Eastern Seafront – Welcome



Brighton & Hove City Council has commissioned a multi-disciplinary team led by architects and urban designers We Made That to engage with the city to produce a new vision for the Eastern Seafront. It will help guide a creative and innovative "masterplan" to help to solve some of the problems and to unlock opportunities. A range of guidance relating to land use, planning and urban design principles will support the vision.

A Supplementary Planning Document (SPD) will also be produced. This will help guide future planning applications in the wider seafront area. It will influence the way that planning decisions are taken for the Eastern Seafront to support the overarching vision.

The SPD will also create a framework that will enable the realisation of the Brighton and Hove City Plan, Part One:

"To enhance the seafront as a year-round place for sustainable tourism, leisure, recreation and culture, whilst protecting and enhancing the quality of the coastal and marine environment".

The design team is exploring how the Eastern Seafront can respond to the climate emergency and the changes that our coastline will experience in the future, as well as its current and future role in the recovery from the Covid-19 pandemic.

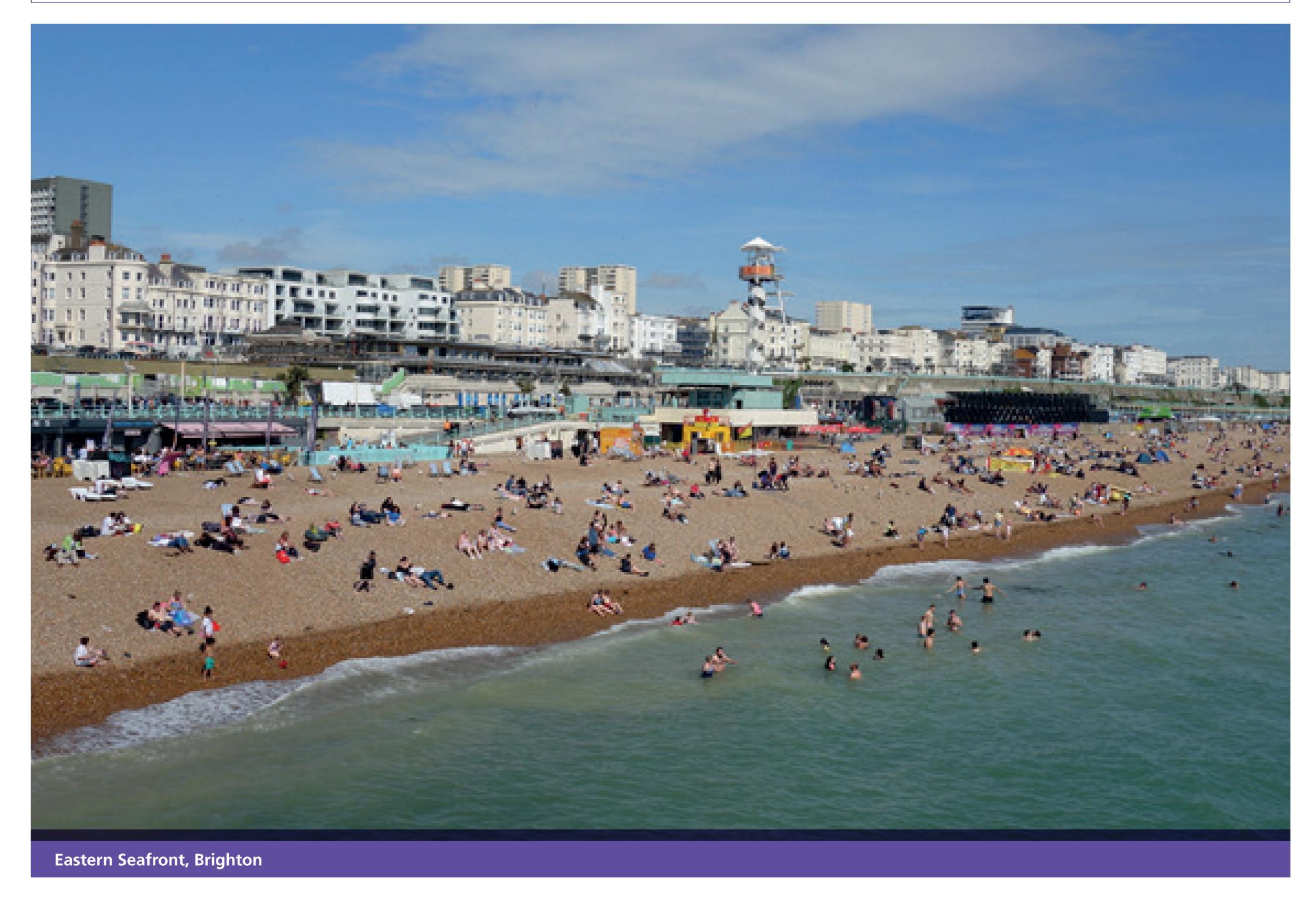
The new vision for the Eastern Seafront needs to be:

- Bold and aspirational
- Realistic and achievable

The vegetated shingle, green wall, and Esplanade are special areas of biodiversity and the conditions necessary for them to thrive should be protected. The challenge is to achieve this together with ensuring good infrastructure for businesses, as well as everything else that a day on the beach entails - leisure, movement, respite, and celebration.

This project aims to identify ways of beautifying and managing the Eastern Seafront in a safe and comfortable way, whilst respecting nature and heritage, for all residents and their visitors.





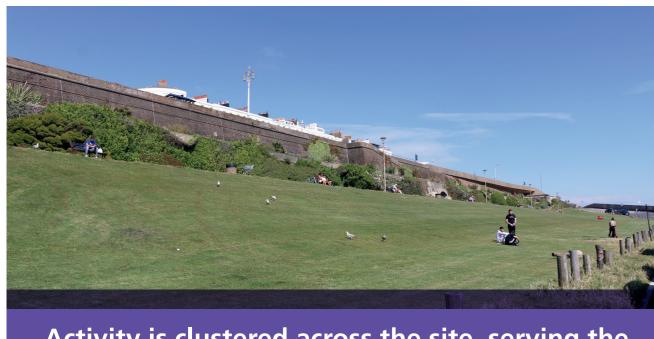
Eastern Seafront – Overview



What we have learnt so far

These are the main findings on the Eastern Seafront's issues and opportunities that came out of the appraisal research.

Uses, activity and development



Activity is clustered across the site, serving the demands of various communities



There is a huge appetite for leisure, cultural and social activities



The Eastern Seafront would benefit from a clearer identify and branding, promoting it as a destination

Connectivity, topography and landscape



The steep inclines and varying levels make access difficult, but also create interesting challenges



Connections between Kemptown and the Eastern Seafront need to be improved



Roads and parking make routes confusing and limit pedestrian and cycle activity

Sustainability, ecology and natural assets



The history of the Eastern Seafront must be safeguarded, and we should encourage a natural beach front appearance



Air pollution needs to be tackled both strategically and as part of detailed proposals



Sustainability should be a principle priority that guides any change

Heritage, character and evolution



The character of the Eastern Seafront should reflect more the original historic, more natural beach front appearance



The heritage of Kemptown and East Cliff should be celebrated and become part of the seafront experience



Maintaining a coordinated feel to the area is challenging but important

Have your say

What do you think is the biggest issue at Madeira Terrace, Black Rock, or across the whole the Eastern Seafront?

Which one thing could be introduced/ improved in the area that would have the biggest positive impact on its future?

You can leave your comments by:

- Speaking to a member of our project team
- Filling out a feedback form
- Leaving a note on the Madeira Terrace Scale Plan

Eastern Seafront – Opportunities



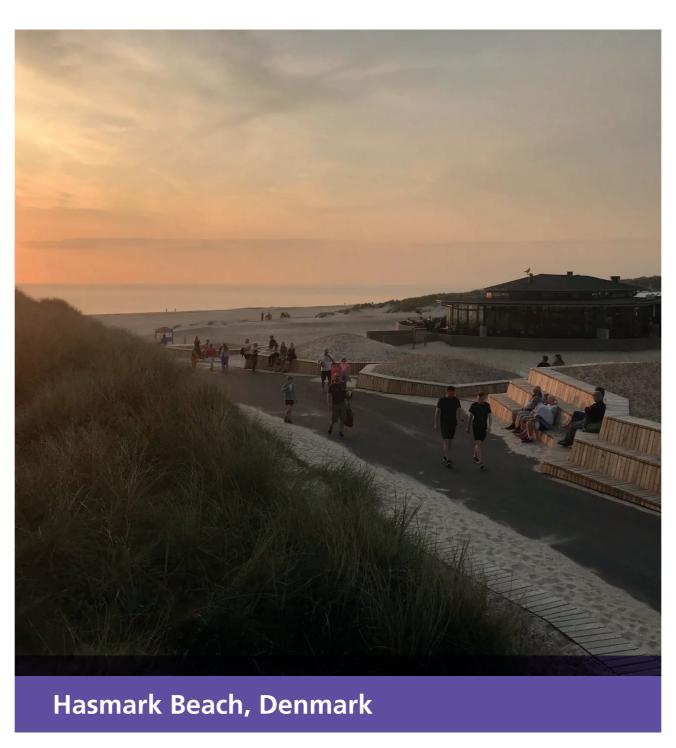
Emerging themes

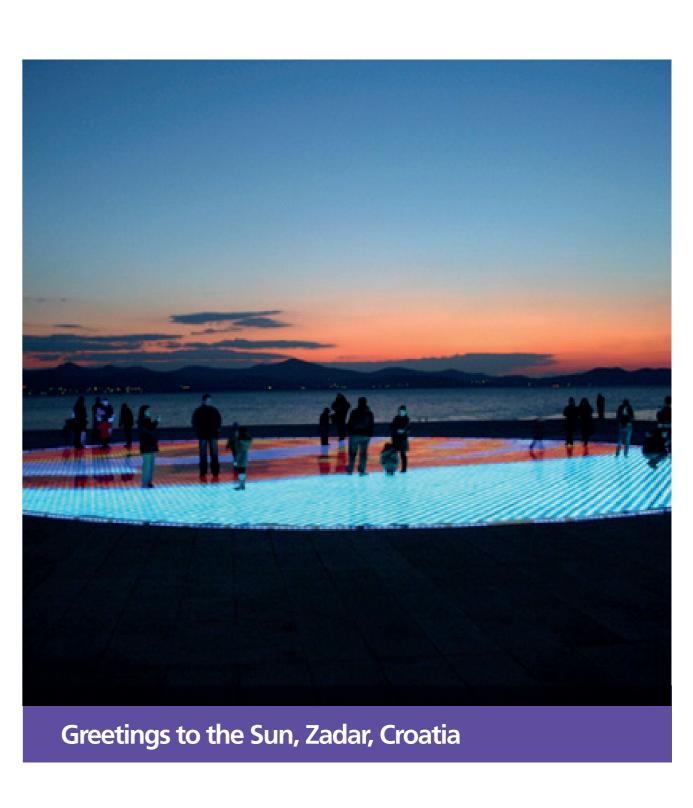
Which one of these themes do you think the Eastern Seafront should prioritise?



