

Welcome to our public exhibition

Welcome to the public exhibition of our proposals for the redevelopment of 149-153 Preston Road, Brighton.

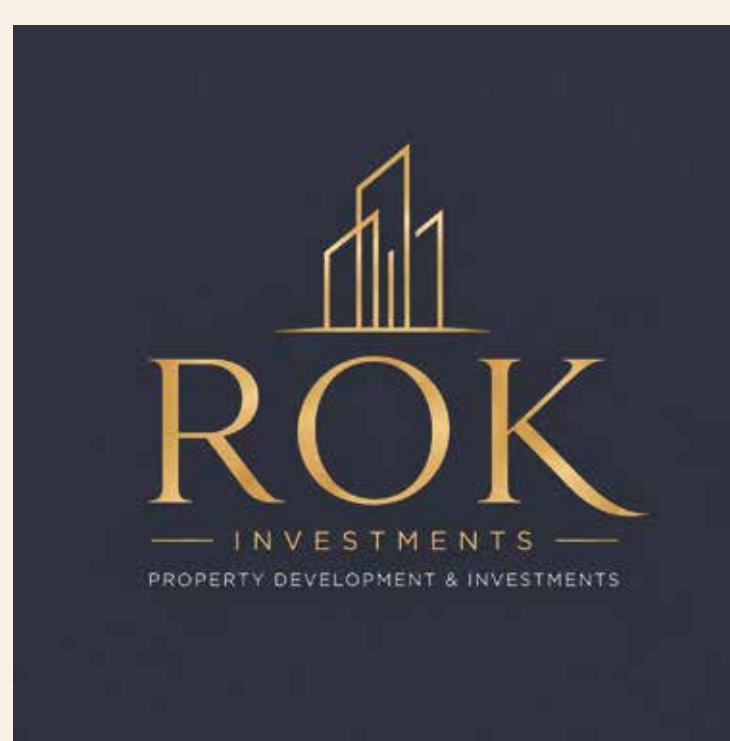
During the consultation period we want to hear the views of the local community prior to submitting a full planning application to Brighton & Hove City Council.

Please ask our team members present today any questions you have about the scheme.



The proposed development viewed from Preston Park

The team



APPLICANT



PLANNING CONSULTANT



ARCHITECT



TRANSPORT



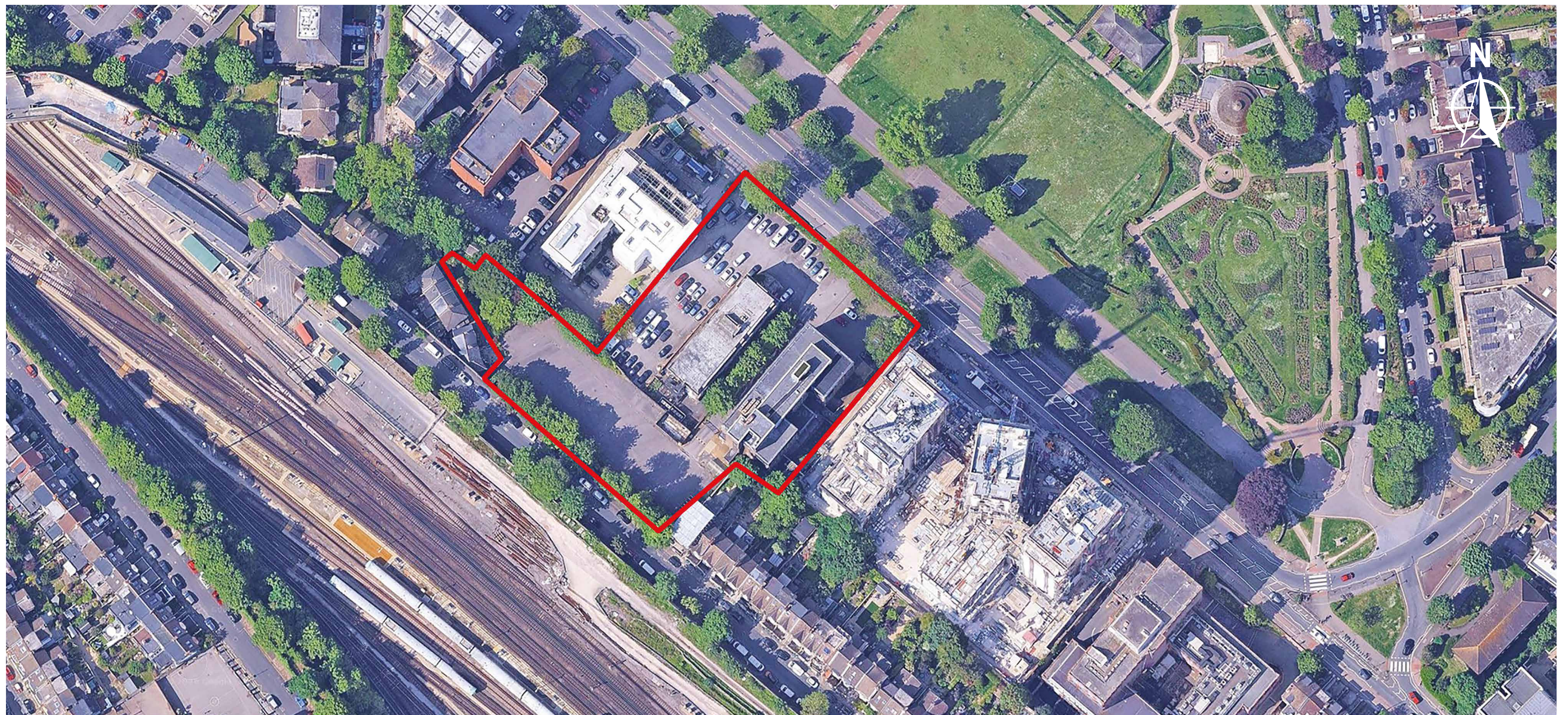
COMMUNITY ENGAGEMENT

The Site: 149-153 Preston Road

Site location

The development site is on the western side of Preston Road (A23) opposite the southern end of Preston Park. To the rear, the site stretches back to the boundary with Dyke Road Drive, which is situated six metres above the site level.

