



Photo 122 (right):
bus carpark.
Source: own photo



Photo 123 (left): Industrial green space - public or private? Source: own photo



Photo 124 (right): industrial unit 'offcut'. Source: own photo



Photo 125 (left and right): Intended or unintended green spaces around an industrial unit? Source: own photo





Photo 126 (above): Pedestrian island on Clarendon Road/Ellen Street junction. Source: own



Photo 127 (above): Cross railings on a pedestrian route. Source: own photo



Photo 128 (above): Bicycles locked ad-hoc to railings outside a tower block. Source: own

Movement through the area is fairly easy, except when negotiating some of the wide junctions. In recognition of this, pedestrian islands have been installed along the Clarendon Road pedestrian route. Cross railings have also been installed along some of the narrower pedestrian access points, with the presumable purpose of reducing the speed of oncoming cyclists. Lack of cycle storage also seemed to be an issue outside the tower blocks, with bicycles being locked ad-hoc to railings as shown in photo 128.

One of the notable features of the public realm around Conway Street is the presence of bins. These exist in the following features:

- municipal bins which are spread out across the district, but primarily on the main pedestrian routes;
- two 'recycling points' run by Brighton and Hove City Council. The points are for area wide collection and as such comprises a range of recycling bins from glass to clothing;
- communal bins for the tower blocks these are unfortunately (but perhaps pragmatically) placed near the entrances to the tower blocks. There is also a communal bin for the terrace housing in the north-west of the district in Conway Place.



Photo 129 (left): Communal bin for the terraced housing in Conway Place. Source: own photo



Photo 130 (right): communal bins outside the entrance to a tower block. Source: own photo



Photo 131 (left): one of the City Council's recycling point: own photo



Photo 132 (right): Example of the municipal bins in the district. Source: own photo



Street lighting around the Conway Street area is focused around the main pedestrian routes as illustrated in photo 134. Areas outside of these routes, such as the Conway Court square, are not well-lit. This is probably a contributing factor to the underuse of the square.

This lack of lighting may also be a contributing factor towards crime, or the 'fear of crime', and hence one of the motivations for the prevalent installation of CCTV around the area.

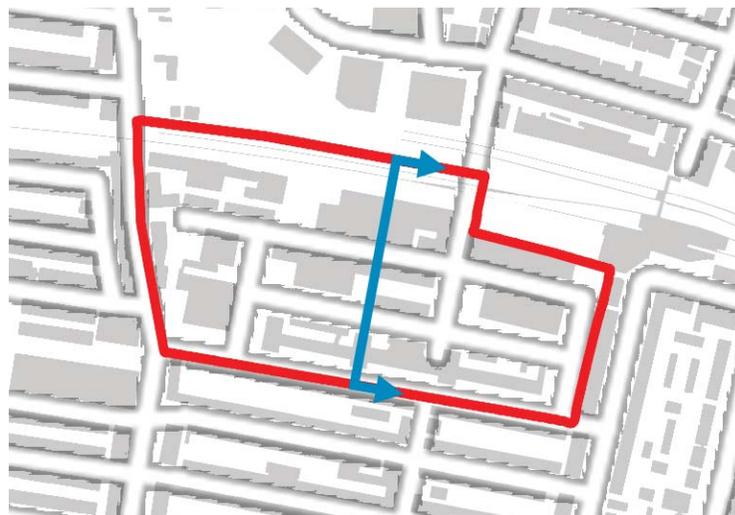
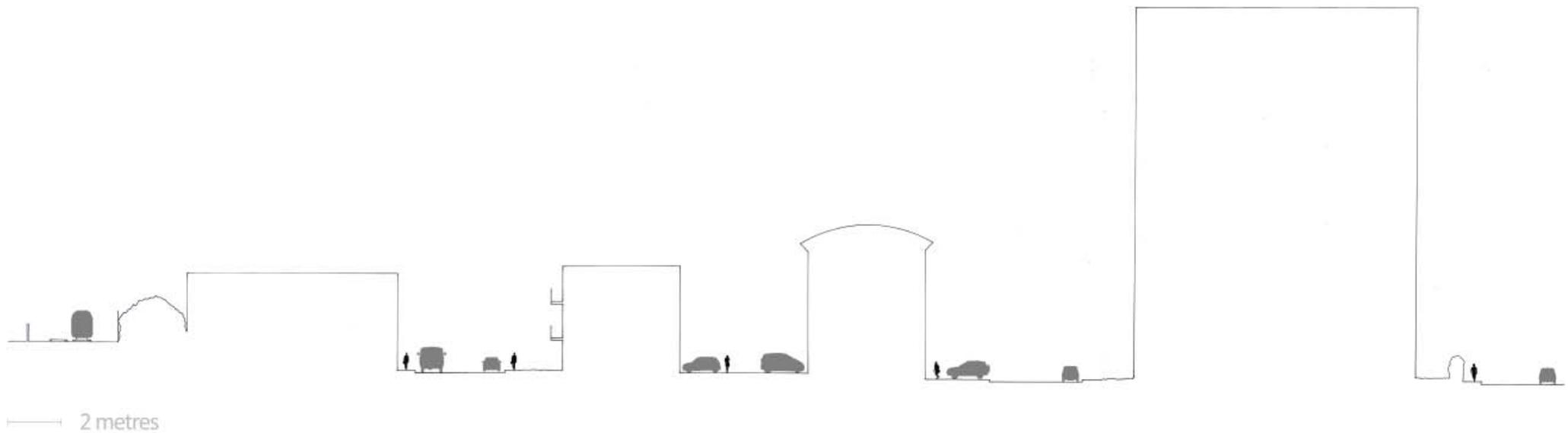