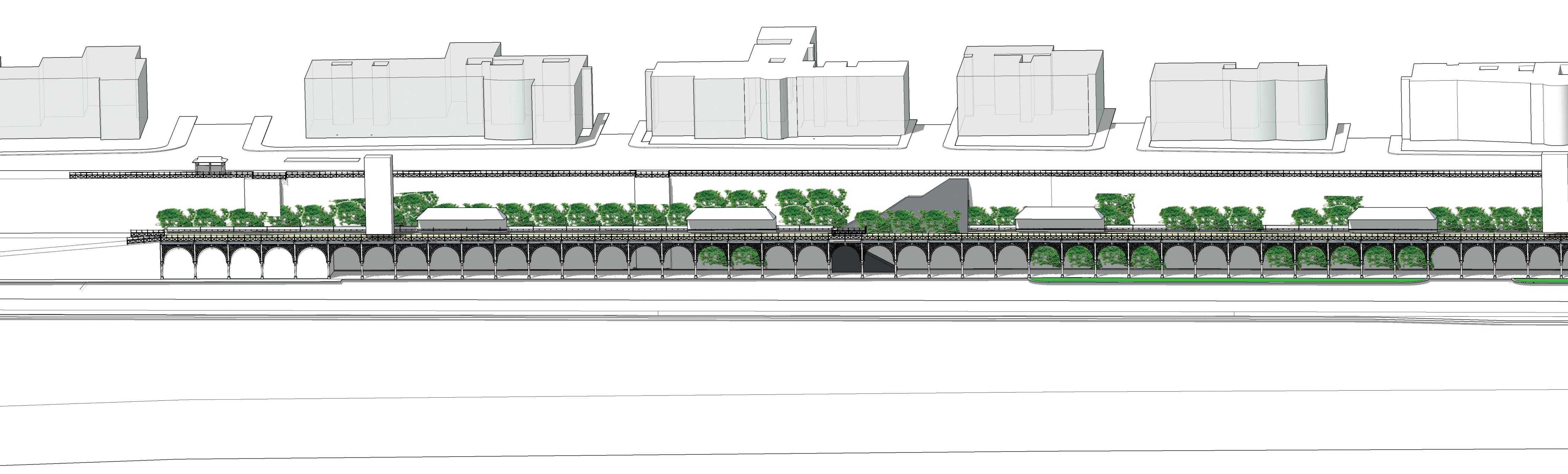
Inspirational projects

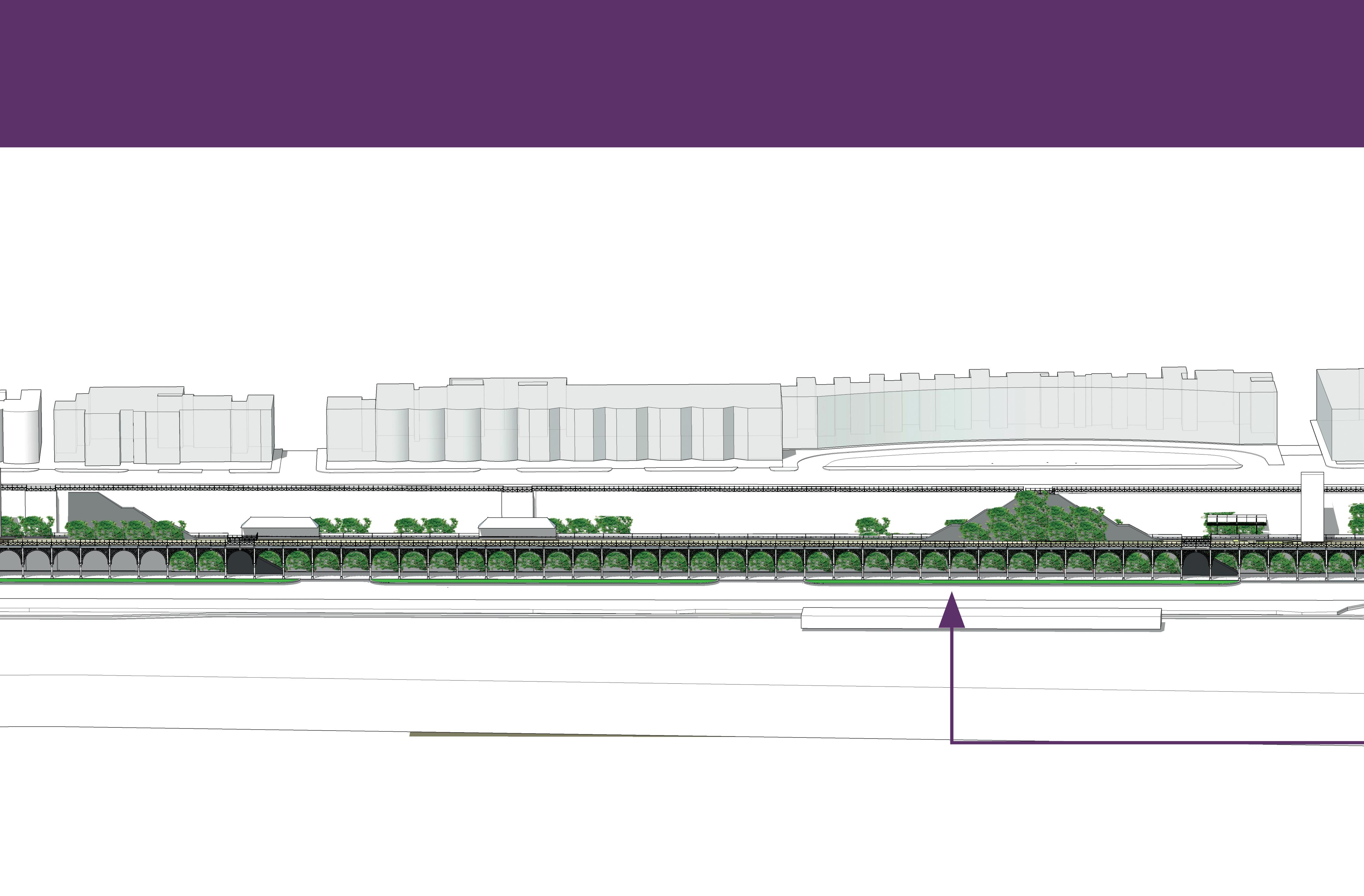


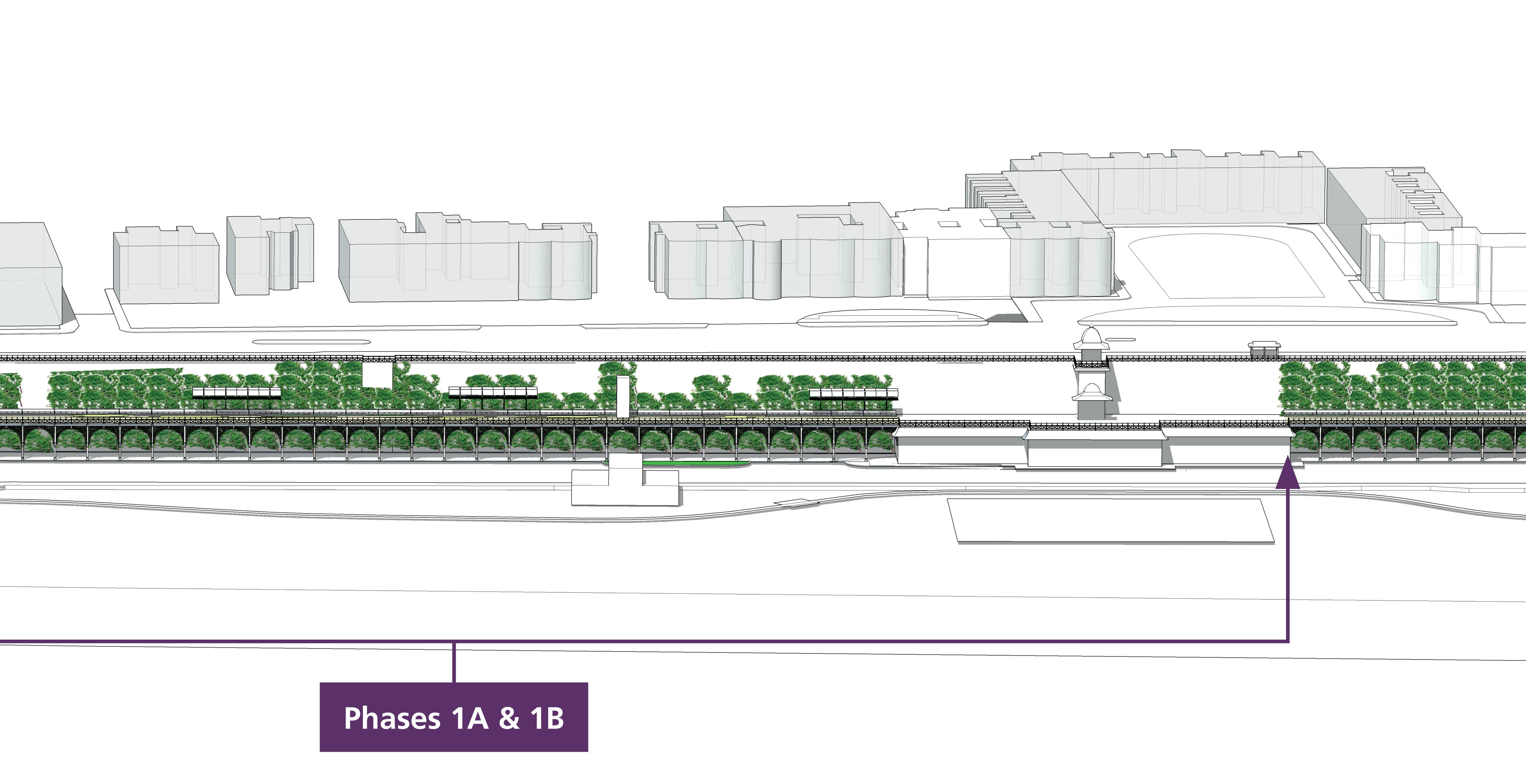




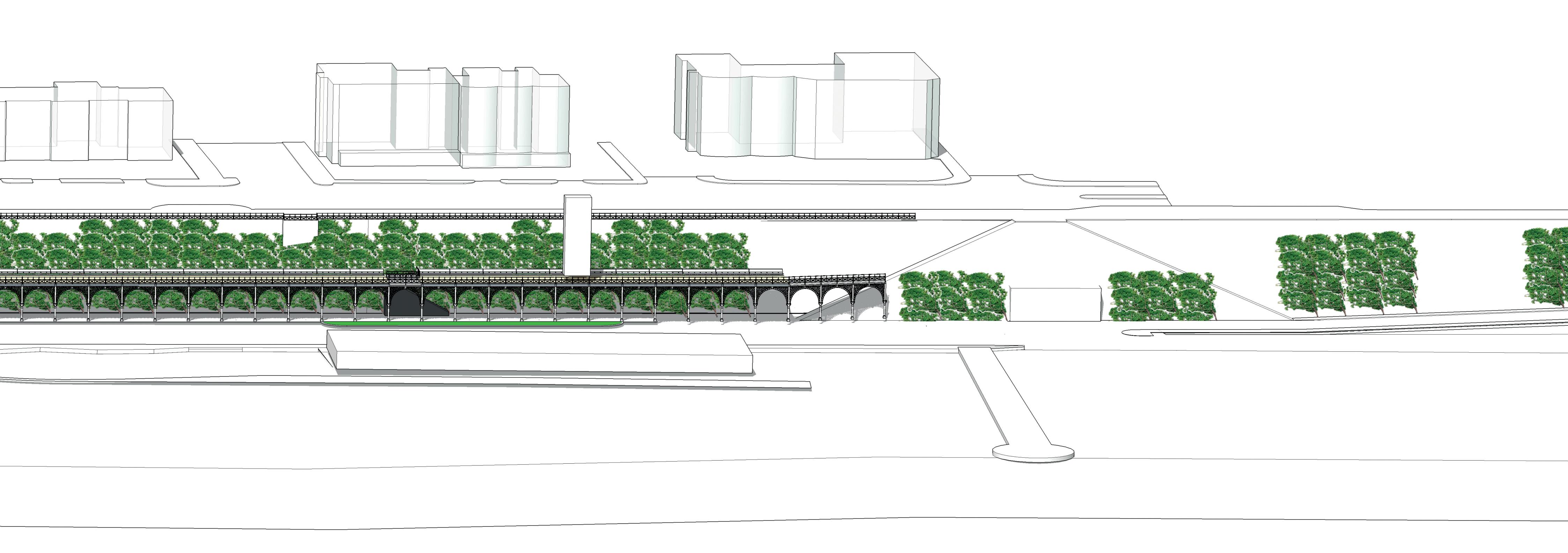
Madeira Terrace Scale Plan











Madeira Terrace Overview





The Local Wildlife Site of the green wall and the Grade II* listed, 865-metre long Madeira Terrace are key features of the Eastern Seafront and provide a special backdrop to the event space at Madeira Drive.

The Terrace was originally built in the late 1800s and has been gradually closed to the public since 2012. The marine environment is harsh and over the years the structure has degraded and become unsafe. In 2015, following widescale closure affecting access to the Eastern Seafront, the Council started considering how the task of restoring Madeira Terrace might be possible.

What's Happening Now

The first phase of restoration will be directly west of the Madeira Terrace Shelter Hall (also known as Concorde 2) to the cliff steps opposite Royal Crescent, with restoration works on the ground currently anticipated for Autumn 2022.

Due to the limited funds available for this type of project, and the extent of the works, restoring Madeira Terrace needs to happen in phases.

The approach to restoring the Terrace is to bring back the much-valued function of a 'linear stadium' for viewing events at Madeira Drive and increase access for all from the cliff top to the beach and sea.

What's Happened So Far

Design Team - a design team was appointed to explore options for the location and scale of restoration, including producing detailed plans for the work needed.

- Advisory Panel a community based Advisory Panel began working alongside members of the project team at the Council in September 2019 to reflect and represent different needs of the local and city community
- Crowdfunding Campaign a crowd-funding campaign with amazing support from the local community and businesses raised over £440,000 for the restoration
- Funding the Council budget continued to dedicate funding to the project resulting in over £11m towards restoring the Terrace so far.



The Council is embarking on the restoration of Madeira Terrace, ©Carlotta Luke Photography

Madeira Terrace Conservation Management Plan





The Aim of the Plan

Good practice in managing the Eastern Seafront's heritage has included creating a Conservation Management Plan (CMP) for Madeira Terrace. It brings together all the relevant heritage information about Madeira Terrace together in one key document.

The heritage context is key when considering how best to take care of a unique historic structure like Madeira Terrace and the Design Team appointed to work on the restoration used the CMP as crucial information to inform its approach.

The value of a CMP is in safeguarding the future of Madeira Terrace as a Grade II* listed structure, so far as possible.

The activities it guides are:

- Improvements to the structure and its setting
- Ongoing and future maintenance
- Operation and use of the Terrace and the surrounding area

The plan reassures potential funding partners, like the National Lottery Heritage Fund, that the aims of the city will be to focus future investments in a way which allows the Terrace to be enjoyed by everyone.

Planning for the Future