Adjacent to the southeast of this site is a recently completed residential-led development comprising three buildings of 13, 14, and 15 storeys. Adjacent to the other side is another residential site, which was converted from office use in 2014.



Satellite image of 149-153 Preston Road

Current site use

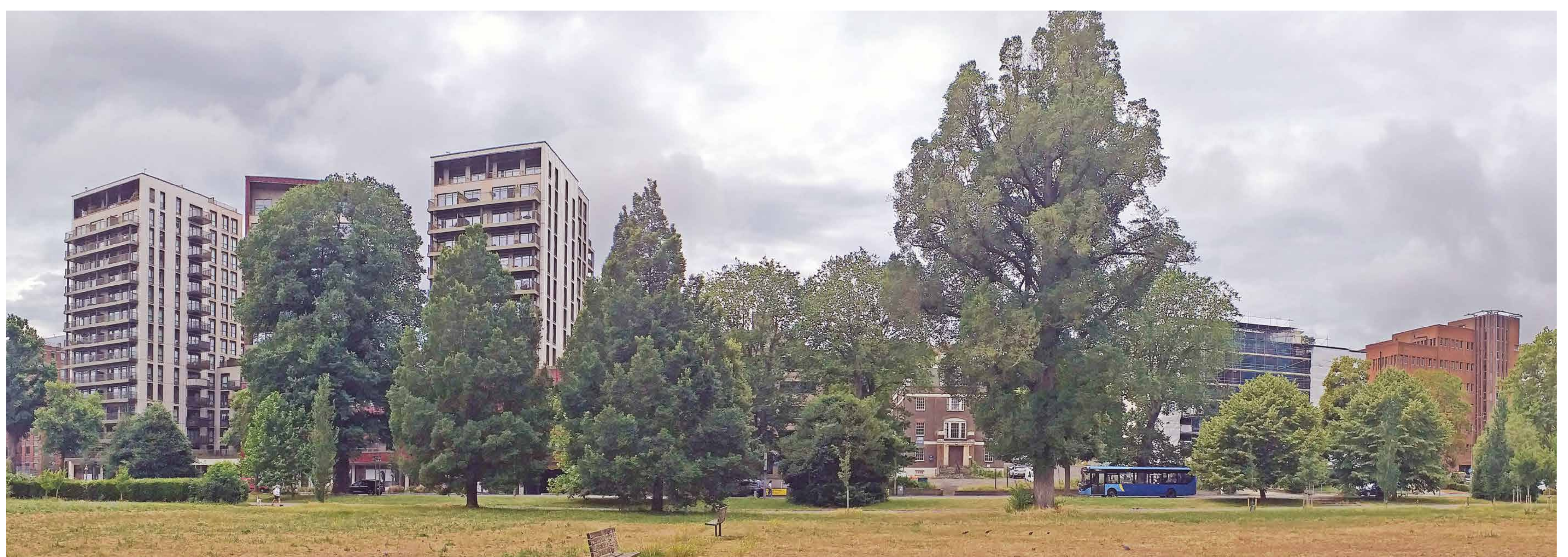
The current site comprises car parking space and two office buildings, that have both been vacant for over three years. Our proposals seek to deliver a high-quality, mixed-use, residential-led development that will revitalise the site.



Existing buildings on the site at 149-153 Preston Road



View from Dyke Road Drive showing the change in levels from the mainline railway line (on the left) and the site (on the right)



View of the site from Preston Park within the context of surrounding buildings

A sustainable location

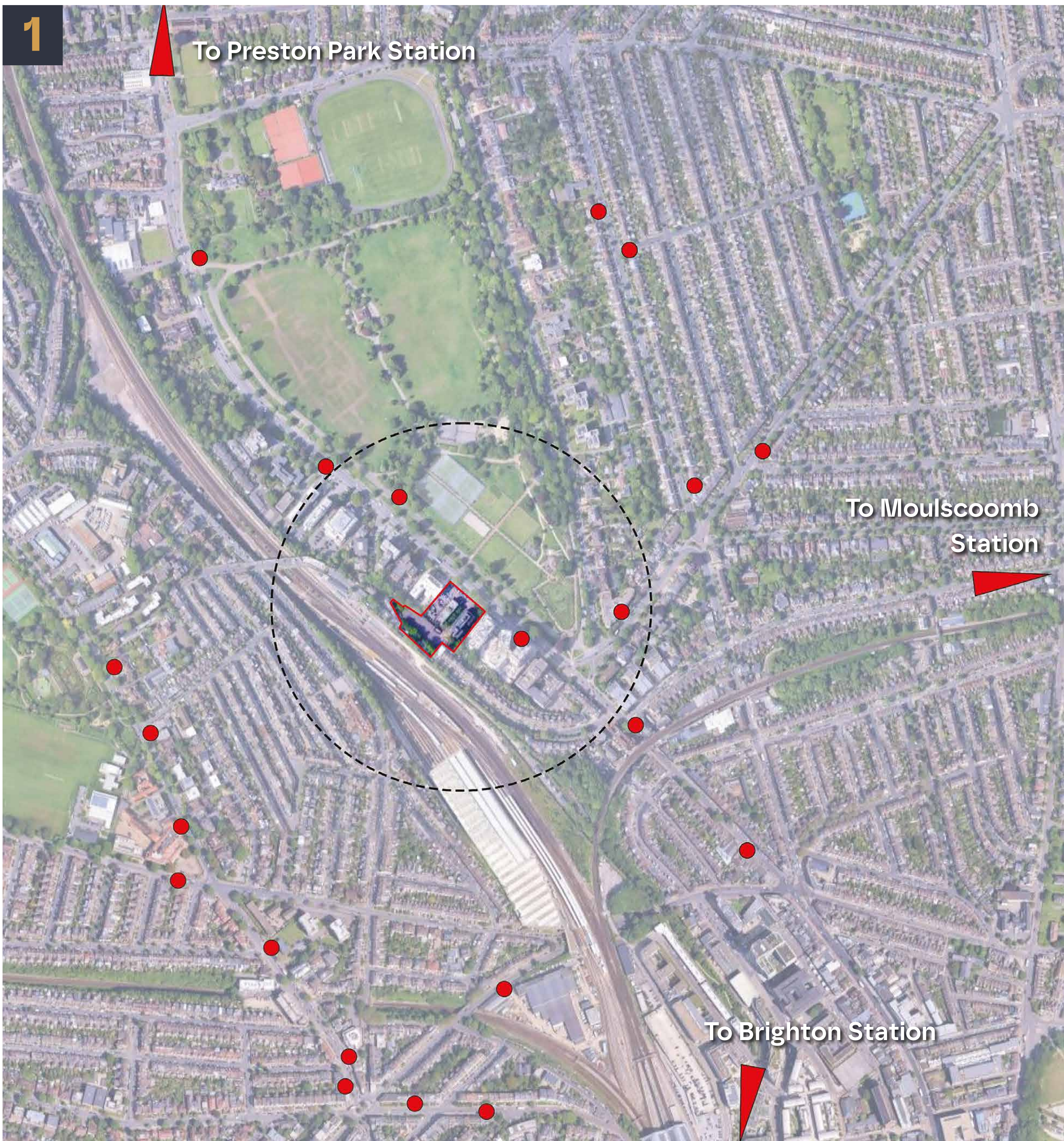
The 149-153 Preston Road site is well-served by public transport and amenities. The sustainable nature of the location and its surroundings make it appropriate for higher density development.

