

COLDEAN MASTERPLAN

Park Road and Beatty Avenue
Masterplan framework

Draft report
December 2023

Quality information

| Prepared by | Checked by | Approved by |
|---|---|-------------------------|
| Rose Bateman Senior Planning Consultant | Ruy De Oliverira Scalamandre Industrial Placement | Ben Castell Director |
| Nicholas Pascalli Graduate Urban Designer | | |
| Ruy De Oliverira Scalamandre Industrial Placement | | |

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1. INTRODUCTION



Welcome
Monday - Saturday
6am - 11pm
Sunday
7am - 10.30pm

OFF LICENCE

Londis

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the bonus king

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Rise and shine
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Top drops

Welcome

1. INTRODUCTION

Through the Department for Levelling Up, Housing and Communities (DLUHC)'s Neighbourhood Planning Programme led by Locality, AECOM has been commissioned to provide design support for the Coldean Neighbourhood Plan. This document provides a concept masterplan framework and design guidance for the two village hubs found within Coldean – referred to in this report as the Park Road and Beatty Avenue village hubs. This supports the Neighbourhood Plan policies that guide the assessment of future development proposals, encouraging high-quality and innovative design that complements and enhances the distinct qualities of Coldean.

1.1 Purpose of this document

This report is intended to support the Neighbourhood Plan and to help guide the enhancement of Coldean village.

The design studies are high-level and illustrative, prepared to demonstrate how the design principles that the Coldean Neighbourhood Planning Forum (**the Group**) wishes to promote could be applied on the sites. Although AECOM specialists have inputted into the development of the design, we have not undertaken technical studies such as a transport study, traffic assessment or drainage and ground conditions assessment. It is expected that further design and investigations are undertaken by applicants on the sites. This report is an initial step in that direction, with the aim of enabling the stakeholders to progress from an informed position.

The report provides an evidence base informed by a desktop study, site visit and a high-level development framework. This should be read in conjunction with the Coldean Design Guidance and Codes completed by AECOM in October 2023.



Figure 01: Steps undertaken to produce this document.

1.1.1 Aims and objectives

The objective of the Coldean Masterplan is to provide a detailed masterplan framework and high-level concepts for the two village commercial hubs on Park Road and Beatty Avenue.

The concept masterplan provides specified interventions that can be implemented within the two commercial hubs of the village to support existing facilities and businesses and improve the public realm.

The key components of the scheme are as follows:

- Promote a highly distinctive local character through high-quality design that new development can refer to;
- Improve the public realm in front of the existing community facilities and businesses in order to increase patronage;
- Create a gateway into Coldean via Coldean Lane that is attractive and representative of the village;
- Retain accessible green spaces and introduce greenery to areas where this is lacking;
- Increase local community facilities and provide safe and clean spaces to connect the local community;
- Enhance accessibility and sustainable and active travel facilities to the village hubs for all residents;

These components were chosen following an evidence base (see **Chapter 2**) that outlines the potential issues, constraints and opportunities of the two specified areas in order to identify potential interventions that can be implemented to improve and enhance that area.

1.2 Overview of the village hubs

Coldean is a village of approximately 3000 residents located approximately 5 kilometres northeast of Brighton's city centre. Bordering the built-up area of Coldean is a diverse range of natural assets, including nature reserves, woodland and open green spaces set within the South Downs National Park. Additionally, key activity hubs just outside of the Neighbourhood Area (**NA**) include the university of Sussex, Brighton University's Falmer Campus and the popular AMEX Stadium which all greatly impacts the vehicle and foot traffic into and out of Coldean. These will further be increased by the newly constructed Bluebell Heights which will add approximately 250 additional residential units to Coldean.

The two commercial hubs are the main areas of local community activity within the village. The Park Road village hub is located at the intersection of Park Road and Coldean Lane and acts as a gateway into the village from Lewes Road (A270). The Beatty Avenue village hub is located within the block formed by Beatty Avenue, Hawkhurst Road, Rusper Road and Selham Drive. These two village hubs are placed in very opportune locations to attract both community activities and outside revenue to the local businesses. Park Road additionally has the opportunity to create a stronger, more modern identity for Coldean as this is an ideal gateway site that will be many passers-by initial impression of Coldean and could inspire future development in other parts of the village.

The overleaf goes into more descriptive detail of the two hubs, such as which businesses are present, and is followed in **Chapter 2** by an analysis of the constraints and opportunities present which will form the baseline of the Masterplan Framework.



KEY

- | | | | |
|--|-----------------------------|---|----------------|
|  | Neighbourhood Area boundary |  | A roads |
|  | Railway & stations |  | B roads |
|  | Nature reserves |  | Tertiary roads |

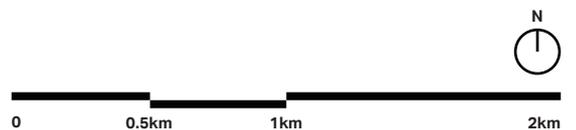


Figure 02: Map showing the Neighbourhood Area in context with its surrounding environment.

Park Road study area

Located at the intersection of Park Road and Coldean Lane, this area is not only one of the commercial and community hubs but also a key gateway into the village.

The boundary of this study area includes the corner block of businesses and the public realm in front of these, the privately owned green space behind the block, the triangular green island and bus stop that forms the main intersection into the village, segments of the two roads and the pavements adjacent to these. By including the roads and pavements into the masterplan, there is an opportunity to improve the connectivity and interactivity with the public realm including how these spaces are used and there overall appearance.

The businesses that are found within this hub are the Ruby Pub and Hotel, the Burger Barn and cafe, the All-in-1 Takeaway, a Londis convenience store and a Betfred betting shop.

Beatty Avenue study area

The location of this hub is along the centrally placed Beatty Avenue and includes a mix of both residential, community and commercial buildings. The study area boundary includes all the building blocks and green space, Rusper Road and the detached garages along here and segments of the adjacent roads surrounding the commercial hub.

The businesses and community offerings within this hub include the Coldean Library, Coldean Pharmacy, Coldean Convenience 02, Coldean Community Corner, KC Contracts for plumbing and heating services and a second community building used for various events. This is a key placement for a community hub due to its central location and its proximity to the Bluebell Heights and Varley Park student accommodation.

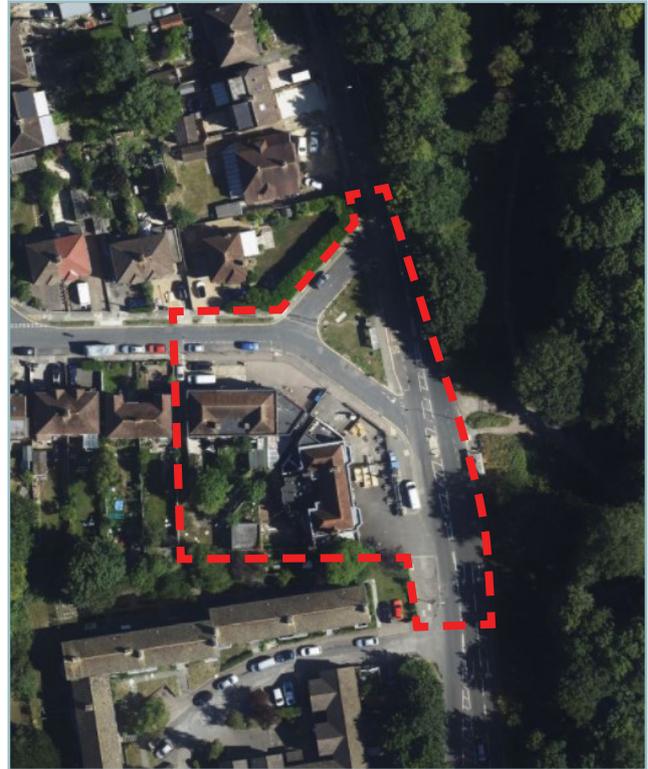


Figure 03: Boundary of the Park Road study area.
Source: Bing Maps satellite imagery.