Photo 133 (top left): sparse lighting in Conway Court square. Source: own photo

Photo 134 (top right): lighting along the main pedestrian route of Conway Street. Source: own photo

Photo 135 (below left): CCTV around Conway Court. Source: own photo

Photo 136 (below right): CCTV around an industrial unit. Source: own photo



Activities

Figure 108, show a typical section through the Conway Street area. A prevalent activity within this streetscape is transportation - that is trains passing, pedestrians walking and commuting vehicles. Bus drivers and other associated bus company staff are perhaps the most common sight, as they travel to and from the bus depot.

Uses relating to the offices and industrial units such as loading and parking are also frequent occurrences.

Outside the residential areas people can also be found in the garden, waiting, socialising and enjoying other activities such as smoking. However given the residential density, these activities are relatively infrequent.

During the evening many of the activities relating to the area stops, with the exception of the bus depot. As such, the area has a deserted feel.

Figure 108 (top): Section through Conway Street area.
Source: own work

Figure 109 (bottom): Plan of section through Conway Street area: own work



Photo 137 (above): underground communal bins, The Netherlands. Source: own photo

Figure 110 (below): interesting square lighting, planting and furniture. Courtesy: www.radi.net



Summary

Architecturally the primarily brutalist and industrial Conway Street area is very different from the rest of Victorian residential Hove. The area has a distinct character which has some positives, such as a green feel, a fairly open public realm, a public square and a relatively clean environment. That said, the area also has some issues relating to public/private space, wide junctions and narrow pavements, and issues relating to crime.

The predominant material used in the area is brick and concrete in several forms. Some attempts have been made to create more distinct and 'local' materials such as the pebble-faced concrete, however this is on a small scale. The pavements are composed on a plethora of materials from concrete slabs to different forms of tarmac, which has created a 'patchwork' feel around the area.

Recommendations

Based on the analysis, the recommendations that this report can make for the Conway Street area include:

- Installation of underground communal bins to reduce the visual and spatial impact;
- Installation of more cycle storage around the tower blocks;
- Installation of more lighting, ideally in an interesting way;
- Rationalising the parking. This could include a multistorey/underground carpark;
- Widening of pavements along main pedestrian routes;
- Uniting the paving materials to create a more attractive and continuous public realm;
- Narrowing of junctions and the installation of more pedestrian islands;
- Replacing the industrial unit 'offcuts' with high-quality planting to soften the area;
- Shielding the Conway Court square from the main road to reduce noise/pollution;
- Encouraging more activities in the square, this could include cafe seating / food fair.
- More public art, ideally in a local context.

CONCLUSION

19.0 Summary

This report has examined the Hove Station area from a wide range of perspectives. We have looked at broad issues of policy, history and landmarks, land uses and demographics, stakeholders, and movement through the area as a whole. Within the smaller character areas, we also considered these issues, but additionally we looked at more distinctively localised characteristics such as urbanscape, public realm and activities.

Our work was based on a series of detailed studies using a range of methods, including a movement and traffic survey, qualitative interviews with stakeholders and residents, and quantitative analysis of demographic, land uses, measurements and other data. The studies of the individual areas were based on close observation and fieldwork, carried out over a number of days and at different times. We have presented our findings in a range of ways, including written text, graphs, charts, maps, sketches, computerised visualisations, and photographs. Close study of this visual material combined with the data analysis informed our conclusions.

Our work has also been informed by broader theoretical frameworks. Kevin Lynch identified five key aspects of a good and successful city: vitality, sense, fit, access, and control (1981, 118-19). Jacobs and Appleyard took this idea further, defining seven very similar, though not identical, characteristics: liveability; identity and control; access to opportunities; authenticity and meaning; community and public life; self-reliance; and an environment for all (1987, 115-16). By looking at our study area through a range of lens at both the macro and micro scale, we were able to focus on these characteristics. The Hove Station area is not a perfectly good and successful city, or even city fragment, but it has many of the characteristics of a successful urban area. These are perhaps most easily identified through its strengths and weakness.

The opportunity to study an area in this amount of detail has been an extremely useful exercise. What it has shown is that by looking at both the big and the small picture, it is possible to understand how places work, how people use them, and what they think of them. It is clear that any further work on what should or might, happen to the Hove Station area needs to be informed such detailed studies.