Transport

- Access to 3 train stations within a 20min walk or 10min cycle, including Brighton central station, with frequent and varied services
- Preston Road is a Key Public Transport Corridor, with frequently served bus stops located within the immediate vicinity of the site
- Preston Road and Preston Park form part of National Cycle Route 20 providing traffic-free leisure rides
- Cycle Hire available 300m north of the site

Local amenities

- A Sainsbury’s Local store to the north, for everyday shopping
- Significant leisure provision at Preston Park including tennis courts and playgrounds
- Beaconsfield Medical Practice and Preston Park GP



Public transport and amenities surrounding the site

1 Key

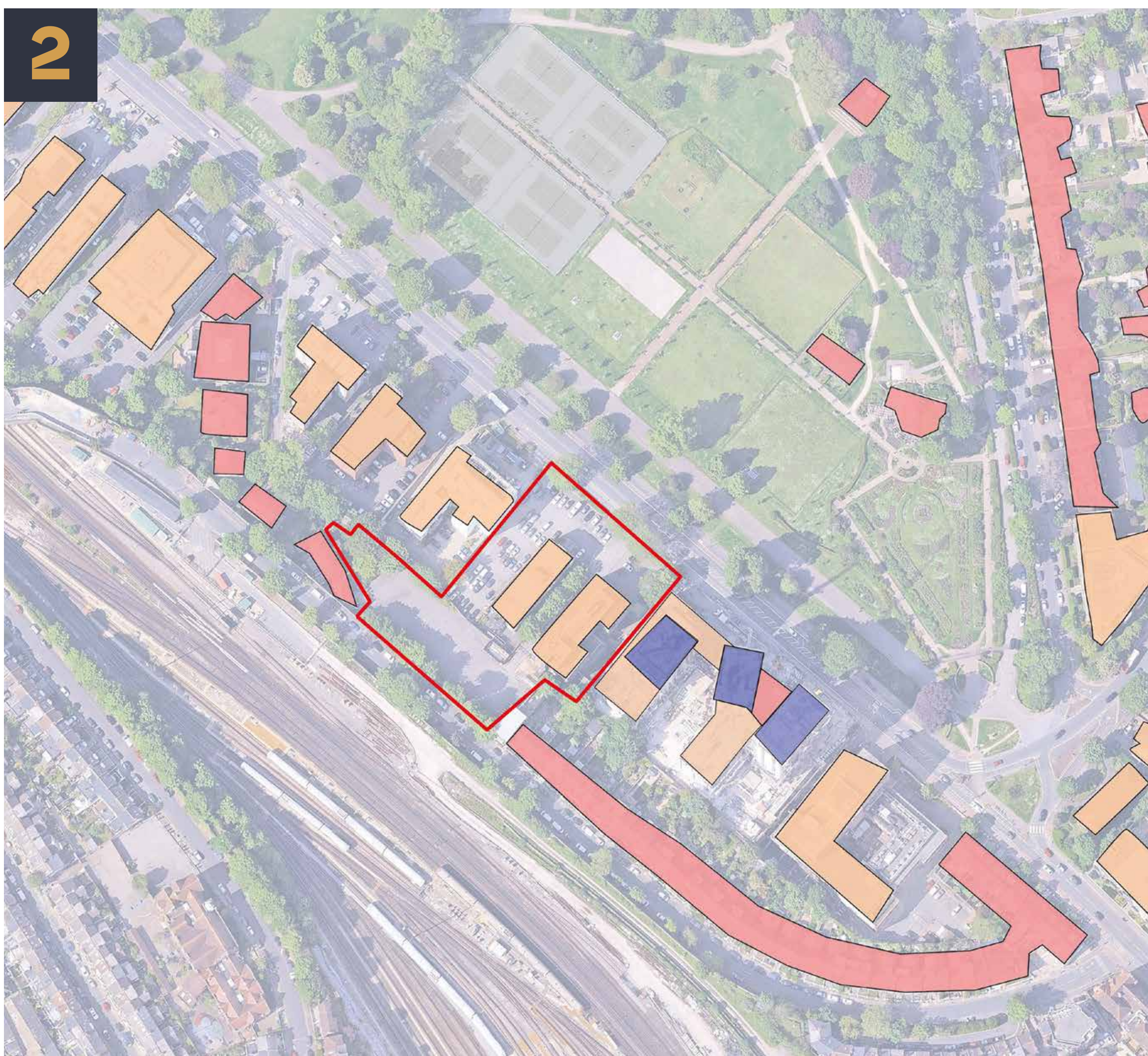
- Bus stops

2 Key

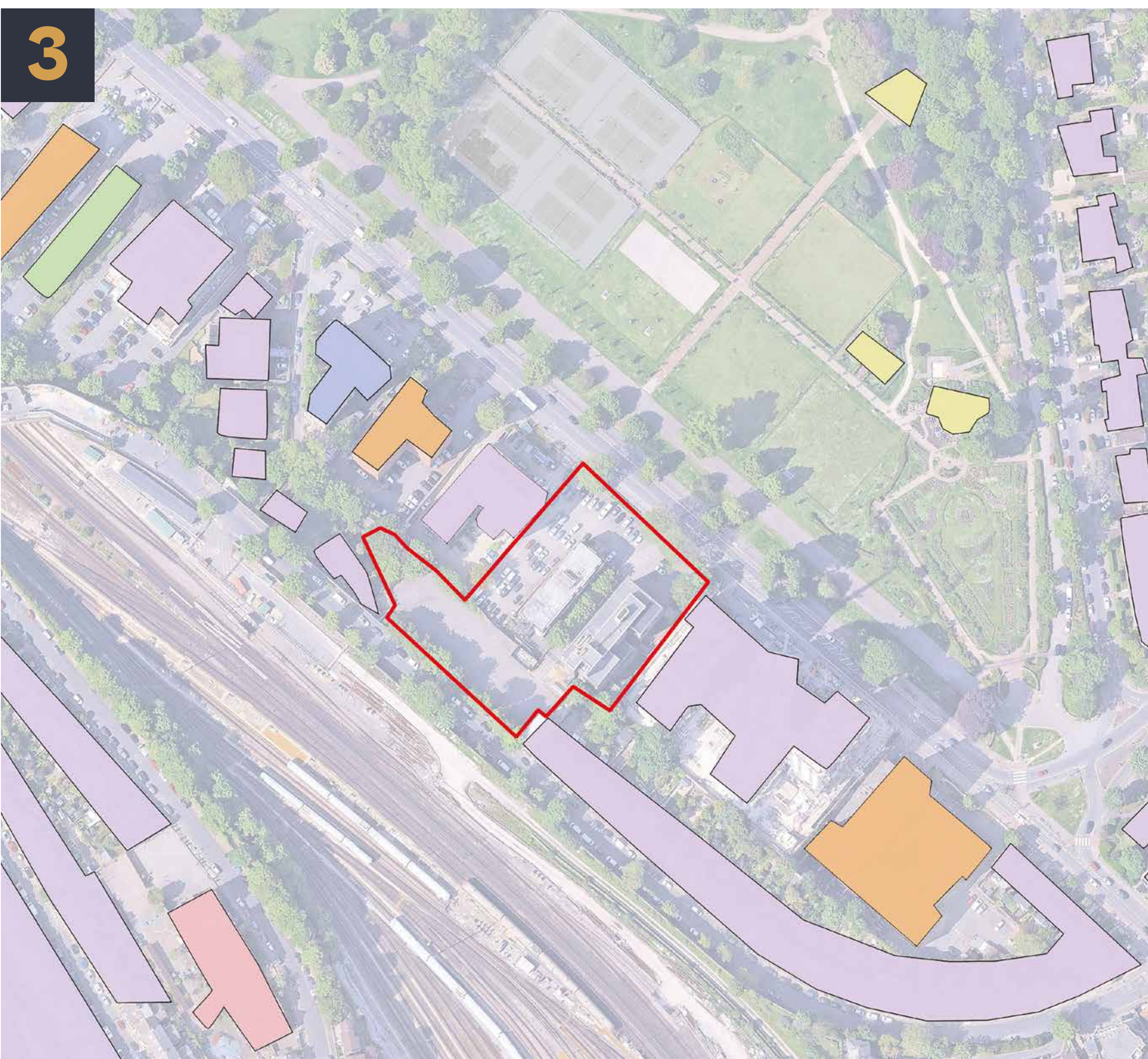
- Low rise (1-3 storeys)
- Mid rise (4-9 storeys)
- High rise (10+ storeys)