The Conservation Management Plan has been used to guide the Design Team approach to restoration and will be used to guide any future works, management operations, and potential uses of the Terrace and surrounding area.

The aim is to ensure future decisions enhance the green wall and Terrace. An important aspect of the plan is the 'living document' status, which can continue to evolve and take account of changing circumstances.

The CMP also forms the basis of a Heritage Impact Assessment, a document legally required when planning and listed building consent is sought.



Madeira Terrace Phase 1





Progressing the Restoration

Restoration of Madeira Terrace is an enormous task and we're taking a phased approach to restore the structure and green wall along with enhanced access for all from the clifftop at Marine Parade to the Eastern Seafront beach area.

The Design Team proposed a phasing plan for the restoration of the whole Terrace and explored options of where to start the first phase of restoration in Summer 2020.

The first phase will be directly west of the Madeira Terrace Shelter Hall (also known as Concorde 2) up to the cliff steps opposite Royal Crescent.

The three areas of focus in the first phase are on:

- Restoration respecting the heritage setting and materials
- Access enhancing access for all to the Eastern Seafront
- Re-purpose creating facilities to support pop-up and temporary uses of the Terrace

First Phase Explained

The first phase of Madeira Terrace's restoration will take place in a cluster of existing activity around Madeira Terrace Shelter Hall and Sea Lanes.

A strong aspiration is to repair and upgrade the existing historic lift at Shelter Hall to function year-round, by no longer exiting via Shelter Hall inside Concorde 2 at ground level at Madeira Drive. The refurbishment will reinstate public access from the lift to the upper deck of the Terrace as a walkway and viewing platform for events held at Madeira Drive.

Design features

Works in the first phase propose to include:

- A new double lift at Royal Crescent steps to provide accessibility for all
- Refurbishment of the heritage lift at Madeira Terrace Shelter Hall – exploring how the lift can be used year-round and operated independently, without needing to go through Shelter Hall and the Concorde 2 venue
- Wholesale replacement of the concrete deck
- Conservation and restoration of the green wall using nearby planting in verges and on the deck – with a focus on increasing biodiversity. Wholesale replacement of the concrete deck
- A new lift and staircase adjacent to Madeira Terrace Shelter Hall - this will allow step free access to connect with a 'Sun Terrace' area above the building
- Conservation and restoration of the green wall using nearby planting in verges and on the deck - this will help improve biodiversity

Improving access to the Terrace and the Beach



The Proposal Full Height Lift

It is proposed to introduce a new lift in this location with potentially three other similar lifts along the length of the Terrace.

Benefit: The lifts would dramatically improve access for those on foot or in a wheelchair from Marine Parade to the Terrace and the beach.

Disbenefit: The lift would result in the width of the deck available for promenading in the .vicinity of the lift being reduced.

Deck Level Lift

This would provide better access for all from Madeira Drive to the deck.