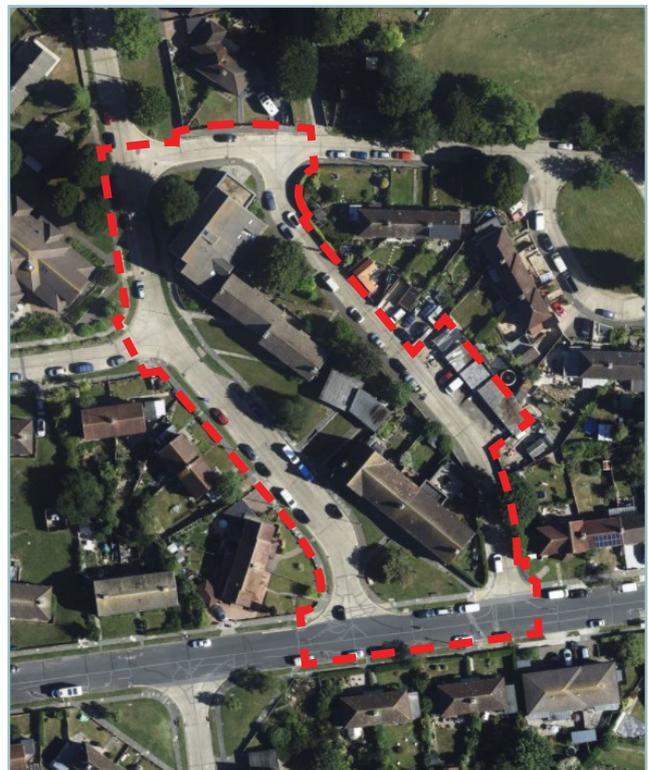


Figure 04: Boundary of the Beatty Avenue study area.
Source: Bing Maps satellite imagery.



Figure 05: The two village hubs within the context of the Neighbourhood Area.

1.3 Other documents for reference

20 Minute Neighbourhoods (2021)

The Town and Country Planning Association (TCPA)

This guide picks up on the concept of walkable communities. The guide prioritises pedestrians and proposes that ‘most of people’s daily needs can be met within short walk or cycle’. The benefits of this approach is that residents are encouraged to become more active, which improves their mental and physical health; residents tend to use local facilities and green spaces more regularly; traffic is reduced, and air quality is improved; and people see more of their neighbours, strengthening community bonds.

The Group sees accessibility, wellbeing and a healthier environment as critical factors in the masterplan work and should integrate relevant proposals into this report.

The Healthy Streets Approach¹

Lucy Saunders

The Approach is informed by 10 evidence-based Healthy Streets Indicators, each describing an aspect of the human experience of being on streets. This Approach can be applied to any streets, anywhere in the world. It builds improvements on existing conditions rather than seeking a fixed end goal. Taking this Approach requires incremental changes in all aspects of the decision-making processes related to streets and transport.

As part of this Approach, a number of resources can be utilised including case studies, a Healthy Streets Index, a Qualitative Street Assessment, Design Checks for the UK, an Evaluation Framework and an upcoming Imagery Guide.

¹Healthy Streets website (2023). Source: <https://www.healthystreets.com/what-is-healthy-streets>

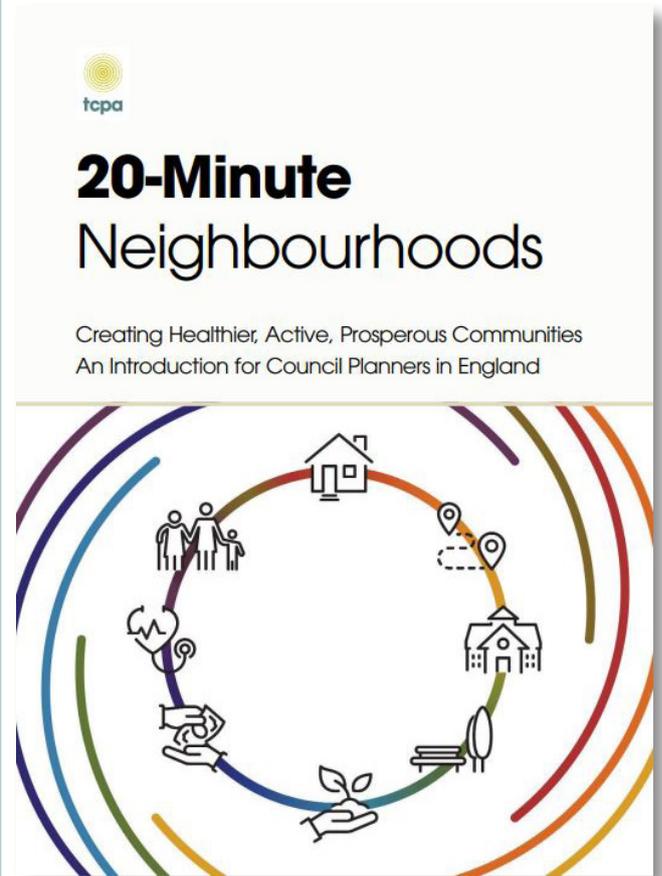


Figure 06: TCPA 20 Minute Neighbourhood Guide

HEALTHY STREETS



Figure 07: Healthy Streets indicator.

1.3.1 National planning policy and guidance

In preparing this masterplan, consideration has been given to national, regional and local planning policy. This includes both adopted and emerging policies as set out below.

National documents can provide valuable guidance for bringing about good design and the benefits accompanying it. Some are there to ensure adequate planning regulations are in place so that development is both fit for purpose, and able to build

sustainable, thriving communities. Other documents are more technical and offer specific design guidance which can inform masterplanning activities.

Developers should refer to these key documents when planning future development within the two Coldean Masterplan village hubs.

2023 - National Planning Policy Framework

A revised National Planning Policy Framework (NPPF) came into force in December 2023. Chapter 7 'Ensuring the vitality of town centres' sets out the Government's approach to town centres. It identifies that planning policy should promote the long-term vitality and viability of town centres – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters (Paragraph 90).

Paragraph 90 encourages allocation of a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least 10 years ahead. Meeting anticipated needs for retail, leisure, office and other 'main town centre uses' over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review.

It identifies that where suitable and viable town centre sites are not available for main town centre uses, appropriate 'edge of centre' sites that are well connected to the town centre should be allocated. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre.

2021 - National Model Design Code

This report provides detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on 10 characteristics of good design set out in the National Design Guide. This guide should be used as reference for new development.

2021 - National Design Guide

The National Design Guide illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice. Ten characteristics in the guide outline the Government's priorities for well-designed places.

2021 - Build Back Better High Streets

This policy strategy document notes the importance of our high streets at the forefront of the UK's recovery post-COVID and focuses on five key priorities and the overarching ambition is for high streets to become 'clean, green, mixed-use spaces in which people not only want to shop but also live, work, and relax'.

2023 - Active Design Sports England

Active Design aims to create places and spaces which encourage people to move more, with more opportunities for everyone to lead healthier lives. Active Design incorporates active travel options and enacting this guidance could help increase transport choice, reduce the number of car journeys required and give people more choice in how they travel during their day.

2021 - Building with Nature Standards

The mission of this document is to put high-quality green infrastructure at the heart of placemaking in the UK, maximising benefits for people and wildlife. By bringing people closer to nature and building great places for us to live, work and play, development can make a major contribution towards better health and wellbeing in our communities and tackling our climate and ecological emergencies.

The 12 Standards in this document are built around the themes of Core, Wellbeing, Water, and Wildlife, helping residential and commercial developers to design and deliver high-quality green infrastructure, and guiding policy makers in clearly defining requirements for green-infrastructure in policy documents.

2020 - Building for a Healthy Life

Building for a Healthy Life (BHL) is the new (2020) name for Building for Life, the government-endorsed industry standard for well-designed homes and neighbourhoods. The new name reflects the crucial role that the built environment has in promoting wellbeing. The BHL toolkit sets out principles to help guide discussions on planning applications and to help local planning authorities to assess the quality of proposed (and completed) developments, but can also provide useful prompts and questions for planning applicants to consider during the different stages of the design process.

2007 - Manual for Streets

Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes streets and wider development that avoid car dominated layouts, and place the needs of pedestrians and cyclists first. It also supports streets that create better places and a sense of community.

2010 - Manual for Streets 2

Wider Application of the Principles (MfS2) forms a companion guide to Manual for Streets (MfS1). Whilst MfS1 focuses on lightly-trafficked residential streets it also states that, 'a street is defined as a highway that has important public realm functions beyond movement of traffic.'