3 Key

- Residential
- Commercial
- Retail
- Hotel
- Healthcare
- Educational



Existing building heights surrounding the site

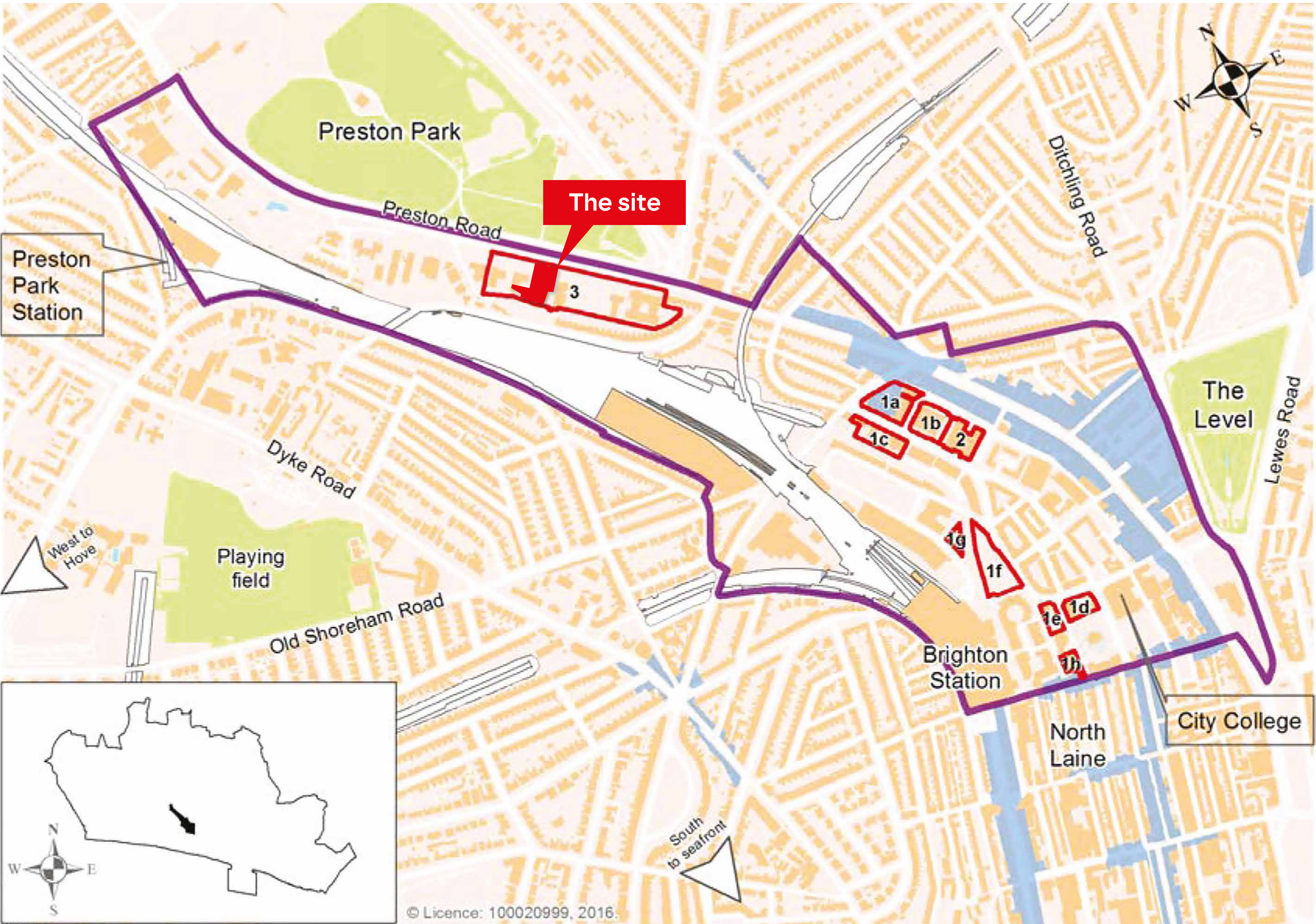


Existing uses surrounding the site

Policy context

Brighton & Hove City Plan

149-153 Preston Road is located within a wider growth area designated by the council. New England Quarter and London Road Development Area. Site allocations within this zone make provision for 1,130 new homes by 2030. The council’s Urban Design Framework also designates the area as suitable for taller buildings.



Extract from City Plan Part 1 showing the location of the New England Quarter and London Road Development Area DA4

Key	
Development area boundary	Strategic allocations
Shopping area	1a Vantage point, Elder Place
	1b Trade Warehousing, (Longley Industrial Estate), New England Street
	1c Richardson’s Scrapyard and Brewers Paint Merchant, New England Street
	1d Cheapside (south between Blackman Street and Whitecross Street)
	1e Blackman Street site (land adjacent to Britannia House)
	1f Block J, Brighton Station site
	1g Block K, Brighton Station site
	1h GB Liners site, Blackman Street
	2 New England House
	3 125-163 Preston Road

Brighton & Hove’s housing target

Housing delivery targets in Brighton & Hove are subject to the Standard Method of calculation set out by national planning policy. This has assessed local housing need as 2,487 new homes per year, a requirement of 12,490 by 2030 (five-year land supply). However, the identified supply of housing in the city (4,480) represents only 1.5 years supply, a shortfall of 10,442.

The redevelopment of 149-153 Preston Road could make a substantial contribution to meeting this target, easing housing pressure in the city centre. Additionally, the development team has discussed with the council the possibility of it purchasing and managing one of the buildings to add a substantial number of social homes to its city-wide provision, helping to reduce council housing waiting lists.

5-year housing requirement

14,922

units

5-year housing supply

4,480

units

5-year housing shortfall of

10,442

residential units

Annual requirement

2,984

residential units

Our proposals

Our proposals for 149-153 Preston Road are for a residential-led redevelopment across three buildings to replace the two vacant office buildings on the site. The proposed variety in heights from 10 to 19 storeys would create an attractive roofline alongside the adjacent Wellesbourne development next door.