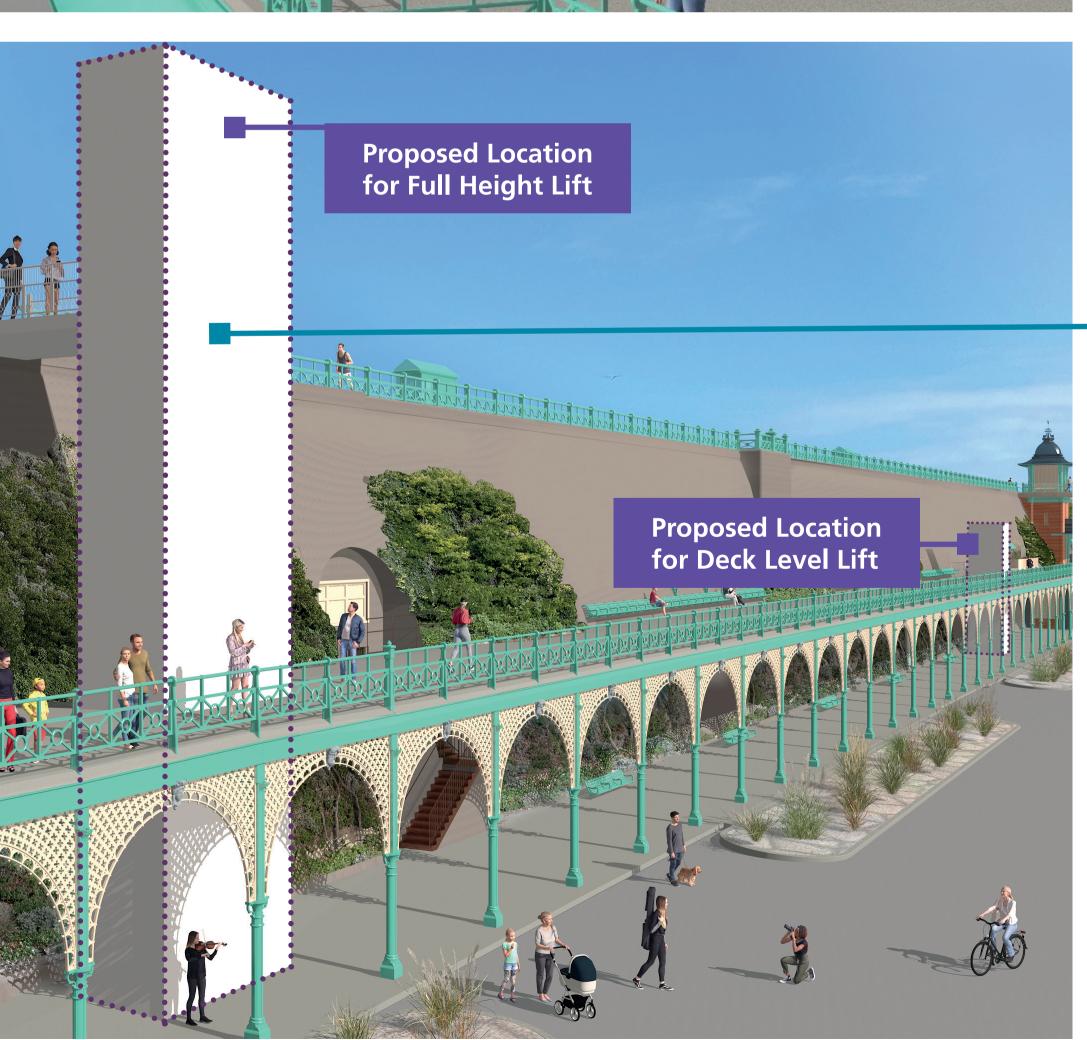
Benefit: It would mean it was easier for those on foot or in wheelchairs to access the deck from Madeira Drive. In combination with the Shelter Hall lift it would provide access to Marine Parade.

Disbenefit: As with the full height lift it will reduce the width of the deck available for promenading in the vicinity of the lift.

Shelter Hall Lift

It is proposed that the existing lift will be restored providing public access from Marine Parade to the Deck.





DESIGN DEVELOPMENT
Full Height Lift - Initial Options



Madeira Terrace "Green wall" and Biodiversity



The Wall (A)

The imposing wall that runs behind the 865 metres of Madeira Terrace is not a retaining wall but a facing to the original chalk east cliff.

Unfortunately, large areas of the wall have become loose and it is shedding aggregate on to the area below. This has required closure of the area.

The Proposal (B)

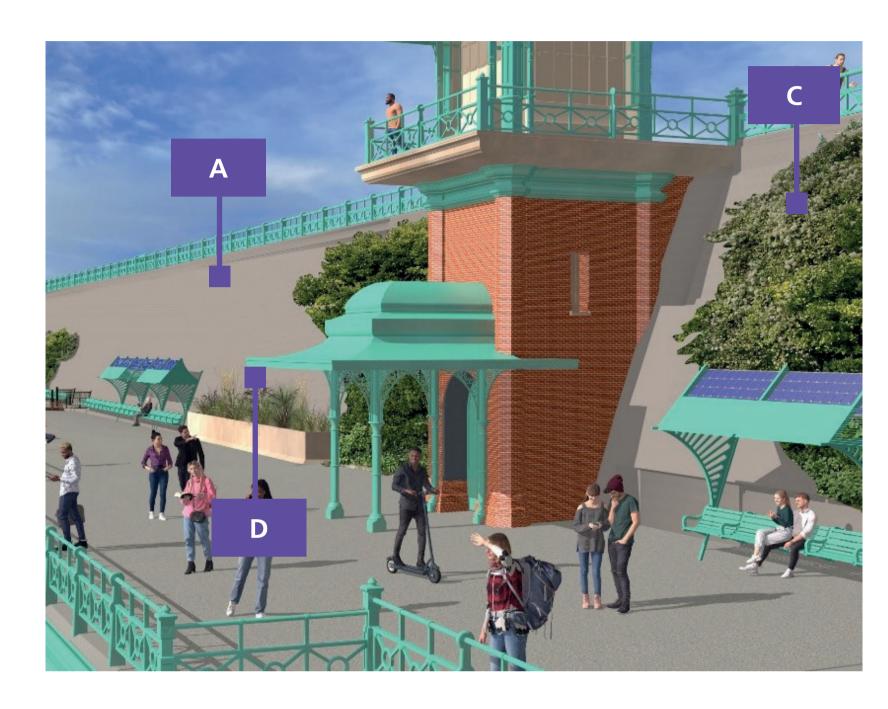
It is proposed to reface the wall with a form of sprayed concrete. This will make the wall safe and enable the Terrace to be reopened to the public.

These works will be disruptive to, and will require heavy pruning, of the Japanese Spindle plants. Some of the self-seeded planting below the deck level will be temporarily lost although as part of the proposals will be reinstated. The Japanese spindle plants will regrow, and the wall returned to its former glory.

Measures will be in place to ensure that all protected and key species inhabiting the area are protected.

The Future

The wall is often referred to as a 'Green Wall' yet at the western end there is very little greenery. The approach taken in phase 1 will be reviewed and tailored for future phases to ensure the right balance is struck and lessons learned.





Greenery

The 150 year-old evergreen
Japanese spindle plants help soften
the appearance of the wall and
improve its appeal. They were planted
before much of the Terrace was built.
Japanese Euonymous interestingly
make only a limited contribution
to biodiversity.

Above the Deck (C)

The evergreen Japanese Spindle plants that are visible above the deck will be retained wherever possible.

The plants will need to be heavily pruned to enable safety works to the facing wall behind them to take place. The intention is to retain the main stems to allow the Japanese Euonymous to regenerate over time.

On the Deck (D)

New planting on the deck will be provided in the existing planters near the wall. This will ensure sufficient space is retained for the large numbers of people expected to visit on Event days and leave space to allow activity to take place on the upper deck at other times if needs be.

Giving over space on the deck to further planting will adversely affect room for people and activity and

therefore limit how the Terrace can be used.

Biodiversity

Below the deck the stems of the Japanese spindle plants are visible. Much of the green appearance below the deck is due to natural colonisation with many different species present, hence the classification as a Local Wildlife Site.

Below the Deck (E)

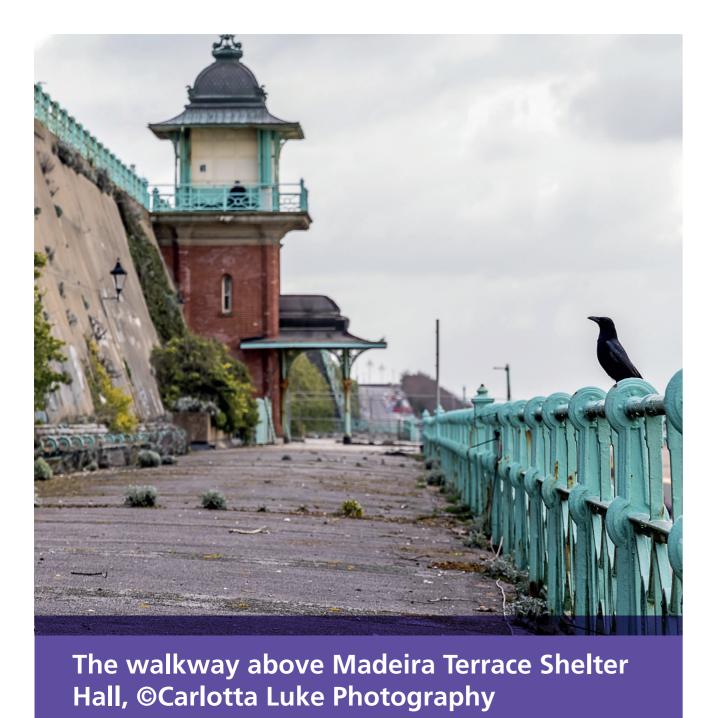
The stems of the spindle plants will be retained and carefully protected during the construction phase of the project. Proposals to reinstate the diverse mix of plants below the deck are still in development. At this stage it is envisaged that seeded matting could be fixed to the wall to quickly recreate the diverse mix of planting that is present today.