20.0 SWOT

Strengths

- Good transport links (although these are apparently not used by all residents);
- A (relatively) affordable residential area;
- Attractive townscape in places, especially in The Drive area;
- Close to open countryside;
- A strong and visible sense of history;
- Some attractive buildings, including a number that are listed;

Weaknesses

- Few shops and other local facilities, except in certain localised areas;
- Traffic and road congestion;
- Poorly designed crossings (although this is improving);
- Barriers to movement for pedestrians, cyclists and drivers;
- Unattractive townscape in some areas, especially around the Conway Street estate and the industrial areas;
- Limited access to parks and other open leisure space in the immediate vicinity;
- Split between several wards;

Opportunities

- Redevelopment for the DA6 area may bring many new facilities for employment, leisure, and shopping;
- Simple changes, such as new road crossings or the slower

speed limit, can make big differences;

- Improvements to townscape, such as landscaping and tree planting;

Threats

- The potential redevelopment of the DA6 area may bring more traffic and congestion to the area.

Conclusion

In conclusion, it is interesting to observe that the strengths of the area as a whole can also be its weakness. It is a desirable residential area with a useful station, yet too many people bring too many cars. The redevelopment of the DA6 area may similarly bring great benefits, while at the same time changing the character of the area forever. Above all, in thinking about how the area could be improved, we have been struck by the need to improve the public realm. Jan Gehl divided outdoor activities in public places into three categories: necessary, optional, and social, and he noted that ‘when outdoor areas are of high quality, necessary activities take place [and] ... a wider range of optional activities will also occur because place and situation now invite people to stop, sit, eat, play and so on’ (2011, 11). Gehl’s observation, originally made in the early 1970s, has been proved true by vastly transformed spaces such as London’s Southbank, once a desolate wasteland, now an active destination for thousands every day. The opportunities for such improvements are more limited in the Study Area, but even small changes such as more greenery, or a rethought relationship between cars and pedestrians, could make its spaces more attractive.

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APPENDICES

20.0 Appendix A: traffic surveys

Character Area 1

Peak

Character Area 1: Goldstone Villas

| | NORTHBOUND | SOUTHBOUND | TOTAL |
|-------------|------------|------------|-----------|
| Pedestrians | 42 | 34 | 76 |
| Cars | 69 | 26 | 95 |
| Vans | 7 | 4 | 11 |
| Buses | 2 | 3 | 5 |
| HGVs | 1 | 0 | 1 |
| Bicycles | 5 | 1 | 6 |
| Motorbikes | 0 | 0 | 0 |

Off-peak

Character Area 1: Goldstone Villas

| | NORTHBOUND | SOUTHBOUND | TOTAL |
|-------------|------------|------------|-----------|
| Pedestrians | 40 | 49 | 89 |
| Cars | 53 | 38 | 91 |
| Vans | 18 | 5 | 23 |
| Buses | 3 | 3 | 6 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 4 | 2 | 6 |
| Motorbikes | 0 | 1 | 1 |

Character Area 2

Peak

Character Area 2: Livingstone Road

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|------------|
| Pedestrians | 13 | 7 | 20 |
| Cars | 43 | 63 | 106 |
| Vans | 20 | 28 | 48 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 4 | 6 | 10 |
| Motorbikes | 0 | 1 | 1 |

Off-peak

Character Area 2: Livingstone Road

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-----------|
| Pedestrians | 21 | 20 | 41 |
| Cars | 24 | 31 | 55 |
| Vans | 0 | 1 | 1 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 2 | 1 | 3 |
| Motorbikes | 0 | 0 | 0 |

Character Area 3

Peak

Character Area 3: Wilbury Avenue

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-------|
| Pedestrians | 16 | 34 | 50 |
| Cars | 22 | 54 | 76 |
| Vans | 3 | 5 | 8 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 1 | 10 | 11 |
| Motorbikes | 0 | 0 | 0 |

Off-peak

Character Area 3: Wilbury Avenue

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-------|
| Pedestrians | 14 | 30 | 44 |
| Cars | 9 | 16 | 25 |
| Vans | 2 | 6 | 8 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 1 | 1 | 2 |
| Motorbikes | 0 | 0 | 0 |

Character Area 4

Peak

Character Area 4: Cromwell Road

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-------|
| Pedestrians | 37 | 30 | 67 |
| Cars | 93 | 51 | 144 |
| Vans | 15 | 12 | 27 |
| Buses | 2 | 2 | 4 |
| HGVs | 2 | 0 | 2 |
| Bicycles | 10 | 1 | 11 |
| Motorbikes | 2 | 3 | 5 |

Off-peak

Character Area 4: Cromwell Road

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-------|
| Pedestrians | 12 | 20 | 32 |
| Cars | 76 | 36 | 112 |
| Vans | 16 | 12 | 28 |
| Buses | 2 | 2 | 4 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 2 | 1 | 3 |
| Motorbikes | 0 | 1 | 1 |

Character Area 5

Peak

Character Area 5: Newtown Road

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-----------|
| Pedestrians | 6 | 9 | 15 |
| Cars | 33 | 18 | 51 |
| Vans | 36 | 21 | 57 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 0 | 0 | 0 |
| Motorbikes | 0 | 0 | 0 |