Our redevelopment proposals would provide:

- 225 flats comprised of:
- 111 x 1-bed (50%)
- 100 x 2-bed (44%)
- 14 x 3-bed (6%)
- 891 sqm of co-working space on the two lower floors available to residents and the wider community
- A gym of 172 sqm
- Extensive courtyards providing amenity for residents
- Provision of 266 cycle spaces and 51 car parking spaces



Sketch of front entrance



Section of the scheme, showing location of commercial space

Lower level floor plans



Ground level floor plan

Buildings 1 and 2 are accessed from the main entrance foyer, fronting onto Preston Road. From the main residential foyer/reception area, access is also provided to co-working space on the lower two floors of building 2. This co-working space will be available for use by residents of the development and the wider community.



First level floor plan

Building 3 has its own independent access from Dyke Road Drive via a bridge to level 3. It is also accessible via the central courtyard at level 1.

Sustainability



A greener, low-carbon place to live

Sustainability has shaped this development from the start. Our proposals are designed to create comfortable, healthy homes that are cheap to run and kind to the environment, helping Brighton & Hove meet its climate commitments.



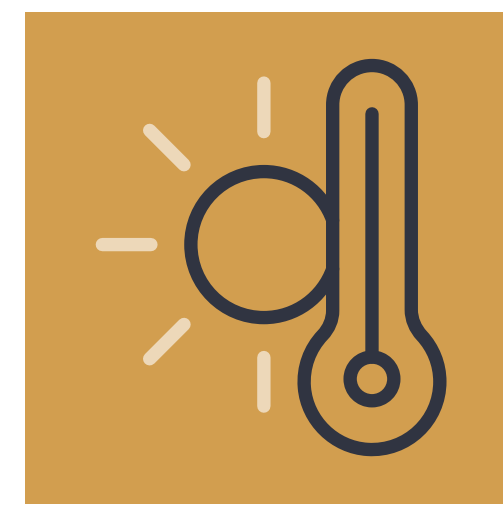
Warm homes, lower bills

The buildings are designed to hold onto heat, so homes stay warm in winter and use far less energy. A high-performance, well-insulated design keeps energy demand, and residents' bills down.



Efficient heating and fresh air

Each home has its own efficient heating, hot water and ventilation system. A built-in fresh-air system continuously brings in filtered air while recovering heat, for better indoor air quality without wasting energy.



Comfortable in summer, without air conditioning

Careful design, the position and size of windows, plus built-in shading, keeps homes cool in warmer months.



All-electric and low-carbon

The development is all-electric, with no gas, cutting carbon and improving local air quality. It adopts low- and zero-carbon technology throughout, with high energy-efficiency ratings for every new home and top environmental ratings (BREEAM Excellent) for the commercial spaces.