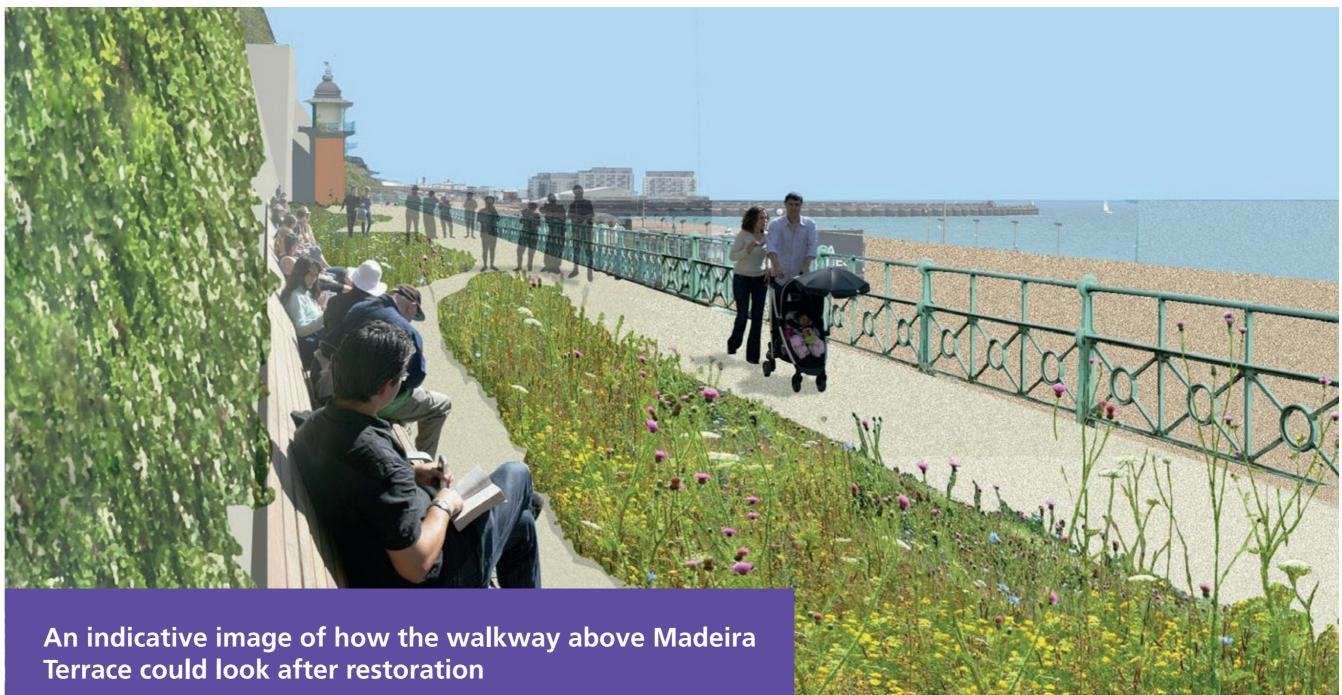
Next to the Terrace (F)

There were once green verges next to the terrace, containing shrubs and low hedges. It is proposed to reinstate the verges and include more shrub planting to soften the area and provide shelter within the arches.

Madeira Terrace Design Team and Funding







Our Design Team

The Design Team was appointed in May 2020 during the COVID 19 pandemic. Heritage architect specialists from Purcell researched and prepared the Conservation Management Plan (CMP), and the Design Team used the CMP and consulted with the Advisory Panel to reach consensus on which stretch of the Terrace would be restored first.

The Design Team includes:

- Purcell architects leading the Design Team
- HOP civil, marine, and structural engineers
- Stantec mechanical and electrical engineers
- Landscape Projects the team's landscape architects
- Faithful & Gould specialist project managers
- Robinson Low Francis cost consultants also monitoring the carbon impact of restoration
- Fourth Street specialists in business planning for heritage and cultural assets

Funding

The Council's own budget commitments show how important this unique heritage asset is to the city.

£2 million

set aside from council funding to deliver the first phase of restoration Achieved in late 2017, we have

£440,000

of crowdfunding available towards restoration of 3 arches

Public Works Loan Board Borrowing of

£9.235 million

identified in 2020 and 2021

£11.675 million

total dedicated to the restoration of Madeira Terrace

It was estimated in 2017 that a full restoration (all 151 arches) in like for like construction would cost at least £24m. Since 2016, we've explored different funding sources, including:

- Central Government (Levelling Up Fund)
- National Lottery Heritage Fund (NLHF)

- The hugely successful crowdfunding campaign
- Council funding £11m secured

The Council has a limited budget that is needed for a vast range of essential services, and these have been reduced year on year. This means the full estimated cost of the project cannot be covered in one go.

A new Vision for the wider seafront and community support will both be important going forward to attract outside funding. Future funders will be able to appreciate that the city wants to see Madeira Terrace restored to its original glory. This work is now taking place. With the support of the community, as demonstrated with the first successful Crowd Funding Campaign, our future funders will see that there is the energy, commitment, and expertise to make this happen.

Advisory Panel and Local Fundraising





To restore Madeira Terrace, a community based Advisory Panel representing local and citywide community interests has been working alongside the Council to develop plans for the restoration of Madeira Terrace and to make valuable contributions to the design process with its members' experience.

About the Advisory Panel

The Advisory Panel brings together a mix of community representatives, nominated by themselves or their own community groups.

It works with the Council to move the Madeira Terrace restoration forward. It represents the following groups from the community:

- Residents
- Event organisers
- Businesses

- Tourism
- Conservation of the built and natural environment

The members volunteer their time to advise on the project throughout the process and are providing a crucial contribution to making the restoration a reality.

Its current members include:

Alasdair Glass - The Regency Society

James Farrell - Brighton & Hove Building Green

Jax Atkins - Save Madeira Terrace Raffle Group

Derek Wright - Save Madeira Terrace Raffle Group

Rebecca Bunker - Save Madeira Terrace Raffle Group

Rupert Radcliffe-Genge, The Regency Society

James Mckeown - Concorde 2

Alan Towler - The Bristol Bar

Dan Lake – Same Sky / Brighton Festival

Bill Puddicombe – Sussex Beacon

Bill Smith - Latest Brighton

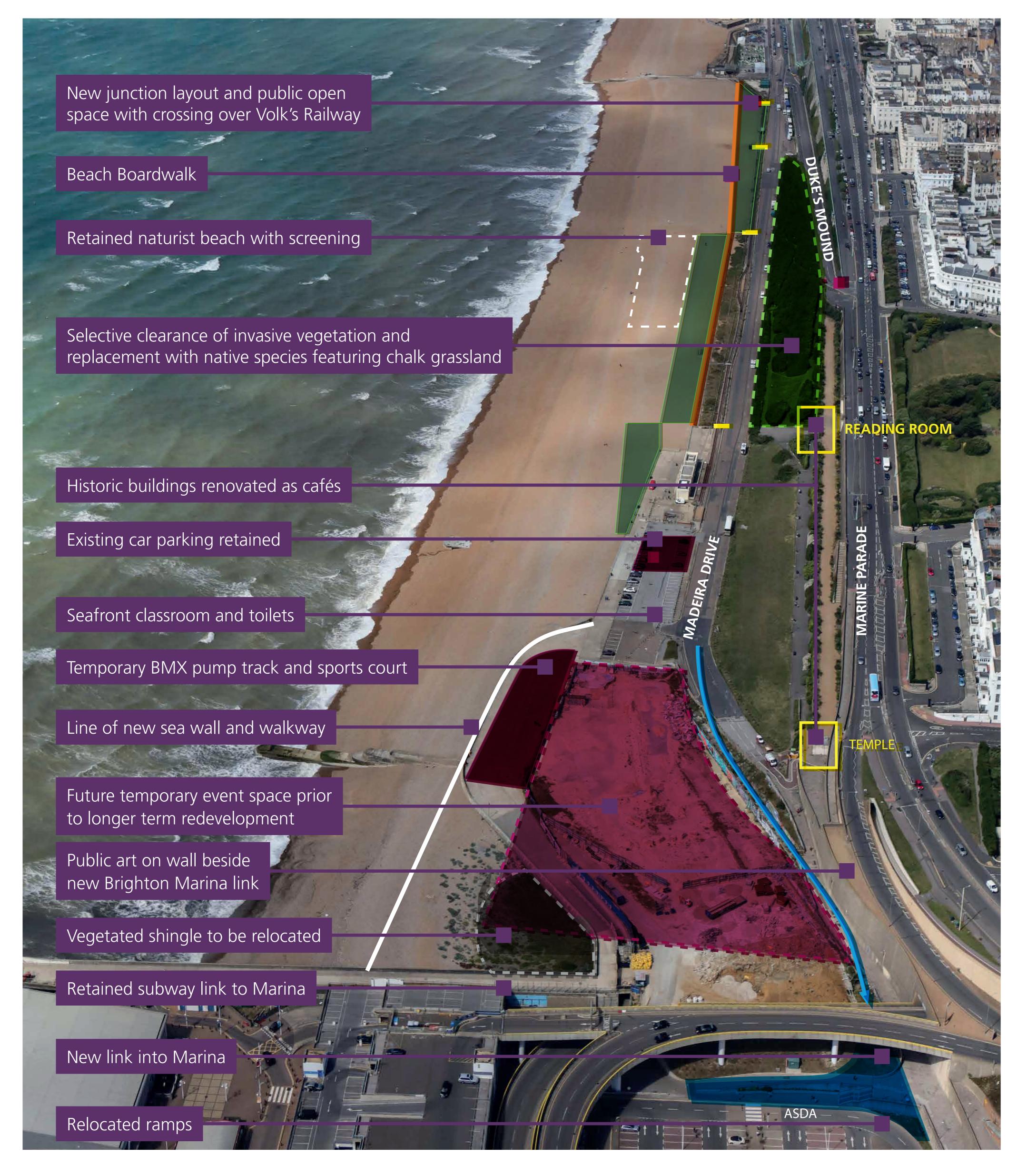
Harry Smith – Sea Lanes

The Advisory Panel would love to bring in new nominated members where a nominee space or reserve space exists – in particular, to involve greater diversity of people in representing the project to ensure the panel reflects the Brighton and Hove community. Do speak up if you're interested in taking part.

Black Rock Rejuvenation Overview

Coast to Capital





Black Rock rejuvenation project Phase One - update

The Black Rock rejuvenation project has been designed to resolve the long-term problem of the lack of progress with the Black Rock development site.

It is being led by Brighton & Hove City Council, with funding provided by Coast to Capital Local Enterprise Partnership. The aspiration to redevelop this strategically important seafront site has remained unrealised due to a range of obstacles which will be addressed via the proposed new infrastructure works. These include a realigned and extended sea wall, improved coastal defences, a decontaminated and levelled site and a new sustainable transport link between the eastern seafront and Brighton Marina.

In the short term, the Black Rock site will be capable of hosting outdoor events, and the new infrastructure will improve the experience for all visitors to the area. It will include a new beach boardwalk from the Volk's Station at Black Rock to the Volk's Workshops at the junction with Duke's Mound.

Phase two

In the longer term (approximately four years) a permanent redevelopment will be planned at Black Rock. This will be guided by a Development Brief and the Council is committed to keeping residents and other local stakeholders informed throughout the process.

Listening and responding to feedback

The Council has worked with residents and other key stakeholders in developing the plans for the rejuvenation of Black Rock.