Off-peak

Character Area 5: Newtown Road

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-----------|
| Pedestrians | 2 | 3 | 5 |
| Cars | 12 | 11 | 23 |
| Vans | 2 | 3 | 5 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 0 | 1 | 1 |
| Motorbikes | 0 | 0 | 0 |

Character Area 6

Peak

Character Area 6: Conway Street

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|------------|
| Pedestrians | 16 | 28 | 44 |
| Cars | 74 | 142 | 216 |
| Vans | 21 | 19 | 40 |
| Buses | 0 | 0 | 0 |
| HGVs | 2 | 0 | 2 |
| Bicycles | 0 | 8 | 8 |
| Motorbikes | 3 | 0 | 3 |

Off-peak

Character Area 6: Conway Street

| | EASTBOUND | WESTBOUND | TOTAL |
|-------------|-----------|-----------|-----------|
| Pedestrians | 7 | 6 | 13 |
| Cars | 7 | 3 | 10 |
| Vans | 1 | 2 | 3 |
| Buses | 0 | 0 | 0 |
| HGVs | 0 | 0 | 0 |
| Bicycles | 1 | 2 | 3 |
| Motorbikes | 0 | 1 | 1 |

23.0 Appendix B: interview transcripts



Photo 137: Hove Tea Bar entrance. Source: courtesy of Hove Tea Bar Twitter

Owners of 'Hove Tea Bar' (adjacent to Hove Station; Character Area 1)

- **Not residents of Hove**
- **Home address: BN11**

Do you like the appearance of the local area?

“3/5. I think the flats over there [Cliftonville Court] are an eyesore [laughter].”

What do you think of the shopping facilities around Hove station?

“There’s not a lot of shopping facilities. You got Tesco or a little convenience down Goldstone Villas, otherwise you got to go to

George Street.”

So what do you feel is lacking in terms of shopping in the local area?

“It’s not really lacking because it’s basically for the railway isn’t it and for people who commute. I think it’s right amount for this part [of Hove].”

What do you think of the community facilities?

“Well, you’ve got Ralli Hall over there and they do do quite a few things over there.”

What do you think of the transport links in the local area?

“They’re great. There’s nothing wrong with the transport routes.”

Do you feel that the way the roads are laid here is the best way it could be laid out for you as a business?

“Definitely, it’s a lot better than it used to be. Before the slip road was put in for the car wash there used to be queues and the bus drivers hated them. They used to sit

there bibbing because they couldn’t get on their route.”

What’s your usual mode of transport?

“Car... But it’s ridiculous this 20mph speed limit... There’s not really a lot of places to park around here. The railway is, I think, astronomical. There’s only certain places you can park down the road.”

Do you think it’s good access for pedestrians?

“It’s a bit dodgy this side, because if you come out of the station you got to go directly across when you’ve got traffic coming up from Goldstone Villas and a lot of them, because there’s been a few accidents out there, where cars have come up and then cars wanting to come round Denmark Villas and into the station go across as if it’s their right of way. You’d be surprised how many just go and don’t look.”

Do you think there’s enough jobs in the area? If not what kind of jobs do you think there should be?

“I do think there’s enough jobs in this area

but there's loads of offices; there's offices galore over the other side of the foot-bridge."

Do you think there's enough open space or parks?

"Yeah there's a few parks around and obviously you got the seafront."

What do you think are the strengths of the local area?

"It's ideal for commuters; the buses run regularly round here; you got the seafront a walk down the road."

Conversely, what are the weaknesses?

"I'd imagine a lot of the little shops don't do well."

Are there any opportunities or things you'd like to change about the area that would be beneficial?

"Footfall."

What do you think of the Matsim development proposals for Conway Street?

"Business wise, I think for that area, I should imagine the people round here would love the fact they'll have more on their doorstep i.e. a cinema, somewhere nice to eat. I'd imagine the residents would think that was a really good idea. We think it would be a good idea too."



Photo 138: Go.Botonica at Hove Station. Source: courtesy of Yelp.

Young Florist at Go.Botonica (within Hove station; Character Area 1)

- **Home address: BN3**

What do you think of the appearance of the area?

"I think it looks very nice."

And what's special about this area?

"I think it's got a bit of quirkiness. I prefer Hove to Brighton; it's a bit quieter and laid back."

Do you feel it's a safe area?

"Yeah definitely."

Are there any areas where you feel it isn't quite so safe?

"You get a few characters down Blatchington Road and George Street."

What do you think of the shopping facilities in this street in general [Goldstone Villas]?

"There's a newsagents which is convenient and coffee shops for early in the morning but other than that I wouldn't say this was particularly good for shopping as such, more for little household bits."

Are there good facilities round here in the evening?

"Yeah it's a bit quieter so if you do want to go for a meal you don't get hassled by a

load of drunk people.”

Do you think there’s enough open space?

“Yeah I go down the seafront if I want to chill out and there’s Palmeira Square a bit further down. But there’s also a bus that goes out to Devil’s Dyke so if you want to go out to the countryside you can.”