1.3.2 District planning policy and guidance

Coldean lies within the Brighton and Hove City Council area. The district city plan documents provides strategic planning policies to guide sustainable development through to 2030.

Here can be found a focus on the health and viability of high streets as well as policies to promote and provide for safe and accessible walking, cycling and pedestrian routes encouraging more sustainable transport. The City Plan Part Two in

particular promotes high-quality design to deliver more attractive and successful places to live and work.

In addition to these, this document should be read in conjunction with the Coldean Design Guidance and Codes completed by AECOM in October 2023.

The following documents at a district level have informed the guidance within this report:

2016 - City Plan Part One

Brighton and Hove City Council

'The City Plan Part 1 strategy reflects the importance the Council places on protecting and enhancing the city's unique built and natural environment whilst ensuring needed homes and jobs are provided together with the right infrastructure and community facilities to support the city's residents, businesses and visitors.'

City Plan Part One provides strategic planning policies to guide sustainable development through to 2030. A review of this document has commenced at the time of preparing this report.

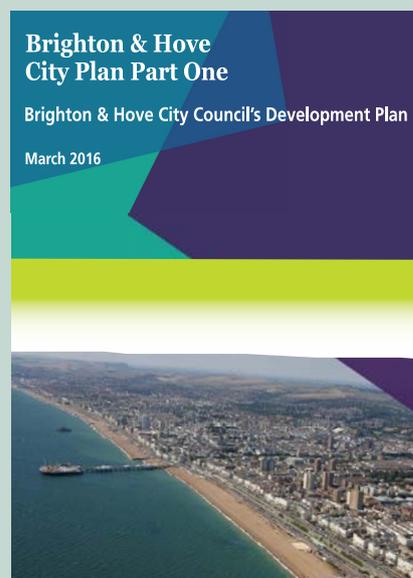
In particular, **Section Four – City Wide Policies** offers valuable guidance and resources relevant to this masterplanning framework. This includes policies relating to Sustainable Economic Development (CP2), Sustainable Transport (CP9), Urban Design (CP12), Public Streets and Spaces (CP13) and Open Spaces (CP16).

2022 - City Plan Part Two

Brighton and Hove City Council

'Our high streets are changing, so the Plan supports their health and viability. It protects the role of local parades of shops in helping residents access day to day necessities within walking distances of their homes. It also protects community facilities and pubs.'

City Plan Part Two promotes high quality design to deliver more attractive and successful places to live and work. In particular, policies relating to **Section 2: Development Management Policies** has relevant topics to refer to including Employment and Retail, Design and Heritage (which details shop fronts and high-quality spaces) and Transport and Travel which are all relevant to the successful implementation of the interventions in this report.



1.4 Delivery

The Coldean Masterplan report will be a valuable tool in securing context driven, high-quality development in the village commercial hubs of Coldean. The table, below, identifies those groups who might use the concept masterplan and how they would use it.

The objectives herein constitute place making principles and guidance to help interpret and apply the statutory policies within the Neighbourhood Plan. Good design is not an additional cost to development and good placemaking can result in uplifts in value.

As a consequence, it is a key document to which developers, in particular, must have reference. They will be expected to demonstrate how they have responded to the provisions of the concept masterplan and, in those instances where they deviate from the concept masterplan, they will be required to demonstrate why the proposed changes represent an improved outcome in terms of the delivery of the Coldean masterplan framework objectives.

What follows is a list of actors and how they will use the design guidelines outlined by this masterplan concept framework:

| Actors | How they will use the design guidelines |
|--|--|
| <p>Applicants, developers, and landowners</p> | <p>As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.</p> |
| <p>Local Planning Authority</p> | <p>As a reference point, embedded in policy, against which to assess planning applications. The concept masterplan should be discussed with applicants during any pre-application discussions.</p> |
| <p>Coldean Neighbourhood Planning Forum</p> | <p>As a guide when commenting on planning applications, ensuring that the objectives set out in the Masterplan Framework are complied with.</p> |
| <p>Community organisations</p> | <p>As a tool to promote community-backed development and to inform comments on planning applications.</p> |
| <p>Statutory consultees</p> | <p>As a reference point when commenting on planning applications.</p> |



2. MASTERPLAN AREA STUDY ANALYSIS



Coldean Library

P Permit holders only Event days

2. MASTERPLAN AREA STUDY ANALYSIS

This section delineates the main issues and constraints as well as opportunities for enhancement of the two study areas. These will be focused on the village hubs but with an overreaching opportunity to enhance wider Coldean.

This section serves to establish a strategic foundation for the masterplan framework objectives and interventions proposed in Chapter 3.

2.1 Introduction

Coldean is a small settlement approximately 5 kilometres northeast of Brighton's city centre, however it retains a quiet residential feel due to green buffers between neighbouring settlements and a sprawl of low-density, low-rise residential development. There is currently limited retail, leisure and community offerings, all of which are located within the boundaries of the two village hubs delineated within this document.

Nevertheless, a steady population increase and urban expansion in Brighton & Hove, the proximity to the AMEX Stadium, large student population, traffic counts on the A27 around Coldean and the opening of Bluebell Heights have all contributed to increased footfall on Coldean's built environment. While many of these factors present issues and constraints to Coldean's built environment, such as streets overwhelmed with parking, there is also a set of opportunities available for enhancing the village for residents and visitors alike and to boost the character and local economy.

Overview of issues and constraints

Whilst Coldean is an attractive place to live, it suffers from the following general issues and constraints:

- High residential land use leaves very little mixed-use and/or social spaces, and the current public spaces within the village hubs are currently underutilised;
- The current built-up area of Coldean lacks a clear distinct design style or good design reference for the wider settlement;
- Increasing traffic flow within and around Coldean, especially during events at the AMEX Stadium and associated matchday traffic;
- Presently the road and street network cannot keep up with population growth, potentially exacerbating accessibility and connectivity issues.

In particular, traffic and on-street clutter are intensifying issues within Coldean. Traffic flows have been increasing in and around Coldean in recent years. Whilst this increases consumer footfall and number of visitors to Coldean, it can also lead to issues with regards to traffic.

Indeed, the Coldean Neighbourhood Planning Forum's Traffic Management Plan consultation document identifies, among others, the following traffic-related issues:

- Speeding;
- Insufficient parking;
- Excessive traffic;
- Lack of safe walking spaces and footpaths;
- Lack of safe cycling routes.

Area-specific issues and constraints will be analysed in the following section and illustrated on concept base maps.

Overview of key opportunities for improvement

Notwithstanding the issues and constraints identified, Coldean's proximity to Brighton city centre, surrounding natural assets, property development and the existing internal infrastructure and connectivity also present opportunities to overcome some of the issues identified by public consultations and during the site visit.

By adhering to the TCPA's 20 Minute Neighbourhood Guide and Lucy Saunders' Healthy Streets Indicator, the masterplan proposals within this document aim to improve the public realm of the village hubs.

At the core of the proposals are the opportunities to leverage Coldean's location and layout to fulfill these key objectives:

- Promote a highly distinctive local character through high-quality design that new development can refer to;
- Improve the public realm in front of the existing community facilities and businesses in order to increase patronage;
- Create a gateway into Coldean that is attractive and representative of the village;
- Retain accessible green spaces and introduce greenery to areas where this is lacking;
- Increase local community facilities and provide safe and clean spaces to connect the local community;
- Enhance accessibility and sustainable and active travel facilities to the village hubs for all residents;

Area-specific opportunities will be analysed in the following section and illustrated on concept base maps.



Figure 08: A view of a street within Coldean that is affected by an abundance of street parking, which is partly influenced by events occurring within the nearby AMEX Stadium (pictured top-right).



Figure 09: Bluebell Heights (seen in the background) pictured from Beatty Avenue. It can be expected that with the opening of this development, there will be a higher footfall in the village hubs.



Figure 10: Underutilised space in front of the shop fronts, such as these within the Park Road village hub, offer the opportunity to be designed to improve the public realm and create shared spaces for the community and visitors to use.