During the planning process a full consultation was held, and 86 per cent of respondents said they backed the principles behind the scheme.

Discussions were held with community representatives and some new ideas, including the Pump Track and seafront classroom, have been added.

The Council is committed to working with residents and stakeholders as the scheme progresses, and the website will include regular updates.

The community engagement sessions that we are now running to discuss the vision for the eastern seafront (including Madeira Terrace) are the latest step in the process to deliver significant and long-lasting improvements that are accessible for all.

Project timetable

Phase One

Public exhibitions held

Autumn 2019:

Spring 2020: Design developed and plans submitted

Summer 2020:

Planning permission granted

Autumn 2020:

Detailed design completed, tendering begins

Spring 2021:

Duke's Mound improvements, clearance of non-native scrub

Summer 2021:

Significant works underway, including new sea defences

Autumn 2021:

Further progress including renovation of the Old Reading Room

Phase Two

Spring/Summer 2022: Phase Two development brief agreed

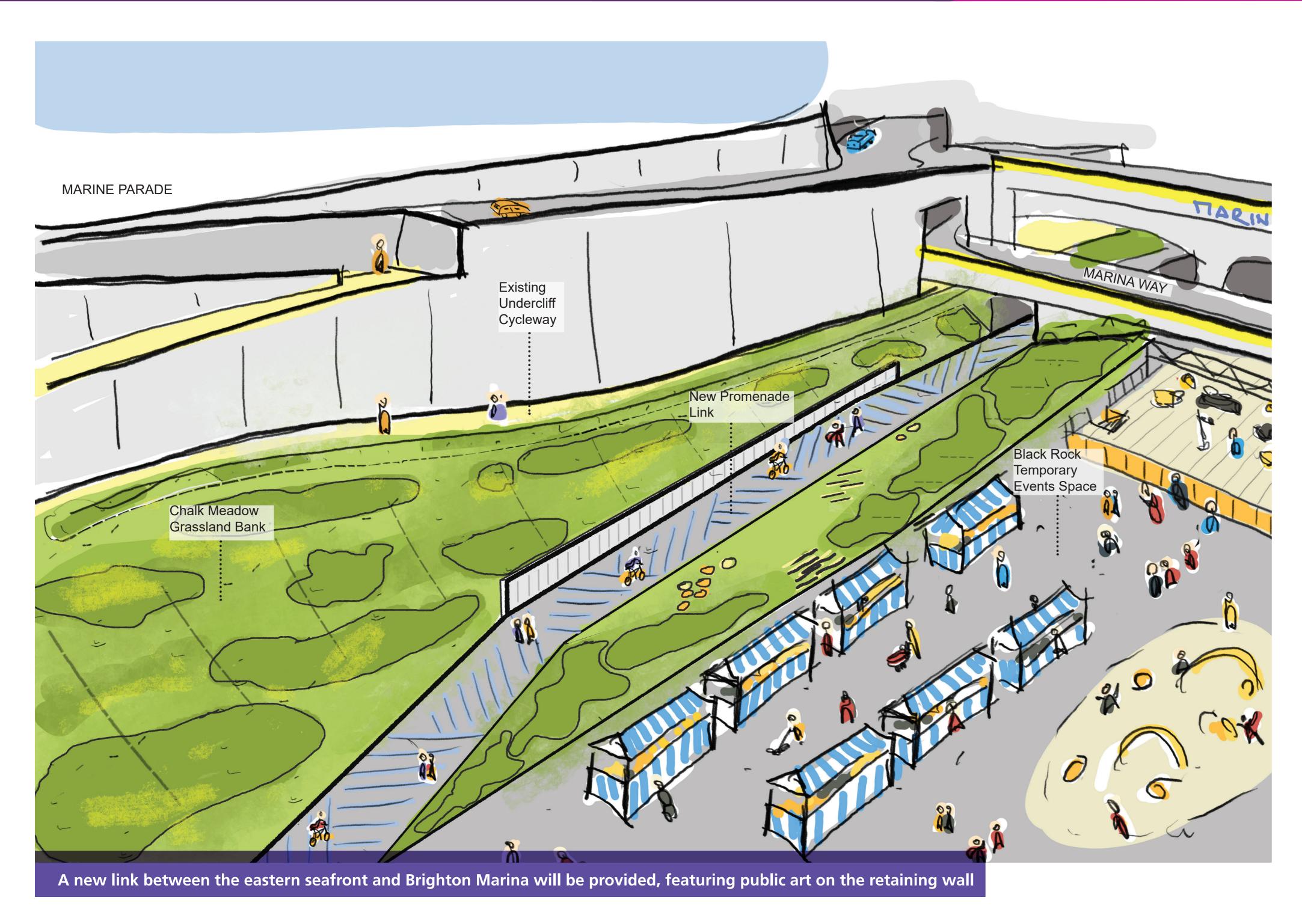
Autumn 2022:

Completion of Phase One – Final works to Link Road

Black Rock Rejuvenation Access and Public Realm Improvements

Coast to Capital





Madeira Drive and Duke's Mound

One of the aims of the Black Rock rejuvenation Phase One is to deliver junction upgrades at Duke's Mound to improve pedestrian and cycle safety.

There will also be improvements for pedestrians accessing the site and the beach.

To move one step closer to a seafront hopper service along the coast, funding from Coast to Capital Local Enterprise

Upgraded crossing points with new improved lighting columns will be installed along Madeira Drive. Existing crossing points of the Volk's Railway will be improved. A new 3-metre wide boardwalk will run from the existing Volk's Workshop in the west to the Volk's Station at Black Rock. It will then connect to a path along the new sea wall leading to Brighton Marina.

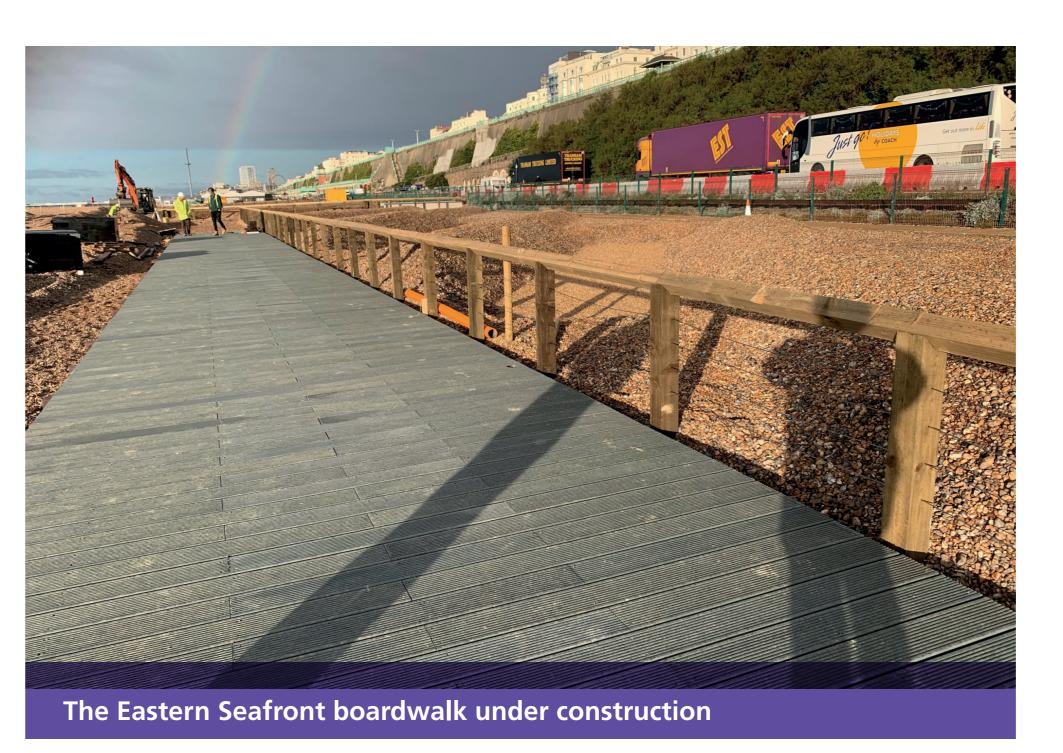
Brighton Marina Link

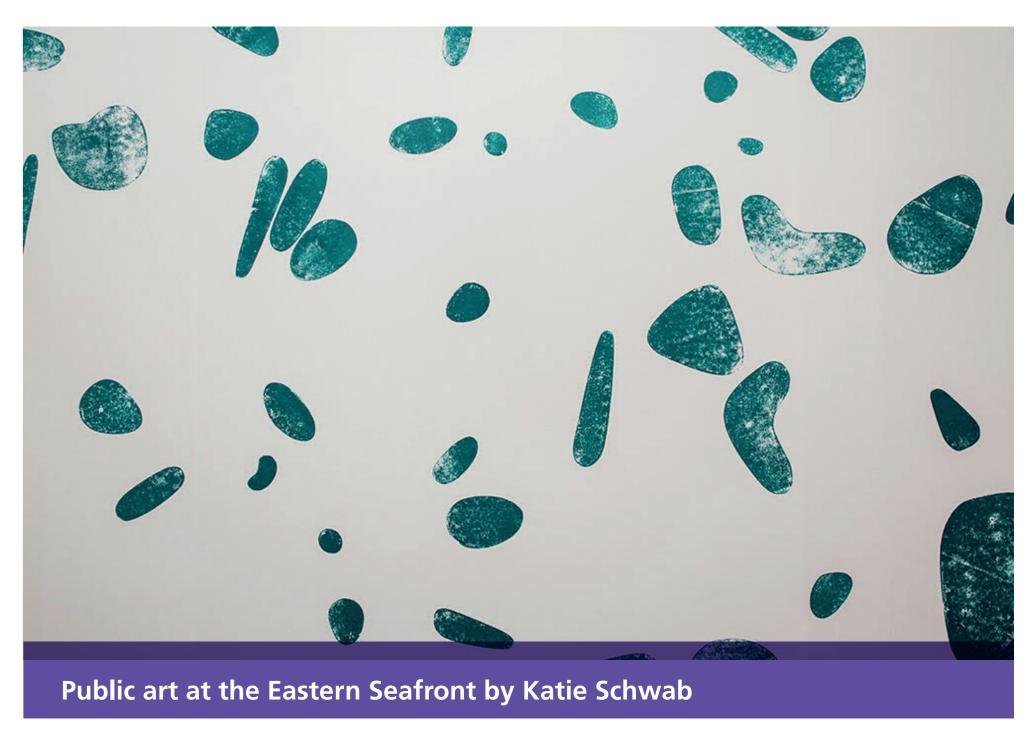
It has long been an ambition for the city and Brighton Marina to provide a more direct public transport link from the eastern seafront into Brighton Marina.