What do you think are the strengths of the local area?

“There’s a lot of wealthy people round here; big houses; few celebs who are customers of ours too. Even though it’s a city it still has a village character about it.”

What do you think are the weaknesses?

“Parking is a nightmare.”

What about any opportunities for the area?

“The recycling. But they’re putting out a communal recycling bin soon.”



Photo 139: Junction of Clarendon Road / Goldstone Villas. Source: Google Street View

Mother with young children at Clarendon Road (Character Area 1)

- **Home address: BN3**

What’s your main mode of transport?

“I drive and walk.”

What do you think of the access in the local area for both pedestrian and car users?

“This junction [where Clarendon Road meets Goldstone Villas] used to be a nightmare, I used to hate bringing the kids round this bit so I pleased they’re widening the footpaths and they’ve put traffic lights in at The Drive which makes it a lot safer.”

Do you like the appearance of the local area?

“Yes, apart from the flats [along Clarendon Road] and around the industrial estate and there’s a boarded up old building on Newtown Road which a bit of an eyesore.”

What do you think of the shopping facilities around the Hove station area?

“The wine shop’s great and Foxy’s.”

Is there anything that is lacking in particular in the area?

“Just decent clothes shops so I don’t have to go into Brighton.”

What do you think are the strengths of the area?

“Transport access; it’s quite pretty; we’re near Hove Park which is good for my children. We wouldn’t live here if we didn’t think it was nice.”

What do you think are the weaknesses?

“Parking’s too expensive and you can’t park anywhere for less than £1. That’s my biggest gripe round here. But I’m not unhappy with anything in particular.”

Is there anything you’d like to change in the local area, in terms of opportunities?

“Parking. But it means most of my needs to be honest, otherwise I’d move I think.”



Photo 140: Conway Court Children's Centre. Source: own photo

Expecting mother with toddler outside Conway Court Children's Centre (Character Area 6)

- **Home address: BN3**

What's your main mode of transport in and around the Hove station area?

"Walking and cycling."

Do you think the area is well set up for pedestrians and cyclists?

"Cyclists not so much but I'm from The Netherlands so nobody can beat that country for cycling! Cyclists rule the road out there but here it's the other way round and it's cars that rule the road. I mean the number of times I've been cut off and I've had to be full on my brakes so it's not ideal. But then you have hills in Brighton and Hove so the city's not ideal for cycling. But they're making it better and Old Shoreham

Road has a cycle path and The Drive has a cycle path down to the seaside."

Do you use The Drive cycle path?

"Yes when I go into town I use that cycle path. I would like to take my daughter on the bike because it's my main form of transport but I wouldn't because I don't think it's safe and I wouldn't feel safe in her regard."

What do you think of the appearance of the local area?

"I think in general the maintenance of the outside isn't really up to scratch. You see a lot of cables hanging off buildings and could do with some painting. Also the sidewalks have a lot of potholes which isn't very good."

What do you think of the shopping facilities?

"It's good, it serves all my needs and I don't think there's anything lacking."

What do you think of the community facilities? Do you think there's anything that's

missing?

"I think there's enough public toilets. In regards to public services I think they're quite good and well spoken about. Now that I have children I am making good use of them now. And there's always festivals going on."

Do you think there are enough jobs in the area?

"No there's not enough jobs! I think especially part time jobs. They're all very low paid as well."

Are there enough parks and open spaces round the Hove station area?

"Yeah Hove Park is amazing and it's one of the reasons I love living here. You have so many open spaces here and a lot of nature and the plus thing about it is that I feel really safe there and it's well maintained and no graffiti or anything so I think that's really a bonus."

Are there any areas you feel are unsafe?

"Well you have the little bridge that's al-

ways a bit dodgy, even in the day. And I always seem to trip on the steps because they seem like really small steps.”

What do you think are the strengths of the Hove station area?

“I think the appearance of the Victorian buildings; it’s a very cute area because it has a lot of Victorian buildings. There are a lot of parks in the area as well. I’m really happy to live in the Hove station area.”

What do you think are the weaknesses?

“Cycle paths.”

Do you think cycle paths along Goldstone Villas would be a good idea?

“Yeah it’s quite a broad street but then because you have so many streets coming into it you would have to invest in traffic lights to make it safer.”

Are there any opportunities or feel there is anything you’d like to change?

“Do you know which building I really hate? It’s that building opposite the station that

looks like its made of glass and it’s all single glass. I feel sorry for the people living in there because I feel cold just looking at it.”



Photo 141: Honeycroft Coffee Shop. Source: own photo

3 female employees (A, B & C) of Honeycroft Coffee Shop (Character Area 6)

- Home addresses: A = BN41; B = BN3; C = BN3

Do you like the appearance of the Hove station area?

A: “I do like it but it’s a bit scruffy in places, I think you can always tell the properties that are owned and the ones that are rented. Like down here [Clarendon Road]. But the actual area I think is nice; it’s quite busy.”

What do you think of the shopping facilities around Hove station area?