2.2 Park Road village hub

2.2.1 Issues and constraints

In addition to some of the issues and constraints that Coldean faces more broadly, the Park Road village hub has specific issues and constraints of its own. The location of these is illustrated on the map in **Figure 26** indicated by the corresponding **red** numbering and include:

Public realm

- 1.** Lack of on-plot parking options along Park Road leads to on-street clutter and congestion within the site. This in turn negatively impacts the attractiveness, overall safety and mobility of the area;
- 2.** Lack of dedicated outdoor places for informal socialising and gatherings in the area fronting the shops;
- 3.** No designated loading and unloading bays for retail forces delivery vehicles to use pavements or streets for deliveries. This in turn negatively impacts the streetscape, safety and mobility of the area;
- 4.** Large collection containers are placed on the pavement directly in front of the Ruby Pub & Hotel adjacent to Coldean Lane. This is not only an unattractive representation of Coldean but also takes up valuable public space;
- 5.** Certain boundary treatments are obstructive and create a sterile environment, such as high unbroken fences. Others, such as those in front of the businesses, are of an appropriate design but could benefit from uniformity and more breaks throughout for more permeability;
- 6.** Lack of green features in the form of planters, street trees and green walls along streetscene. Additionally, Limited street furniture and green elements create a less vivid scene; and



Figure 11: Row of commercial units parallel to Park Road with marked street parking spots (time limited) directly in front.



Figure 12: Space on the pavement in front of the easternmost unit is often used as an unofficial van loading and unloading bay.



Figure 13: Large waste and donation collection containers are placed in a row on the pavement directly in front of the Ruby Pub & Hotel.

7. Inconsistent use of paving materials in the public realm creates a fragmented scene for pedestrians and limits accessible movement through the area.

Village gateway

8. Absence of adequate anti-parking infrastructure on the traffic island at the fork with Coldean Lane leads to spoilt and under-valued green space regularly occupied by parked cars;

9. The bus stop located at the intersection of Park Road and Coldean Lane limits the opportunities of utilising this green space for public use. Additionally, the bus stop structure itself is dated and not a strong representation of Coldean;

10. The Park Road Y-intersection takes up a significant area of space at an opportune location for the gateway site into the village. This is not only an unattractive space occupied by roads and street parking, but it also impacts mobility through the area with heavy levels of consistent traffic due to its connection with the A27; and

11. Lack of any landmark or signage that identifies Coldean.

Movement and pedestrian safety

12. Poorly maintained road floor signage limits attractiveness and safety of the area, as well as the enforcement of double yellow lines;

13. Coldean Lane, with its proximity to the A27, is a busy street directly adjacent to the study area. This road congestion impacts the active movement through the site, especially pedestrian movement into the area via surrounding attractions such as the Stanmer Nature Reserve located directly opposite to the area;



Figure 14: The green traffic island at the fork with Coldean Lane is often occupied by parked cars despite the proximity to a busy road and bus stop and the double yellow lines.



Figure 15: Street parking dominates Park Road adjacent to the pavement affecting movement through the area and the quality of the streetscene.



Figure 16: High unbroken boundary treatments can create a sterile and unwelcoming environment.

14. There are currently no bicycle lanes or opportunities for bicycle parking. This will discourage active travel through the area and Coldean residents are more likely to drive to this area that would otherwise be easily reachable through other means of active travel. This will be increasingly relevant with the opening of the Bluebell Heights development and increased traffic to local facilities; and

15. Lack of signage showing services offered within this area and to the other main commercial hub along Beatty Avenue. Better wayfinding could encourage more active travel through the neighbourhood and also potentially spread out foot traffic more evenly.

Frontages

16. Lack of consistent design and style on the shopfronts results in an indistinguishable identity for the area and for wider Coldean. Although vernacular variety can benefit the built environment, certain features, such as a uniform signage design and aligned fascias, can create a stronger more unified character for the area;

17. Many of the shopfronts utilise urbanised facade features such as external roller shutters which are not representative of a village environment; and

18. The facades of some shopfronts lack an identifiable character, whether that be of a more contemporary or traditional village atmosphere, and use building materials that do not distinguish it from the residential buildings in the neighbourhood.

Land use

19. There is little space for development within this village hub, which restricts how many land uses can be located in this area, such as public space and areas of greenery;

20. The limited number of buildings inevitably results in a limited number of offerings available. This may limit how many residents will use this area rather than going to a larger nearby settlement, which will affect the local economy and also the traffic through the neighbourhood; and

21. There is a lack of public and community facilities offered. This will affect how many people actively use this space and results in an area that does not have a community hub atmosphere and limit the age of users into this site, being less focused on families.



Figure 17: Urbanised security feature in the form of an external roller shutter which was then painted in a way unfitting with the surrounding facades.



Figure 18: The shop fronts utilise a variety of signage designs, colours and materials which are also aligned at varied fascia heights.

2.2.2 Key opportunities for area improvement

In addition to some of the key improvements that all of Coldean could benefit from more broadly (such as redesigned frontages and improved pedestrian accessibility and movement), the Park Road village hub has specific opportunities of its own. The location of these is illustrated on the map in **Figure 26** indicated by the corresponding **green** numbering and include:

1. The green traffic island at the fork with Coldean Lane could be transformed into an official gateway into Coldean. This would not only better represent the village to passersby but also make better use of the area that is currently occupied by road space, street parking, verge parking and an indistinct bus stop. There are both short term and complex options that could be considered for this space, from simple landscaping changes to a transformation of the road junction itself to make room for more space and a greater variety of land usages;
2. Extensions to the front of certain shopfronts to accommodate for covered seating options could make for a more dynamic streetscene. This would be achieved not only through a variation in the building line that would encourage movement through the area, but would also allow for year-round usage of these spaces that would generally be underutilised in colder months. There have already been steps taken towards this with the recently approved¹ frontage extension to the All-in-1 Take Away, which could be used as a positive example of local design and retail architecture that the other units can reference for a uniform shopfront.

¹ Brighton & Hove City Council (2023). Planning - Application Summary: BH2023/01942: Erection of Single Storey Front Extension with Associated Alterations. Available [here](#).



Figure 19: Outdoor seating area for the Ruby Hotel & Pub connected to an adjacent outdoor seating area for the neighbouring cafe/restaurant.



Figure 20: Public realm pavement space in front of the retail units and takeaway service.



Figure 21: Public realm pavement space outside the retail unit and betting shop, which is often partially occupied by a loading/unloading van.

3. The pavement in front of the commercial units is quite wide and, with a reallocation of some utilities, namely the large collection containers, there is an opportunity to make this an attractive and accessible streetscene. Some of the opportunities that can be used to transform this space include allocating greenery into the area via planters and potentially street trees, seating opportunities, higher quality signage and street bins, bicycle parking and potentially rentals, more distinct lighting fixtures and well-designed, high-quality boundary treatments; and

4. Exploring the potential of backland development within the green space of the Ruby Pub & Hotel. Although this space is likely unsuitable as a public use space due to its location, other uses for this space are encouraged to be explored by the planning forum in collaboration with the landowners for alternative options such as off-street parking to relieve the congestion on nearby roads or an expansion to the hotel through additional rooms or to the pub by expanding the outdoor terrace or adding a pub back garden.

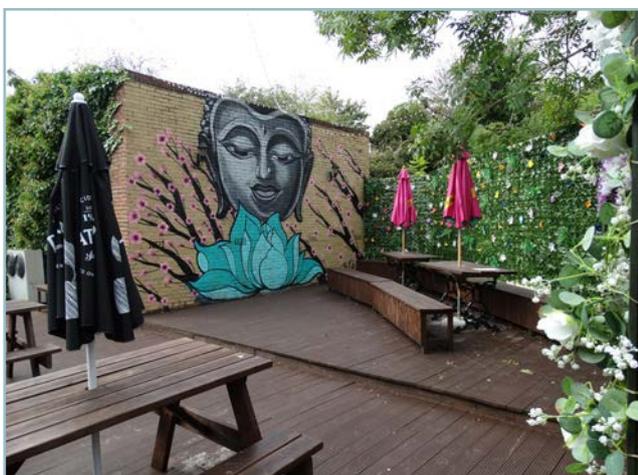


Figure 22: The outdoor terrace attached to the back of the Ruby Pub & Hotel.



Figure 23: The green traffic island acts as an informal entrance into Coldean via Park Road, but is currently occupied by a bus stop and street/verge parking.



Figure 24: Alleyway to the green space located behind the retail units and the Ruby Hotel & Pub.



Figure 25: The green space located behind the retail units and the Ruby Hotel & Pub.