To move one step closer to a seafront hopper service along the coast, funding from Coast to Capital Local Enterprise Partnership has allowed works to take place which will create a new link beneath the current ramps. In the future this will create the opportunity for a shuttle link to operate along the eastern seafront. Whilst this remains a future ambition, the vital infrastructure will have been provided to allow this to take place.

This will also provide a new direct link for cyclists and pedestrians, replacing the current steep access to the north of the site or the subway access to the south. This access will be a permanent public route into the Marina from the Black Rock site.









The Black Rock rejuvenation will deliver a host of public realm improvements to make Black Rock a more attractive place to visit. The scheme will also improve connectivity between the eastern seafront and Brighton Marina.

Beach boardwalk

The Black Rock rejuvenation aims to make the eastern seafront a more sustainable, accessible, and attractive place to visit. This will include provision of a new beach boardwalk.

It will start near the western end of Duke's Mound beside the Volk's Electric Railway Workshop and run along the eastern seafront to the Black Rock site. Pedestrians will then be able to reach Brighton Marina via a walkway running along the line of the new sea wall to the existing subway or using the new link to the Marina.

Public art

A vital part of revitalising the eastern seafront is making it more attractive for visitors. The Council will be seeking to install artworks across the project area, including on the retaining wall beside the proposed new cycle route from Black Rock to Brighton Marina, making this more visually appealing.

Playing, wellbeing, and learning

The Black Rock rejuvenation will deliver a host of improvements designed to promote health and wellbeing, along with encouraging learning and playing.

A new play area has been designed to deliver sensory and learning experiences. Meanwhile, an outdoor classroom will provide shelter for children using the seafront for learning or outdoor activities. The new facilities will also include a temporary sports court and BMX pump track.

Black Rock Rejuvenation Heritage and Biodiversity

Coast to Capital



A New Chapter for Heritage

The Grade-II Listed Old Reading Room, originally built to provide shelter for residents of Lewes Crescent seeking a place to read in comfort with a view of the sea, will now be repurposed to a high standard and prepared for a new use.

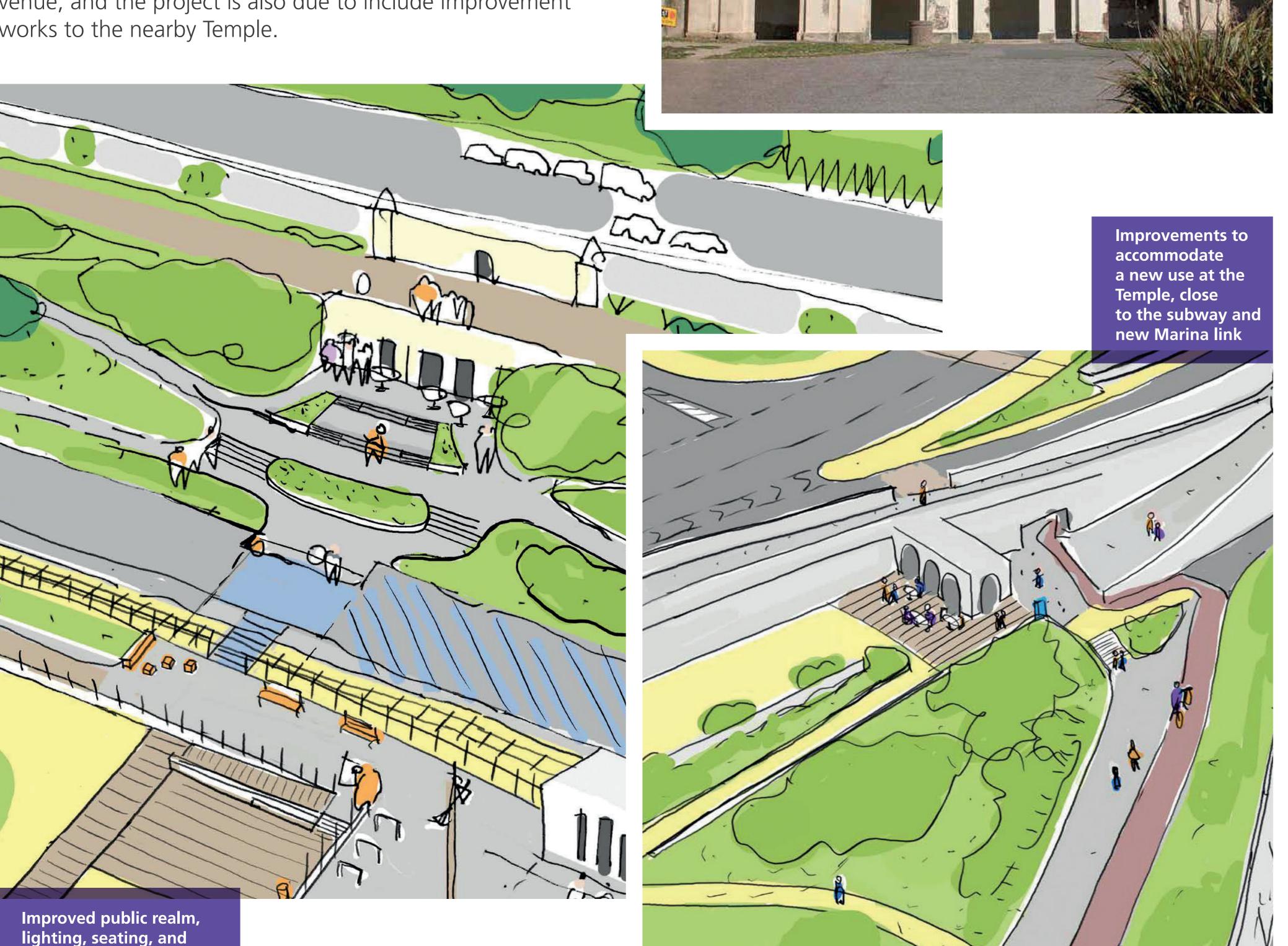
Floor to ceiling glazing to the southern elevations to retain the sea views along with works to provide flat outdoor spaces for seating will create a fabulous new space. This could be let to a future tenant as early as early 2022.

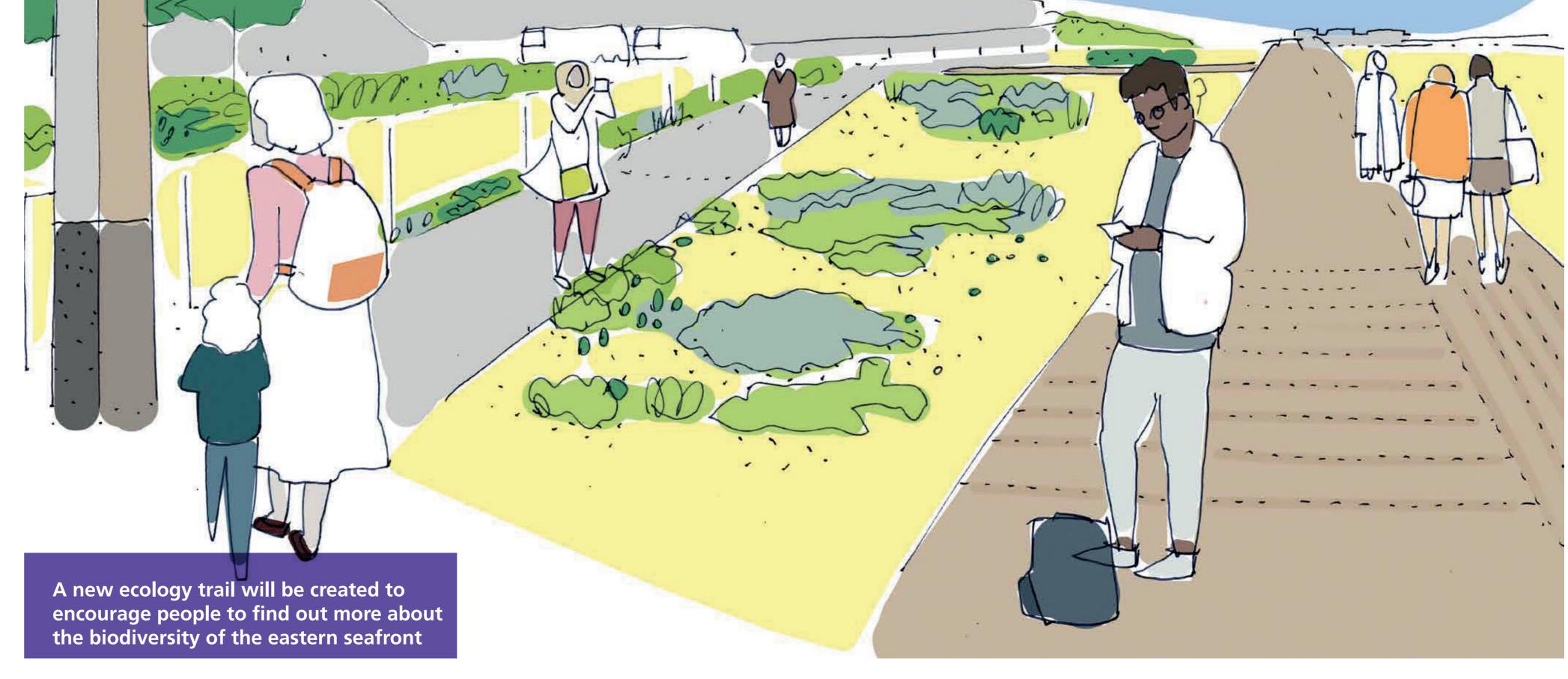
Several good ideas were put forward for uses for the Old Reading Room during public engagement, of which the most popular was to reopen the building as a café or restaurant.