Sustainable living, by design

- Designed to use less water
- Cycle storage and electric-vehicle charging to support greener travel
- Reusing and recycling materials during construction to reduce waste
- Healthier homes: good air quality, natural light and flexible shared amenity spaces

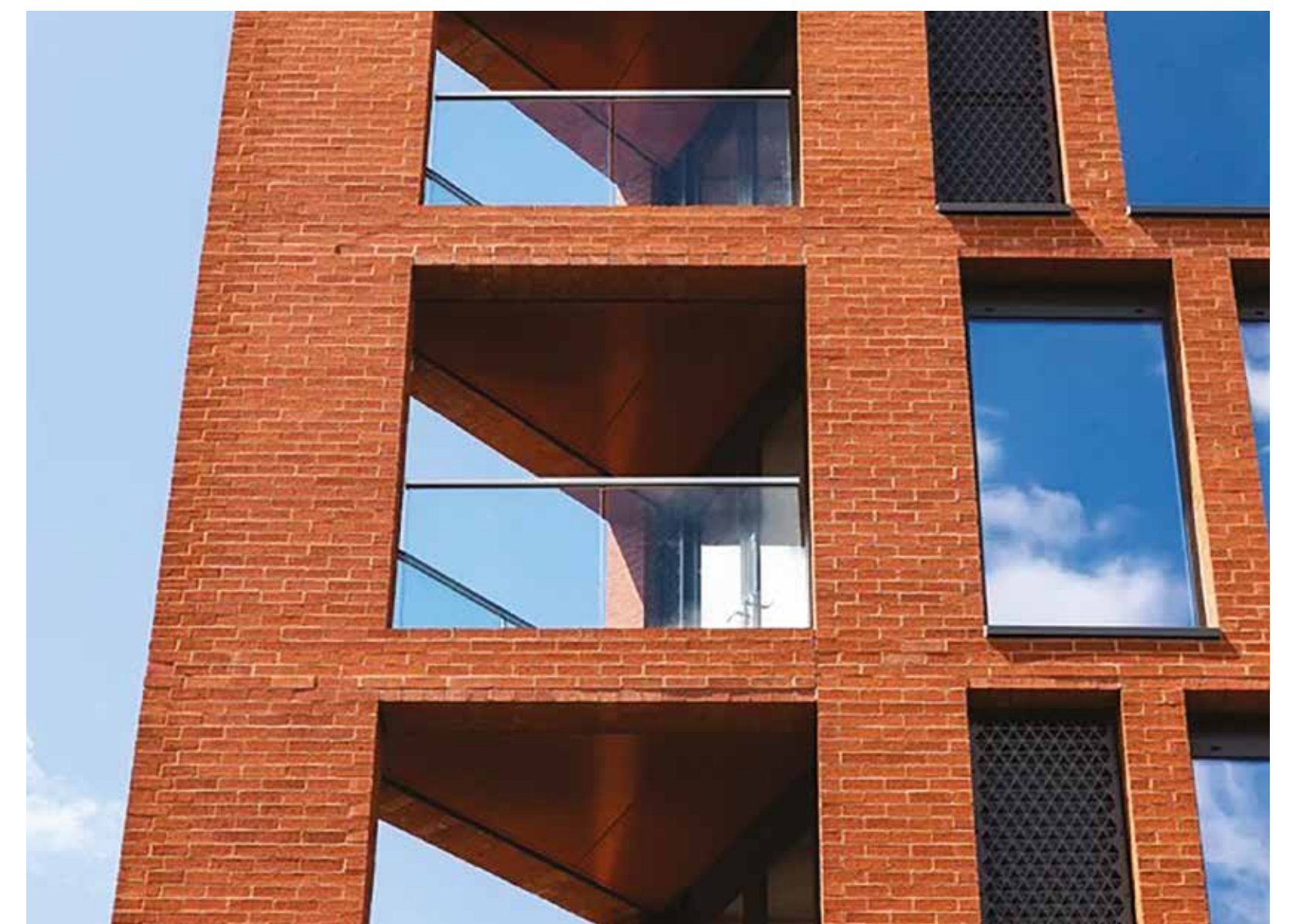
Design and concept

Facing Preston Road

The site location presents an opportunity to create a family of tall buildings with those at Wellesbourne with a design that is distinct but complements the existing. The clean tower forms and overall proportions are similar to the Wellesbourne towers. However, the proposal for 149-153 Preston Road includes an outer frame dividing the front in two vertically and grouping numbers of floors together to introduce a grand scale responding to the openness of the park.