Figure 26: Overview of issues and constraints and areas of improvement within the Park Road village hub.

2.3 Beatty Avenue village hub

2.3.1 Issues and constraints

In addition to some of the issues and constraints that Coldean faces more broadly, the Beatty Avenue village hub has specific issues and constraints of its own. The location of these is illustrated on the map in **Figure 40** indicated by the corresponding **red** numbering and include:

Public realm

- 1.** Street parking dominates the streetscene of the road networks surrounding the commercial block. This is most prevalent along both sides of Beatty Avenue and on the western side of Rusper Road. This will negatively impact the appearance, active movement, pedestrian safety and accessibility through this area;
- 2.** Tall, impermeable boundary treatments on Rusper Road create a sterile environment that limits visibility at the junction with Hawkhurst Road and may incentivise anti-social behaviour along Rusper Road;
- 3.** The orientation and layout of buildings and lack of permeable options to Rusper Road may pose safety issues for this space as this road is currently not well overlooked and does not have a high-level of pedestrian movement going through it;
- 4.** The paved area fronting the retail units is underutilised and also quite a narrow space which could lead to a cluttered environment if not carefully designed as a public use space;
- 5.** Although there is abundant green space, there is little incentive to use these. This includes a lack of street furniture, especially in the shade of the trees, the proximity to busy streets without any landscaped barrier and large portions fenced off by guardrails; and



Figure 27: Currently a limited number of commercial offerings, especially for social and leisure spaces such as a cafe or restaurant.



Figure 28: Underutilised space in front of the shopfronts. These could also benefit from a uniform paving and street furniture such as planters to improve the streetscene.



Figure 29: There are currently a limited number of street furnishings on the existing green spaces that would encourage public use of these spaces.

6. Inconsistent use of paving materials throughout the public realm creates a fragmented scene for pedestrians and limits accessible movement through the area.

Area topography

7. The area has a significant elevation change inclining from the northwest–southeast approximating in an 8m elevation difference. This can make it difficult for active and accessible movement through the site. This is a particular restraint here considering directly west of the hub is the New Larchwood care housing for over 55s;

8. Access to the shops is currently limited to movable temporary ramps. This will discourage use of the facilities for a large percentage of people who would otherwise wish to use these; and

9. The southwest–northeast elevation change makes it difficult to fully utilise the open space on this slope, including opportunities to make pathways connecting Beatty Avenue with Rusper Road.

Movement and pedestrian safety

10. Traffic and vehicle congestion along Hawkhurst Road can discourage active movement into the village hub and poses a potential pedestrian safety risk. This is especially relevant due to the proximity of Coldean Primary School which will receive a higher volume of younger pedestrians. Furthermore, it could be expected that the opening of Bluebell Heights, located at the northernmost end of Hawkhurst Road, will increase this congestion to some extent;

11. There is no opportunity for a PRow connecting Beatty Avenue with Rusper Road which could discourage use of Rusper Road and potentially be a space that is prone to antisocial behaviour from lack of view corridors and pedestrian movement;

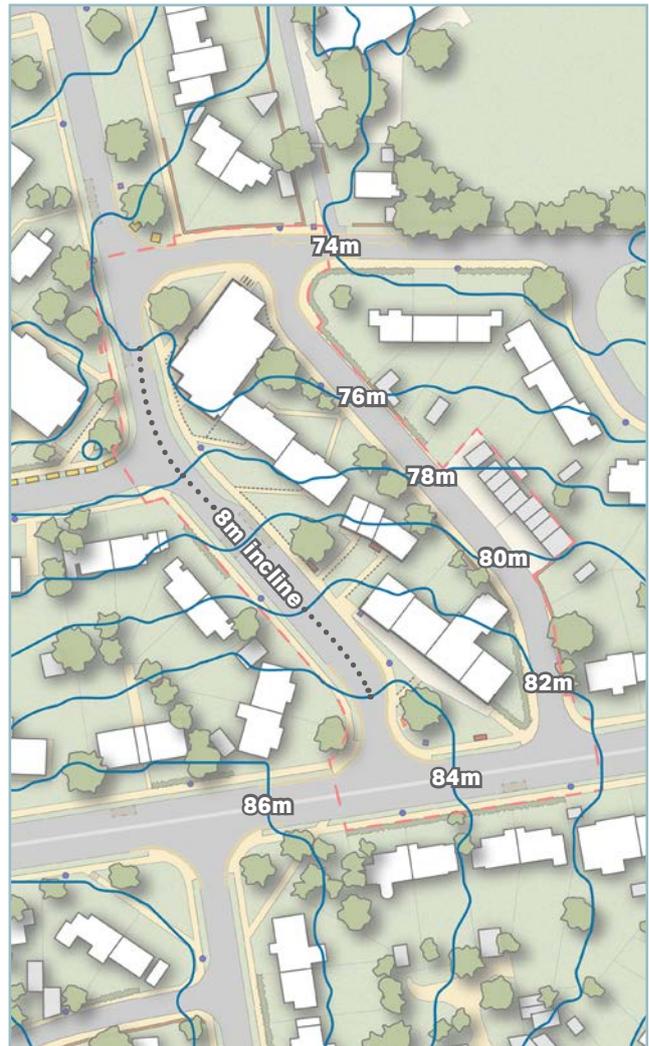


Figure 30: LIDAR 2m contour map within the Beatty Avenue village hub.



Figure 31: Dramatic elevation changes along Beatty Avenue and between Beatty Avenue and Rusper Road, leading to a sloping landscape to access the buildings located here.

12. Inadequate road floor signage, including a lack of safe pedestrian crossings, detriment walkability and road safety; and

13. The positioning of the pavement and high boundary treatment at the intersection of Rusper Road and Hawkhurst Road creates a blind spot for pedestrians and vehicles.

Frontages

14. Lack of consistent design and style on the shopfronts results in an indistinguishable identity for the area and for wider Coldean. Although vernacular variety can benefit the built environment, certain features, such as a uniform signage design and aligned fascias, can create a stronger more unified character for the area. This is notable on the single-storey small units set back beyond the other commercial units;

15. Many of the shopfronts utilise urbanised facade features such as external roller shutters which are not representative of a village environment; and

16. The facades of some shopfronts lack an identifiable character, whether that be of a more contemporary or traditional village atmosphere, and use building materials that do not distinguish it from the residential buildings in the neighbourhood. In particular, Coldean Library and the Coldean Community Corner are two community buildings that would benefit from a refreshing design that could be used to create a stronger identity for the wider neighbourhood.

Land use

17. The row of garages east of Rusper Road create an unattractive environment and encourage further congestion along the streetscene;

18. The community building between Coldean Pharmacy and the attached service units are currently underutilised, rarely being open to public use. This building also has a history of the roof leaking which leaves the building uninhabited for periods of time; and

19. There are not a variety of leisure options offered within this hub. Currently there are a number of retail options and a few services but no leisure options such as eateries, a cafe or other spaces for community gathering.



Figure 32: The buildings along Beatty Avenue could benefit from a more distinct design that creates a stronger identity for Coldean. This is especially important for community buildings.



Figure 33: The streetscene of Rusper Road is unwelcoming with the presence of abundant street parking, high unbroken boundary treatments, a lack of dwellings overlooking the road and the presence of this row of garages fronting the street.

2.3.2 Key opportunities for area improvement

In addition to some of the key improvements that all of Coldean could benefit from more broadly (such as redesigned frontages and improved pedestrian accessibility and movement), the Beatty Avenue village hub has specific opportunities of its own. The location of these is illustrated on the map in **Figure 40** indicated by the corresponding **green** numbering and include:

- 1.** Beatty Avenue could benefit from utilising a shared street system. This is achieved by removing the formal distinction between pedestrian and vehicle spaces. This grants pedestrians the right-of-way and makes for a safer, more accessible space. In commercial areas, shared streets can significantly contribute to the public space network, adding vibrancy and activity with public seating and landscaping. Additionally, shared commercial streets are designed to permit easy loading and unloading of vehicles at designated hours;
- 2.** The green spaces at each end of Beatty Avenue (in front of the Coldean Community Corner and another in front of Coldean Library) would benefit from increased street furnishings such as benches, tables, planters, atmospheric lighting and bicycle stands. These areas also act as gateways into the village hub and would benefit from increased, well-designed signage for the retail offerings, community facilities, community notice board and street sign;
- 3.** The triangular plot of land to the right of the Coldean Community Corner could be obtained and used for public use. This would increase the activity and vibrancy of the hub, make for a more identifiable gateway to the area and make for a safer streetscape on Rusper Road by increasing visibility without the presence of the high and impermeable hedgerow;



Figure 34: Green space located at the intersection of Beatty Avenue and Hawkhurst Road.