A: “I don’t really go up there much, there

isn’t really many shops is there.

B: “I go to the big Tesco [Church Road].”

Do you think there’s anything missing in terms of shopping facilities?

A: “A big DIY shop. If you want to go to B&Q you have to go all the way to Shoreham or Lewes Road.”

What do you think the community facilities are like in the local area?

A: “We got the crèche, nursery, the Valance centre, which is like a social club where you can do a free computer course open to anyone.”

What do you think about the open square at the front of the shop?

A: “It could be made a bit nicer couldn’t it. We used to get a lot of drunks sitting there but the Community Police are really good round here now and there is an order where they can’t drink there now. At one stage it was pretty awful with people just sitting around drinking.”

Is there anything you’d like to change in the

square?

A: "It would be quite nice if they made it a proper seating area. We do get people sitting out there, like some of our staff go out there for their lunch breaks when it's a nice warm day."

What do you think of the housing situation in the area?

A: "I think they should think about the young people that want to get on the housing ladder. My daughter, she's 22, she's got savings but still can't afford a mortgage even between her and her boyfriend. She's been told by estate agents that unless you're earlier forty to forty five thousand pounds you won't get a mortgage. People don't earn the money round here do they, unless you work up in London. Our average wage in Brighton and Hove isn't very good really. The houses are so expensive and 'normal' people can't afford to live here. I know there's a lot of people that live in London and buy properties here and that's what's hoiked them up a bit. We got a massive baby boom in this area because a lot of people have moved down from London and because the wife doesn't have to work

because it's cheaper to live here and the husband carries on working they all have their families here. Which is why we're running out of schools."

B: "Brighton and Hove is very expensive and probably if there was a new cinema and shopping centre here the price would go up even more."

A: "And it would take business anyway from the little businesses round this area and George Street. It doesn't give anyone a chance to start up a local business because it's too expensive and runs the risk of closing down soon after opening."

What's your main mode of travel in the local area?

Both: "Bus"

And what do you think of the transport links?

A: "When I come from Portslade I have to get off at Church Road and walk. There's no link from this road here [Clarendon Road]. Or I'd drive; it's cheaper to drive into town now. I know parking's expensive but it's £4

for a bus!"

What do you think of local space provision in the area, do you think there's enough of it?

A: "I think round here it's quite good because you got Hove Park and you can also go down to the beach too. I think we're quite lucky here."

What do you think are the strengths of the Hove station area?

A: "There's nice housing round here, if you can afford it! Denmark Villas is a nice little road isn't it..."

A: "It's awful driving round there though isn't it? The roads all round the station and those traffic lights along Cromwell Road – you can get caught there for ages. I don't really drive round that way just purely because of that. It's awful. I always try and avoid it unless I need to go round there."

What do you think are the weaknesses of the area?

A: "Too many nutty people round here. We

get quite a lot of strange people in here, they're fine, they're not aggressive."

Does it feel like a safe area around Hove station?

A: "I feel fairly safe, I don't go out a lot at night. Even walking my dog at 8 or 9 at night, I don't really want to go anywhere that's a bit secluded because I don't feel safe as a woman."

B: "Actually, yeah."

A: "I think it's as you get older, you don't feel safe as you get older. I don't know why. When I was younger I didn't care where I went, never even thought about it to be honest."

[C enters the room and joins the conversation]

C: "I used to grow up in the round here and it was really rough then. There's not so many people jumping out buildings."

What do you think of the appearance of the local area?

C: "Well, Hove Park's like the only greenery

we got round here. It's a bit built up here. There's some beautiful houses in The Drive. I lived in a house in Conway Street and they were the houses that used to be for railway workers and they're all really small and crap. For poor people."

A: "Although they're probably worth about £400,000 now!"

C: "I don't think they're that expensive!"

Do you feel the area is quite safe?

C: "I, personally, would feel safe walking around here because I know it well but I wouldn't recommend other people do it."

Any areas in particular you feel are unsafe?

C: "Round these flats [Clarendon Court, etc]. But it's got better."

It's just the perception round here or is there actual crime round here?

C: "No there's actual crime."

What do you think of the shopping facilities round this area?

C: "George Street's been taken over by a load of coffee shops and bars, there's not actually as many shops down there now. But they're all very much the same round here in terms of shops, there's nothing different."

What's your main mode of travel?

C: "I walk."

Do you think it's well set up for pedestrians in the local area?

C: "I think it's all right for pedestrians. Drivers have a bit more trouble. There's always accidents round here. It's a heart attack to cross Sackville Road sometimes. It's hard because a lot of people can't get to schools in this area... the schools are a problem."

Is there a need for another school in the area?

C: "A non-church based school yeah. Unless you're a church goer there's only West Hove in the area. That's it."

Do you think there's enough jobs locally?

If not what kind of jobs do you think are needed?

C: "I think unless you're gonna work in a pub or a bar or a restaurant around here there isn't really much. There isn't really anything round here. There's the bead factory. It's more charity shops."

What would you like to see instead?