CGI of the complete scheme, viewed from Preston Park



The red brick of the Preston Road outer frame

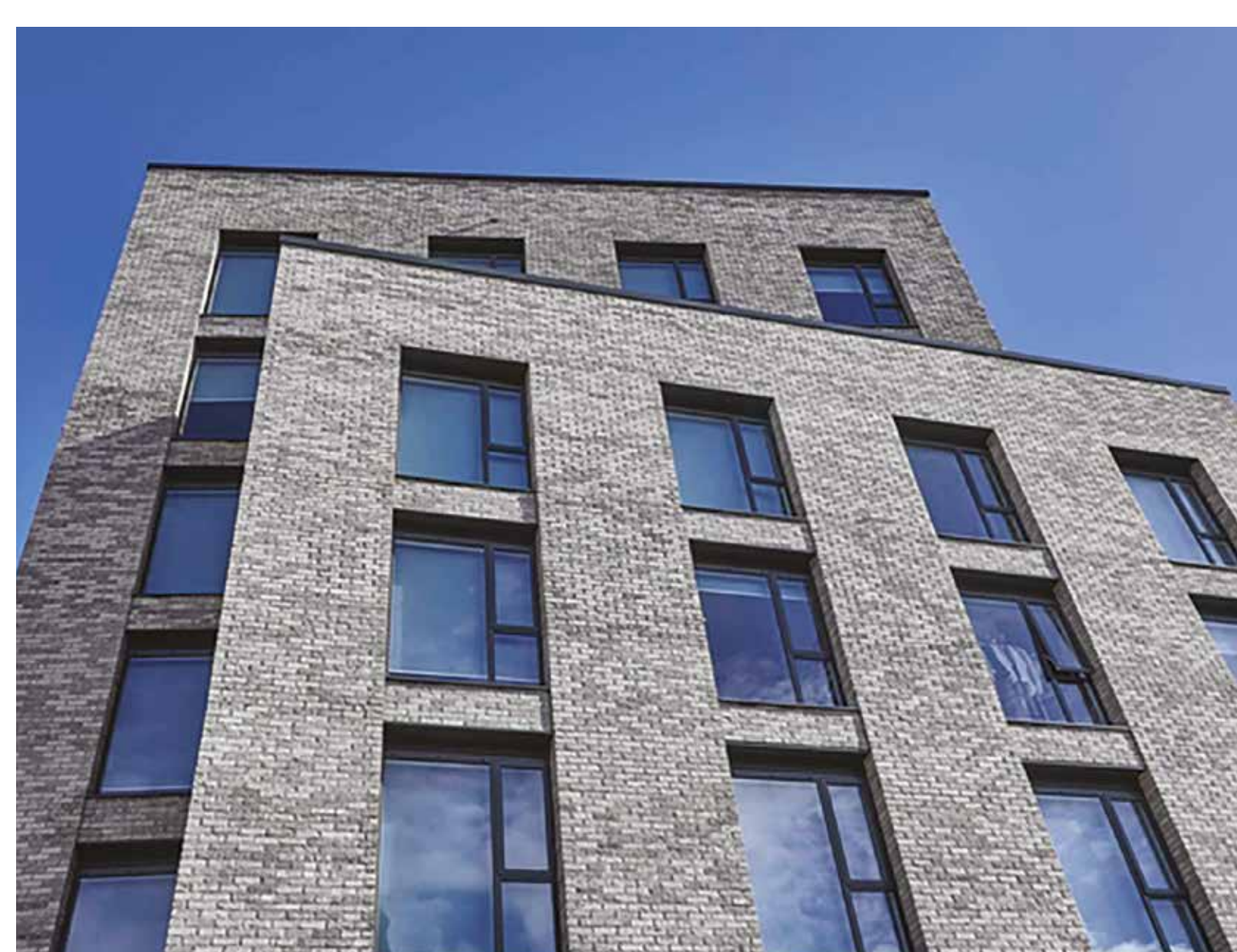
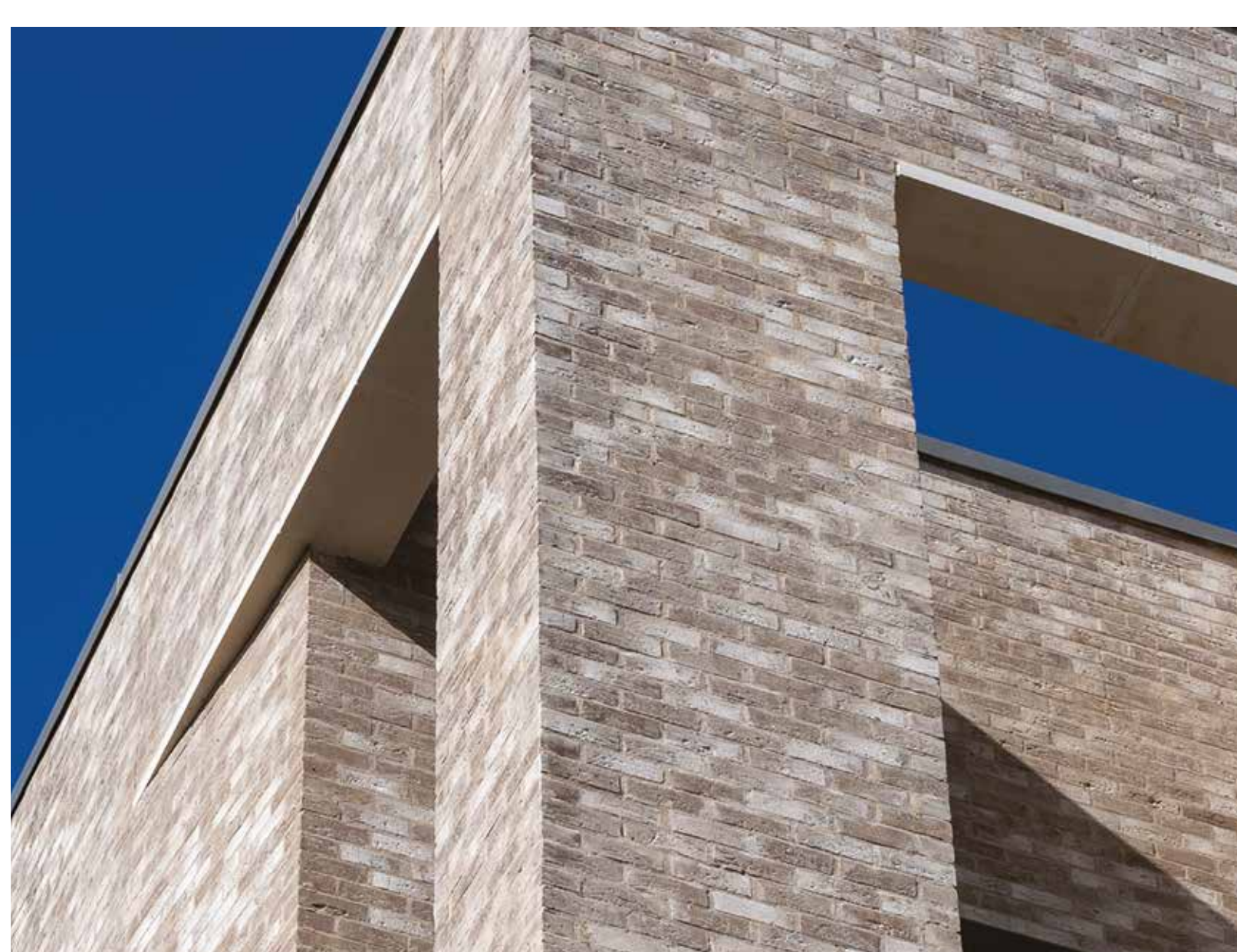
The outer frame is proposed in red brick, referencing the red brick of the remaining original villas around Preston Park which also originally stood on site.

Facing Dyke Road Drive

Building 3 facing Dyke Road Drive features inset balconies animated with shadow gaps between. This continues the rhythm of the Victorian terrace, while creating a book end of greater height as a contrast.