Figure 35: Beatty Avenue looking northwest from Hawkhurst Road.



Figure 36: The Coldean Community Corner and triangular plot of land to the right behind the high hedgerow boundary treatments.

4. The paved area fronting the retail units can be used for outdoor seating. Currently there is no cafe offering on this retail strip, but if the offerings of an existing unit expands, such as the Coldean Community Corner, or if a new unit is proposed, these have the opportunity to cater to this space to create a more viable community gathering and socialising spot;

5. The underutilised community building adjacent to Coldean Pharmacy could be replaced with a larger unit that is aligned with the building line of the other retail units. This can also form a connection with Rusper Road by having a dual aspect entrance on both Beatty Avenue and Rusper Road. This will make for a more active frontage on Rusper Road that will increase overlooking onto the street and incentive pedestrians to use this road. Additionally, the space where the other units are can be transformed into an accessible green corridor further increasing the connectivity between these two roads;

6. The garages on Rusper Road can be transformed into a public realm space for community use. This could be additional seating to increase the activity in this area or transforming the space into a well landscaped green area to soften the currently hardscaped streetscene; and

7. Coldean Library and the Coldean Community Corner are both buildings that act as gateway buildings into the Beatty Avenue village hub. Both being council owned buildings, this provides the opportunity to redesign them so as to be aligned with the vision that the residents see for the future of Coldean. In particular, the style, orientation and placement of Coldean Library has the potential to be a landmark building that acts as a reference for future development in the wider neighbourhood.



Figure 37: Pavement in front of the retail offerings highlighting the elevation change that occurs between this area and Beatty Avenue streetscape.



Figure 38: The community building set back behind the retail units with a ramp leading to it, the location of the community notice board and one of the few benches on Beatty Avenue.



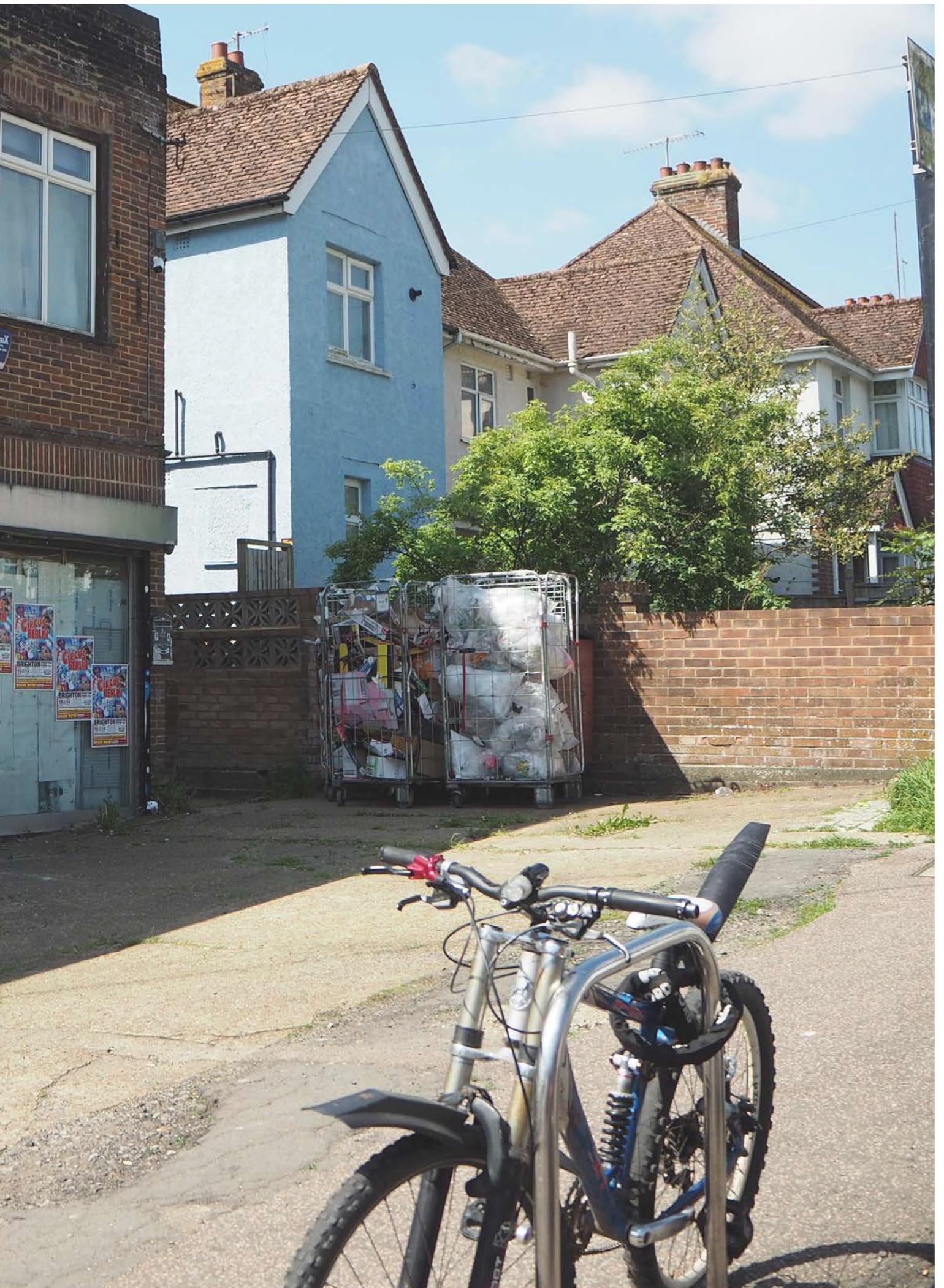
Figure 39: The orientation and location of Coldean Library acts as one of the gateways into the Beatty Avenue and a refreshed design could revitalise the atmosphere of this area.



Figure 40: Overview of issues and constraints and areas of improvement within the Beatty Avenue village hub.



3. MASTERPLAN FRAMEWORK



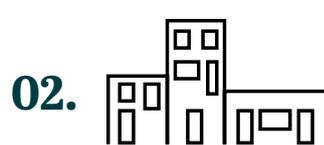
3. MASTERPLAN FRAMEWORK

The improvement opportunities presented in the previous section provide the overarching framework for considering future development within Coldean's village hubs, informed by the outlined aims and objectives.

The following pages set out high level, holistic concept plans for the two study areas. It then goes on to focus on further design guidance for the specified proposals.



Promote a highly distinctive local character through high-quality design that new development can refer to.



Improve the public realm in front of the existing community facilities and businesses in order to increase patronage.



Create a gateway into Coldean via Coldean Lane that is attractive and representative of the village.

3.1 Summary of aims and objectives

The masterplan framework outlines how the proposed interventions align with the chosen aims and objectives. It focuses on holistic proposals for the village hubs, which are based on key categories including the existing movement network, connecting the local community and the enhancement of the public realm. The diagram below

organises the stated aims and objectives. The following section will detail how these interventions will fulfill the aims and objectives and also provide design guidance for topics such as shopfronts, gateway designs, shared streets and distinct street furnishings.



Retain accessible green spaces and introduce greenery to areas where this is lacking.



Increase local community facilities and provide safe and clean spaces to connect the local community.



Enhance accessibility and sustainable and active travel facilities to the village hubs for all residents.

3.2 Smaller and interim interventions

The concepts within this Masterplan framework are divided by simple/interim interventions and more complex proposals. The simple interventions should be prioritised as a first step to improving the public realm as these can be implemented at a comparably lower cost, quicker and with less planning and advisory needed. In the case where a complex proposal is chosen but unable to proceed at that time, these interventions can be used as temporary installments that can be easily changed when the complex proposal begins.