C: "I'd like to see something that gave young people a chance round here. There's a lot of stuff for students if you're just looking for a bar job. It's better for the part time type stuff. There's a lot of nurseries in this area."

Where are the nearest play parks for children?

C: "You got Stoneham Park about five minutes along the road. And then you got Wish Park and then Hove Park. And this area ['Dog Poo Park'] is for dogs! We got a nursery here with 90-something children and we got a built up piece of concrete out the back and they built greenery for dogs. Well, it's for the residents but they all take their dogs there."

A: "We used to get a lot of people who would sit in their with cans of beer but they've actually cleared that away quite a bit now haven't they?"

C: "It's a lot better, believe it or not! [laughter]. These flats are really really nice, they're actually massive inside!"

Is there a good local community spirit around this area?

A: "I think that was the idea of the coffee shop was to build up the community; to get people from the flats and the idea was to get them to come down. But hardly anybody uses our coffee shop. We have a partnership with the clinic next door and we work with the church over the road. We're a charity so we rely on funding to set up all these special things; we do 'community cookery' and things like that."

Do you think there's some opportunities within the local area in terms of if some of these sites were redeveloped or changed and improved?

C: "I really so think there needs to be some-

thing for the youths. I think that would really stand out. There's a lot of children hanging around."

A: "They need something to focus on."

C: "But then money is very tight in this area so it's got to be something that's reasonably priced. I think that would make a really big difference in this area."

What do you think of the Matsim proposals to redevelop this area, if you've seen them? Do you think that's the right kind of thing or not?

C: "Well it's bringing more trouble to a troubled area isn't it? But we have to go right to the Marina now if we want any entertainment. There's nothing here is there apart from the pubs. If you're not drinking there's nothing to do. You got the dog racing but you only go there if you're having a drink... There's a lot of gyms popping up round here."

A: "Which parents want to spend £40 a month?"

C: "Which kids want to go!?"



Photo 142: Mathew Lambor of MATSIM. Source: courtesy of matsim.co.uk

Mathew at Matsim (Character Area 6)

- **Home address: Patcham**

What's your main mode of transport in the local area?

"Mine is actually car, but I do use the train to go to London."

How do you think this area is set up for cars?

"It's not good at the moment because they've shut that road [Clarendon Road] and it's caused major problems but our idea with this scheme would be completely changed and I'd imagine we'd do a one-way street with roundabouts. The Council are trying to improve the roads but whether it happens I'm dubious because the Fonthill Road crossing they've just ruined it in my opinion. There's been so many accidents because of the work they've done,

it shouldn't have been done. But they were trying to slow the traffic down but I don't think it's really worked. At the moment this area [points at Conway industrial estate] is just a rat run for anyone trying to get from A to B. At 9 o'clock there's a queue of traffic."

Aside from cars do you think the area has good transport links?

"Brilliant for London and obviously Brighton. Yeah, I mean it's 3 minutes on the train here to Brighton."

What do you think of the appearance of the local area?

"Well, it's very industrial and council with the council blocks here. We developed this building here [The Agora opposite]; we tried to make it a bit more modern. I think it worked, the office has done really well and it's always full up; we got a full tenancy in there at the moment in comparison to other buildings round here which are falling into disrepair and they need developing. It doesn't employ as many people as it could do, the whole area."

What do you think of the shopping facilities?

"It's a long walk to George Street and everyone seems to go there now from here, even the girls in the office will walk down to George Street."

What do you think's lacking in this area?

"I mean I must admit they're small units that's the problem. They're just big enough units really. George Street is the same; they're very limited in size and they're not quite big enough really."

Do you think the area's well served with community facilities?

"Well you got Hove Park obviously and the community centre round the corner. What our plan was was to put a school into this block here [Clarendon Court] that's what we're part of doing for this scheme and we're quite far down the lines of possible arranging that. There's 20,000sq ft in this block, as well as playground space so that was our plan. That's what the local community is asking for; they're desperate."

Do you think this area's quite safe?

"At night I don't know if it is. At weekends sometimes I park my car here and it seems OK but it's obviously a mix of industrial and council and council doesn't always have the best reputation. But I never feel threatened at night but other people say they do."

Do you think there's a good range of activities both during the day and in the evening?

"There isn't really is there. I mean that's what our aim was with this scheme is to bring 7 restaurants, a cinema, we're even looking at the King Alfred leisure centre relocating that into here so it will be a real destination."

What do you think are the current strengths in the area?

"Definitely the station and the seafront's not far. I think that's a bit it in terms of strengths because it's basically a big industrial estate in the middle of Hove at the moment and it could be a lot more."



Photo 143: Children at Kids ZT Fit Skool. Source: ztfamilyfitness.com

Young female in Kids ZT Fit Skool (Character Area 3)

- **Home address: BN1**

What's your main mode of transport?

"By foot."

Do you think the area's well set up for pedestrians, is it easy to get around?

"Yeah I'd say so, yeah."

Is there any areas you feel, as a pedestrian, it's quite dangerous to cross?

"No not really. I have done before in the last year they've started doing more road-works and improved it quite a lot. I have no complaints."