Illustrated view of completed scheme from Dyke Road Drive, showing inset balconies



Grey brick is proposed on the top floor of Building 3 and buildings around the central courtyard

Landscaping and outdoor amenity

Courtyards and landscaping

Central to our design concept is a landscape strategy focused around a central courtyard linking to the other green spaces across the site. The green space outside of the Lovers Walk cottages is to be gifted to the existing residents as additional outdoor space.

Buildings 1 and 2 create two separate primary courtyards, one in the centre of the site, and one at the main entrance. These are linked visually through a large fully-glazed residential foyer. Buildings 1 and 2 are 20 metres apart at their closest, to create a generous external courtyard.



Indicative landscape plan showing extensive tree planting

The semi-enclosure of the central courtyard makes it a wind sheltered sun trap, usable throughout the year, with sunlight from mid-morning until late afternoon. Its micro-climate will sustain diverse vegetation, soft landscaping and good sized trees. Meanwhile the entrance courtyard maintains and strengthens the tree line along Preston Road.

All existing elm trees along Preston Road will be retained, as will all of the Horse Chestnut trees along Dyke Road Drive. Additional trees, vegetation and soft landscaping will increase the biodiversity of the site.

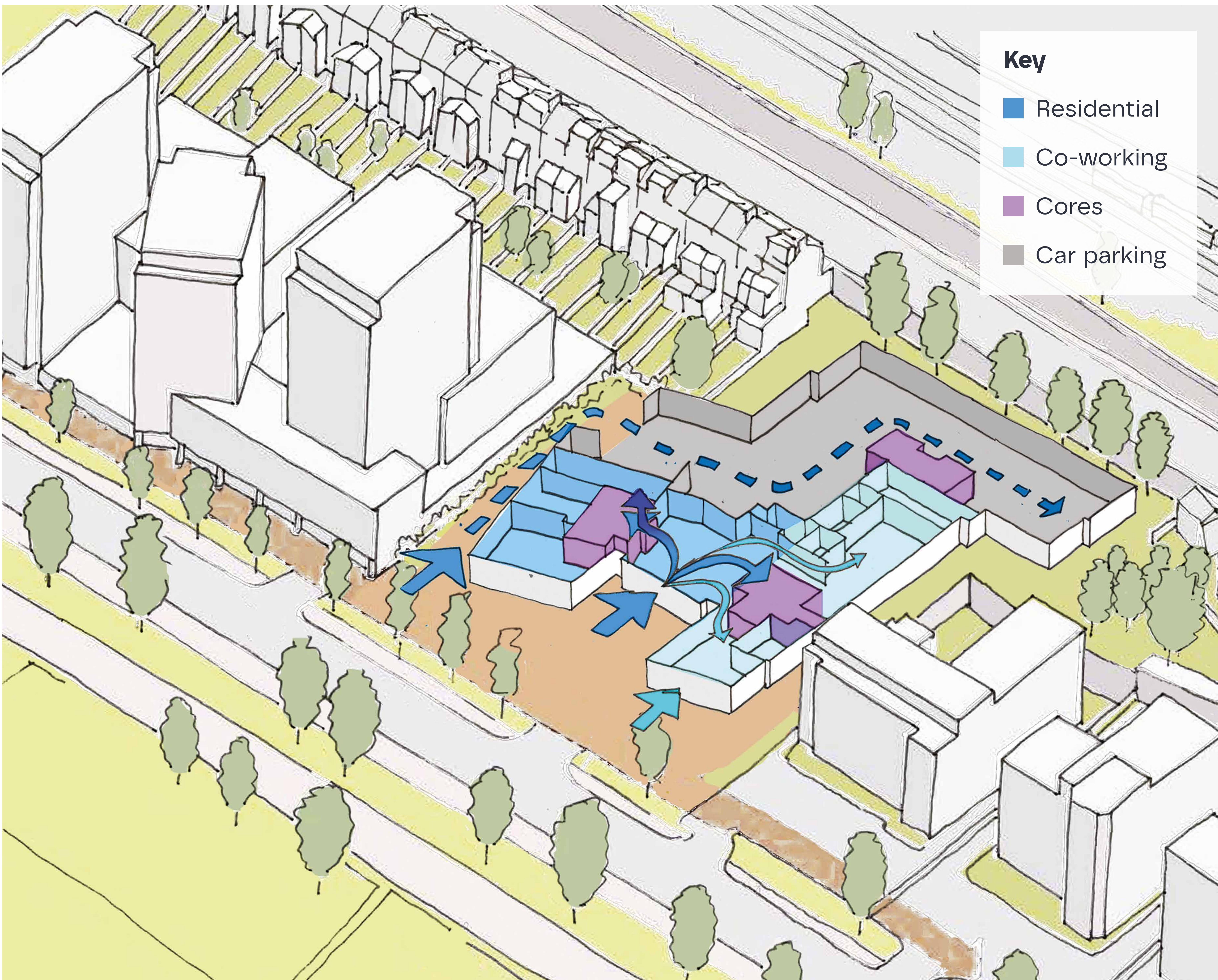


CGI sketches of the exterior and interior of the development

Vehicle access and servicing

Delivery and servicing vehicles, including refuse vehicles, will use a loop/lay-by arrangement within the site frontage to access the site. Deliveries are via the pull-in parallel to Preston Road. Similar to the strategy in place for Wellesbourne, it is proposed that refuse is moved up to the lay by at the front of the site on collection day using a refuse tug.

Residents will enter the site car park, located at the rear of the site, by looping around the front two blocks. A careful balance is being sought between providing sufficient parking while also encouraging residents to travel sustainably. Electric vehicle parking will be provided for all car parking spaces. Cycle parking is to be provided in line with local standards and will provide convenient access for residents and visitors.



Vehicle access in dashed blue lines and pedestrian access in solid blue line

Timeline and next steps

Scheme timeline



The proposed development seen from Preston Road

Have your say

We welcome all your comments on the proposals you have seen today. Following this public consultation, we will review all comments and take account of these in preparing a planning application for submission to Brighton & Hove City Council.

Provide feedback by:

- Completing a survey today and placing in the box provided
- Taking a feedback form away with you and returning it to: **FREEPOST SEC NEWGATE LOCAL** (no stamp required)
- Completing a survey online at www.149-153prestonroad.co.uk or by scanning the QR code

Please provide your feedback by 31 July. You can also email us with any questions or comments at www.149-153prestonroad.co.uk