These interventions consists of street furnishings, landscaping, facade enhancements and small-scale street transformations such as adding pedestrian crossings and pathways. Design guidance is provided in the section following these concepts, with the focus being guidance on shopfront design and street furniture design. Other design guidance concerning topics such as boundary treatments and residential building design can be found in the Coldean Design Guidance and Codes completed by AECOM in October 2023.

3.2.1 Park Road village hub

- Utilise the green island as a space for a new landmark that will mark the entrance into Coldean. This can be a new village sign, an art installation of a monument. Provide landscaping, such as short hedgerows, raised planters and benches to frame this new landmark and to discourage parking on the space and its adjacent.
- Provide a change in road surface for cars entering Park Road via the southern junction. This will indicate an area with a higher level of pedestrian activity and cause the vehicle to slow.

- Provide greenery and benches on the pavement and shared surfaces surrounding the retail/commercial units. Where there is less pedestrian space, such as along the eastern half, raised planters with integrated seating can be used to save space. On the wider shared space in front of the northward facing units, provide street trees with benches underneath and planters along the shopfronts.
- Provide more street lighting along the pavement of the retail area, one near the crossing over Coldean Lane and another at the western edge of the retail units.
- Provide enhancements to the active frontage within the village hub. Particularly, the shopfronts would benefit from a uniform and consistent design. Design guidance on the shopfronts is provided in the section following these interventions.
- Provide canopies on the facades of the units that have food and drink offerings. The canopies placed on the units wrapping around the corner provide a uniform shopfront and entices movement into the village.
- Provide outdoor seating opportunities outside all of the units that have food and drink offerings.
- Remove the collection bins in front of the Ruby Pub and Hotel. Occupy this space with street furniture and a bicycle stand.
- Make the boundary treatment walls outside the Ruby Pub and Hotel more permeable by providing regular breaks, these can be filled with gates fitting the design of the existing walls.

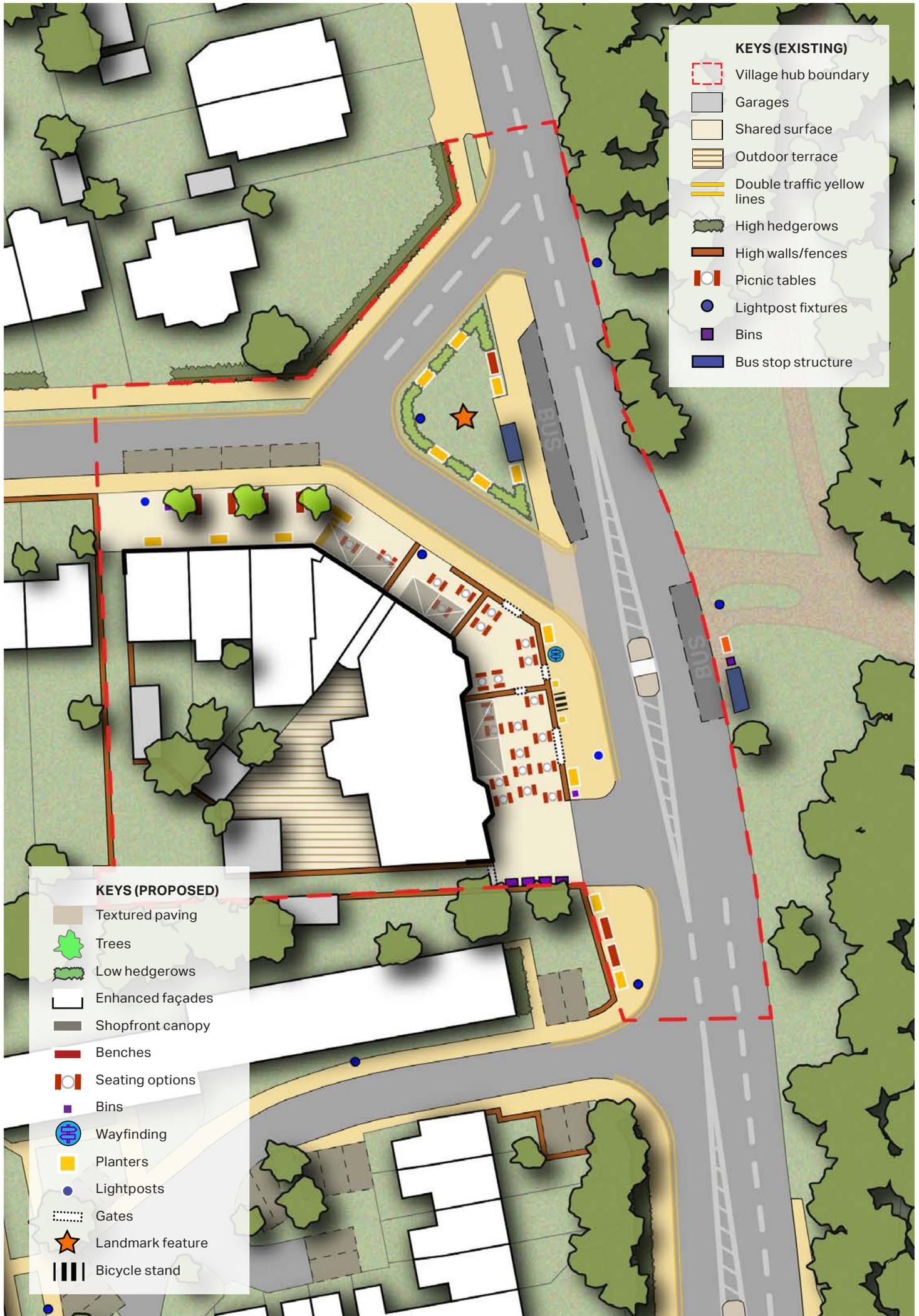


Figure 41: Smaller and interim intervention concept masterplan for the Park Road village hub.



3.2.2 Beatty Avenue village hub

- Provide a change in road surface for cars entering the part of Beatty Avenue with the most pedestrian activity. This will provide an indication for cars to drive slower and to be more aware of sudden pedestrian movement. The desired effect can be achieved through material use, such as cobblestone tiles, or by slightly raising the elevation of the road through a seamless raised table. It is suggested that this pavement occurs at the intersections with Hawkhurst Road and Waldron Avenue.
- Provide a pedestrian crossing with proper tactile pavement studs at the intersection of Beatty Avenue and Hawkhurst Road.
- Provide a dropped kerb and signpost at the intersection of Beatty Avenue with Waldron Avenue.
- Provide paved ramps connecting the pavement on Rusper Road to the back entrance of the residential units on Beatty Avenue where there is currently only access by steps. Additionally, any publicly accessible building that currently uses temporary ramps for access to provide permanent ramps.
- Provide raised street planters along Beatty Avenue and Rusper Road to control speeding and to soften the sight of street parking. On Rusper Road these are to be placed near the intersection with Hawkhurst Road as this corner is currently a potential blindspot due to obstructive hedgerow. On Beatty Avenue these should be placed on spaced intervals to allow for street-parking between.
- Replace the current boundary treatment on the southern corner of Rusper Road with a low wall and low, well-maintained hedgerow. The current boundary treatment is too tall and creates a sterile environment for Rusper Road. It also currently obstructs views for overlooking, creates a blindspot for Hawkhurst Road and has the potential to overgrow onto the pavement.
- Utilise the pavement fronting the retail units as a shared space with outdoor seating opportunities.
- Provide enhancements to the active frontages facing Beatty Avenue and Rusper Road. For the retail units, provide a canopy for shade and cover over the pavement fronting the units.
- Provide seating opportunities along Rusper Road for encouraged street activity and additional pedestrian surveillance to this area.
- Position the village notice board at the southern end of Beatty Avenue to attract the attention of pedestrians crossing from Hawkhurst Road. Emphasise this placement with landscaping and benches.
- Remove the notice board in the centre of Beatty Avenue. Provide a new community notice board in front of Coldean Library.
- Provide seating opportunities in the green space in front of Coldean Library for increased social activity.
- Provide more benches, trees, landscaping and bins where opportune (suggestions indicated in the Masterplan concept).



Figure 42: Smaller and interim intervention concept masterplan for the Beatty Avenue village hub.

3.2.3 Supporting design guidance for simple and interim proposals

Shopfront design guidance

This shopfront design guidance is intended to provide advice on the design of businesses and shopfronts within Coldean. Although the guidance applies throughout the whole Neighbourhood Area, it has a particular focus on the Park Road and Beatty Avenue village hubs where most commercial properties are to be found.