What do you think of the community facilities round here?

"There's a park and stuff."

Do you think there is enough open space?

"Yeah I'd say so."

In terms of activities, do you think there's enough for people to do in the local area?

"Yeah I know there's a gymnastics club round the corner, there's a dance school upstairs."

What about in the evenings as well?

"No not in Hove, I wouldn't go out here in the evening. Definitely not."

What do you think are the strengths overall of the local area?

"... It's a nightmare to park."



Photo 143: The Station pub. Source: courtesy of postcodegazette.com

Bar girl in The Station (pub) (Character Area 1)

- **Home address: BN3**

How do you get to work?

“Walk”

And you think it’s well set up for pedestrians?

“Yeah apart from the diversions that are going on at the minute; I had to walk down a different street.”

Are there any areas round here you feel, as a pedestrian, are difficult to get around?

“No I think it’s all quite fine to be honest. Maybe that road [Goldstone Villas] but not really. It’s a bit intimidating. I live on Livingstone Road so when I cross I do it over the big bit not up here.”

What do you think of the transport links in general in this area?

“Yeah they’re good... excellent. I get the train. Or walk. If I had a bike I’d use it.”

What do you think of the appearance of the local area?

“Bit dirty. I don’t like that at all [points to Cliftonville Court]. It’s nasty. It just looks a bit naff doesn’t it? It’s the first thing you see when you get out the station as well. It’s not a great look is it!”

Do you feel this is a safe area?

“Yeah, definitely because I down here at night and I always feel quite safe and even when I got out the back area which is a bit dingy. But no I never feel threatened. I used to live in London so it’s a walk in the park really.”

What do you think of the shopping facilities round here?

“Not very good. Food shopping wise OK but everything else not very good.”

Do you ever use any of these shops down

here on Goldstone Villas?

“Yeah I use the off-license there for that pick up delivery thing, which is quite good.”

Is there anything you feel which is lacking?

“No not really, you got Tesco round there. Food shopping wise it’s all right... I’m trying to think if there’s anything...”

Do you think it’s well served round here in terms of community facilities?

“I haven’t used any of them but I’ve looked up stuff so yeah I think for whatever I’ve looked up there’s been enough.”

What about open space or public space?

“No there’s not much open space or public space. The park’s good.”

Do you think there’s enough local jobs in the area?

“No it’s very difficult to find a job.”

What kind of jobs do you think this area should be looking to promote?

“I think more arty jobs. I think there’s a lot of people that live here who are artistic and I don’t think there’s a lot of jobs that cater for that. Hence why a lot of people work in bars; it wouldn’t be my first choice.”

What do you think are the strengths of this area?

“The transport’s good. It’s safe, very safe. Pedestrian wise, I think you’re pretty well set. Easy access to the train station if you’re a pedestrian.”

Is there anything you think this area lacks?

“Well I was living in London so coming down here – all the recycling is fantastic. We got a letter in the post the other day saying they’re going to do communal bins which I think’s a way better idea.”

What about if they did a big development behind the pub?

“Yeah I think that would be nice. There’s no little square or parky thing. You know most towns will have a little bit where you can sort of sit; a little green, with little benches and stuff like that. I think they could make

it look nice.”

Is there anything else you would change in the local area if you could?

“The buildings look a bit, well because they’re all flats, they’re not one house, there’s not one person looking after them; they look a little bit run down and they could look a little bit nicer. The buildings are a bit dirty but the streets are clean.”



Photo 144: Andy Lambor, Director of MATSIM. Source: courtesy of matsim.co.uk

Andy Lambor, Director of MATSIM (Character Area 6)

What do you think of the transport links around the Hove Station area?

“Should be the heart of hove with the mainline railway station. If a development is brought forward we would like to see the public transport links improved by bringing the bus routes along Ellen Street to link into

the scheme.”

Do you feel safe in the local area? If not, where do you not feel safe?

“During the day it feels safe. At night it doesn’t feel so safe.”

What do you think of the area’s appearance?

“Industrial and unattractive – not right for a most central site.”

What do you think of the shopping facilities?

“Very poor as the shopping is all located in the centre of Brighton”

What do you think of the community facilities?

“Reasonable”

What do you think of the open/public space?

“Very poor”

Are there enough activities in the area during the day/night?

“Very limited. Few pubs and everything else is geared to the centre of Brighton.”

Do you think there is enough employment in the area? If not, what industries should be encouraged?

“A lot of the space is poor quality with low employment numbers related to B8 uses. Even the Local Authority owned space (Industrial House) which is priced to attract small start-up companies tends to be used by organisations that need cheap start space rather than as office B1 accommodation.”

What is the area’s overall strengths?

“Central location in the middle of high density housing.”

What is the area’s overall weaknesses?

“Very poorly utilised brown field site.”

What would you like to see happen to the area in the future?

“Development of mixed use scheme that benefits the local residents and offers leisure uses that will ensure residents to the west of Brighton & Hove have their own facilities and do not need to rely on those provided in the centre of Brighton.”