Responding to this feedback, the Council is keen to make this happen by bringing in a suitable operator to run this new venue, and the project is also due to include improvement works to the nearby Temple.

a new use for the Grade

II-listed Old Reading Room





Improving biodiversity

The Old Reading

Room before renovation

The Black Rock rejuvenation will deliver significant environmental and ecological improvements, making the eastern seafront a more sustainable, accessible, and attractive place to visit.

It will include the creation of an ecology trail along with removing invasive non-native species from the Kemp Town Slopes and reintroducing native plants, wildflowers, and chalk grassland. It will also seek to increase the amount of vegetated shingle at the eastern seafront. Some of it will have to be relocated to facilitate the realignment of the sea wall. However, with the additional area to be replanted and seeded there will be a net gain in biodiversity through the provision of 1.5 hectares of vegetative shingle alongside the new beach boardwalk.

Biodiversity improvements at a glance

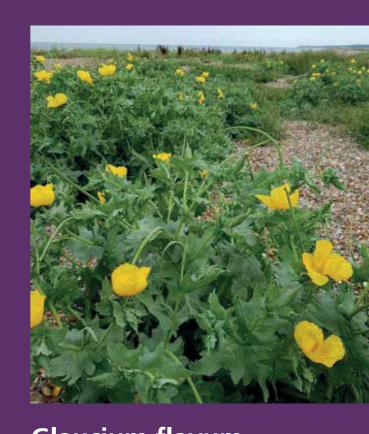
- An allocated area of approximately 1.5 hectares of currently bare shingle beach will be vegetated through replanting and reseeding.
- The section of the Tamarisk at Duke's Mound which had been allowed to proliferate has now been reduced to restore views and help improve the important public realm spaces here. New seating will be provided.
- An ecology trail will be provided with information boards for users. This guided walk will improve ecological knowledge, and there will be low protective fencing to discourage veering from the dedicated route, thus avoiding disturbance to this sensitive habitat

Indicative planting

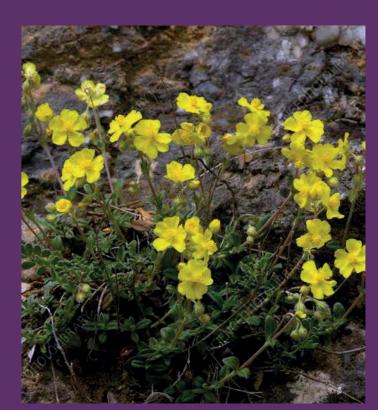
Here are some examples of native species that are likely to form part of the reseeding and replanting in Phase One of the Black Rock Project.



Crambe maritima, sea kale



Glaucium flavum, Yellow horned poppy



Helianthemum canum, Hoart rockrose



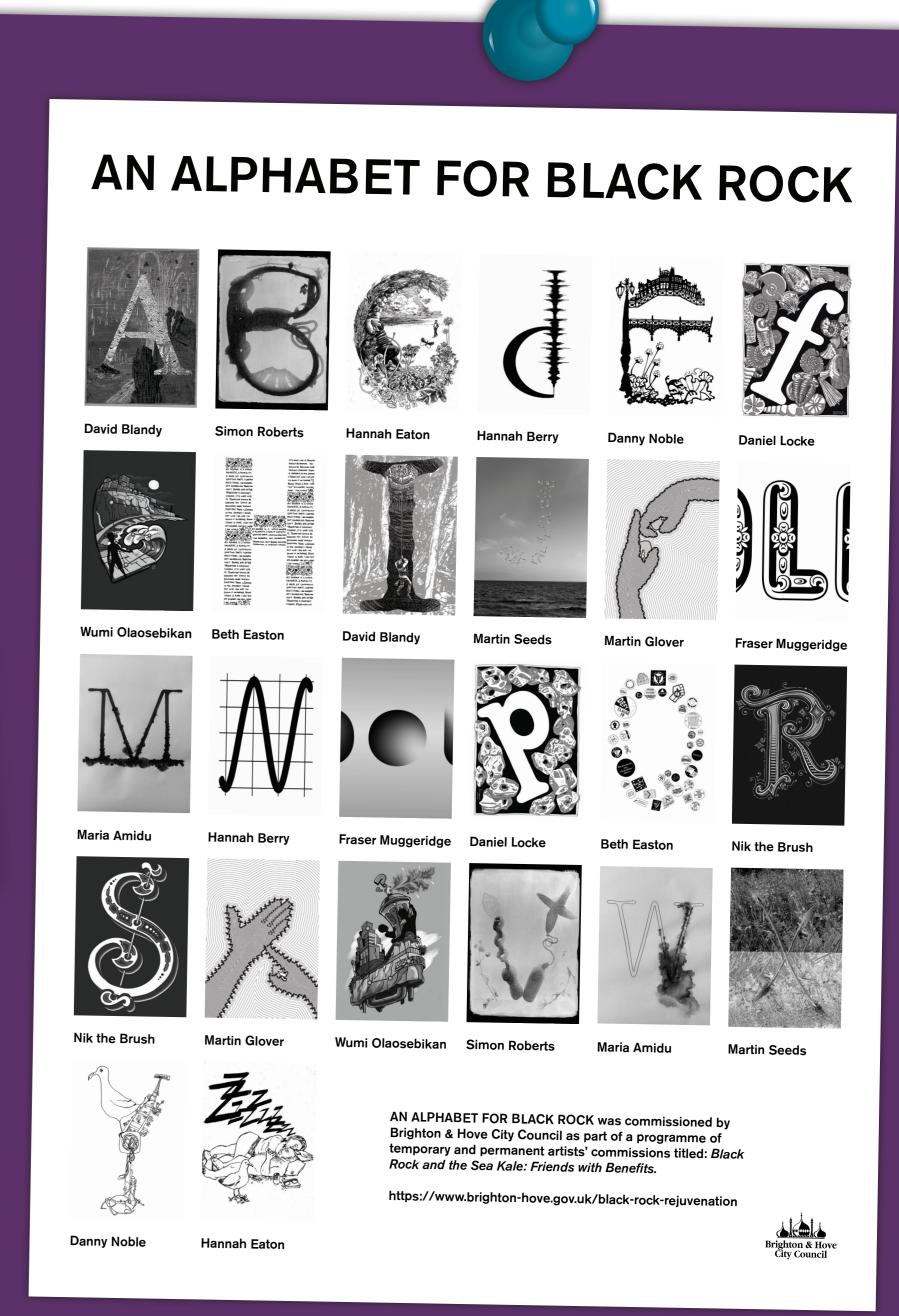
hamnoides, Sea buck-thorn

Black Rock Rejuvenation Progress So Far...

Coast to Capital







Good progress is being made at the Black Rock site as you'll see from these images which have recently been taken.

Landscaping is taking place, along with works on the beach to create more space for vegetated shingle, improving biodiversity.

Construction of the new Black Rock sea wall is underway and the beach boardwalk is taking shape.

Public art will also be installed, and the Council has commissioned local artists to create An Alphabet For Black Rock which is pictured here, along with the current works on-site.

Key Benefits and Next Steps



Making a Positive Difference for the Whole Community

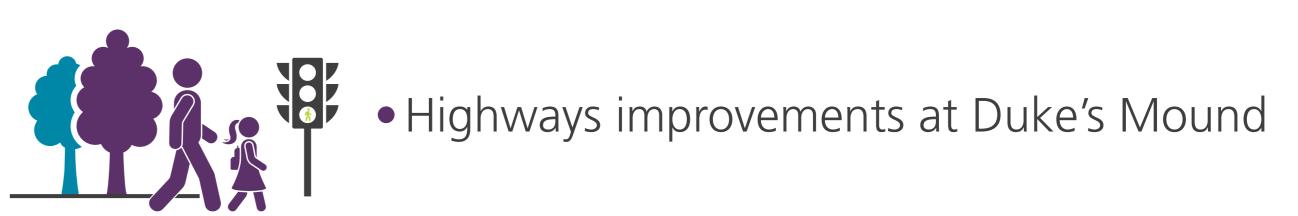
The projects at Madeira Terrace and Black Rock will deliver a host of significant benefits, which will include:



 Embarking on the restoration of the Madeira Terrace arches in partnership with the local community, safeguarding the seafront's heritage

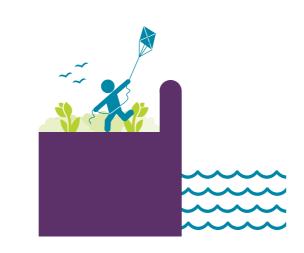


 New Black Rock activity hub will include a temporary sports court, pump track, seafront classroom and a children's play area





 Finding creative new uses for public spaces along the whole eastern seafront



 Improved coastal protection with new sea defences



 Wider heritage improvements including renovating the Grade-II listed Old Reading Room and Temple, making them available for café /restaurant use



 Preparing the Black Rock site with decontamination, infrastructure provision and wider rejuvenation to allow for future development



 Landscaping improvements including more vegetated shingle, reintroducing native species, restoring chalk grassland, and improved biodiversity at Madeira Terrace



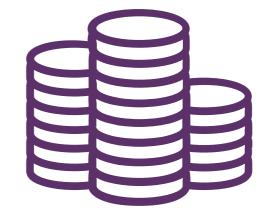
 By preparing the Black Rock site for future development, this will also provide the opportunity for temporary 'meanwhile use' as an open-air seafront events space



 Improved connectivity for everyone, including cyclists and pedestrians, promoting access and inclusion for all



 A new beach boardwalk, along with an ecology trail and an access link from Brighton Marina to Madeira Drive via Black Rock



 Investing in the eastern seafront, contributing towards the local economy's recovery from the pandemic

Next Steps

Brighton & Hove City Council is keen to work positively with residents and other local stakeholders every step of the way as the eastern seafront is transformed.

For further updates, please visit:



www.brighton-hove.gov.uk/madeira-terrace-restoration



www.brighton-hove.gov.uk/black-rock-rejuvenation

Alternatively, you can email our project teams:



madeiraterrace@consultation-online.co.uk



blackrock@communityfeedback.co.uk



Or leave a message on our freephone line – 0800 298 7040 – and the project team will call you back