- The design of shopfronts should take account of rhythm and character of the street such as the width of building, the horizontal or vertical emphasis, the variety of style and architecture of the building itself. Where the shop front continues to another building, a change in its design may be required for uniformity;
- General good practice is to have an entrance door recessed from the back edge of the pavement. To emphasise the entrance door, there should be a stallriser, vertical mullions between the door and glazing and a transom at top-of-door level. The addition of awnings and canopies can also be an attractive feature to the shopfront to add variety;

- The fascia is the most important area of a shop front for advertising the business. The most appropriate signage at fascia level are individual letters applied or painted directly onto the fascia board. Large box signs or additional flat boards should be avoided as they create disproportionate depth and height. Additionally, the fascia width and height should correspond to the neighbouring buildings to enforce a uniform design for the shopping area;
- Hanging signs should be appropriately sized in relation to the building and street. They should not dominate the pavement space or the building. They should use an appropriate material, shape, and form, avoiding large box signs. Garnish colours and materials such as plastic should be avoided in favour of natural materials such as hand painted wooden or glazed signs which can be externally lit if necessary; and
- Avoid using external roller shutters. Favour the use of internal open grilles which cover only the glazed part of the shop front.

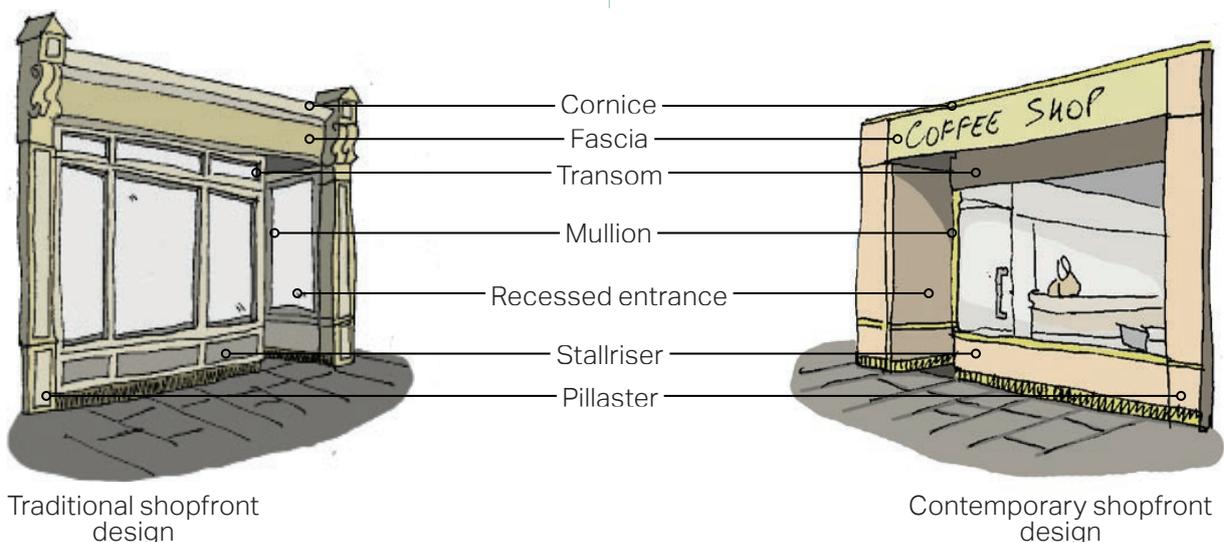


Figure 43: General principles of a shopfront design which apply to both traditional and contemporary interpretations of facade styles.

Outdoor furnishings design guidance

- Incorporate further raised planters into the design of the streetscape placed to reduce the visual impact of parked cars, to direct pedestrian movement and incorporate integrated seating which will also allow for more accessible movements and greater opportunities for socialising and gathering;
- Utilise native planting palettes and trees which provide a good mix of heights and species, with dense cover, attractive flowers and a range of berries and seeds to maximise biodiversity benefits;
- Art interventions can be commissioned by local artists to dress the village hubs throughout the NA and can be linked up to form a trail to aid in creative wayfinding. This can be to connect the two village hubs, or to connect the hubs to the surrounding natural assets, for instance;
- Lighting installations can bring to life to previously under or poorly used spaces and make connections between spaces. Lighting can also make spaces safer at night, which is particularly important during reduced daylight periods. Light post fixtures can be made more attractive through the addition of hanging planters or signs, which could also aid as wayfinding. Additionally, light art installation can change the tone of an area and create a greater identity for the space they are located; and
- Street furniture should be provided using a soft refined palette providing comfort and aesthetic form. Town branding and colour can also be used to reinforce the sense of place. Material and colour palette should be uniform such as is shown in **figures 44–46**.



Figure 44: Creative benches create a distinct environment and also allow for greater socialising opportunities. Additionally, the materials and colour palette match other furnishings.



Figure 45: Combining furnishings, such as these raised planters with benches, can save space and allow for a wider pavement for more accessible movement.

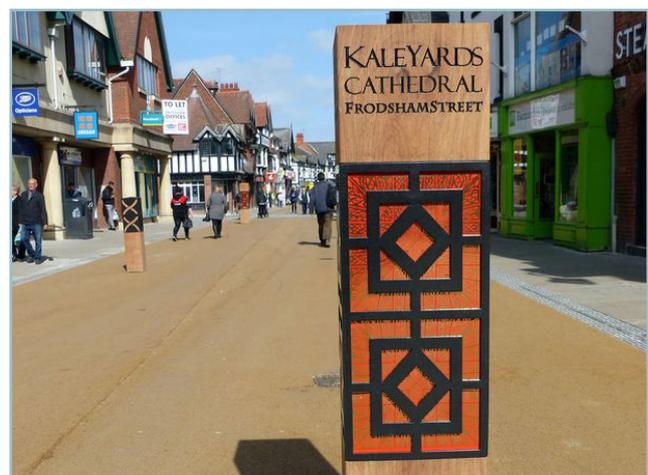


Figure 46: Signage should be of a high-quality, avoiding plastic materials and garish colours. Town branding can be included here as a way of effectively reinforcing a sense of place throughout the neighbourhood.

3.3 Complex interventions

The complex interventions proposed in this section will require significant more time, funding, planning and consultation to implement. These proposals will have a dramatic transformation on the built environment and are a more permanent installation compared to the simple interventions.

The interventions proposed include street reorganisation, new building plots, extensions to existing buildings and extensive street paving/furnishing. Design guidance has been provided in the section following the concepts, which include shared street design guidance and gateway guidance for a proposed new junction.

Technical studies such as a transport study, traffic assessment or drainage and ground conditions assessment have not been undertaken by AECOM when preparing this report. It is expected that further design and investigations are undertaken by applicants on the sites when considering the complex interventions proposed in this Masterplan framework.

3.3.1 Park Road village hub

- Redevelop the Y-junction at the intersection of Park Road and Coldean Lane into a T-junction. This will allow the currently underutilised green island and excess streetscape to be reclaimed for pedestrian public realm use. High levels of community engagement and professional consultation will be required for this development as it is a major transformation of the built environment to this area.
- Create a formal gateway into Coldean via Park Road. There are numerous options to achieve this result,

examples of which are outlined in the following section. The option proposed in this complex masterplan concept is Option 3: Hybrid gateway. This utilises both reclaimed pedestrian corners with proposals for a new building unit on one and a green gateway with a proposed new village sign on the other. This option is the most complex but utilises the space to the greatest degree to create a gateway that best represents Coldean and entices pedestrians to use this village hub.

- Extend the corner shopfront units to accompany a covered glazed seating area. There has been expressed interest by the Group and business owners to extend their shopfronts in this way, as is seen in the now approved planning permission for a glazed extension to accompany more seating.¹ The design of the extensions should be decided in cooperation with all the business owners to ensure a uniform and cohesive implementation. The proposed concept of the extension aligns with the current boundary treatments outside the Ruby Hotel and Pub to create a seamless transition that does not infringe on the current pavement and provides a variety of the building line to entice active movement through the area.
- The whole of the public realm surrounding the retail units can be improved through paving that is of a high quality and uniform to create a cohesive and distinct environment.
- Delineated street parking moved from the south side of the street to the less busy north side along the green verge.

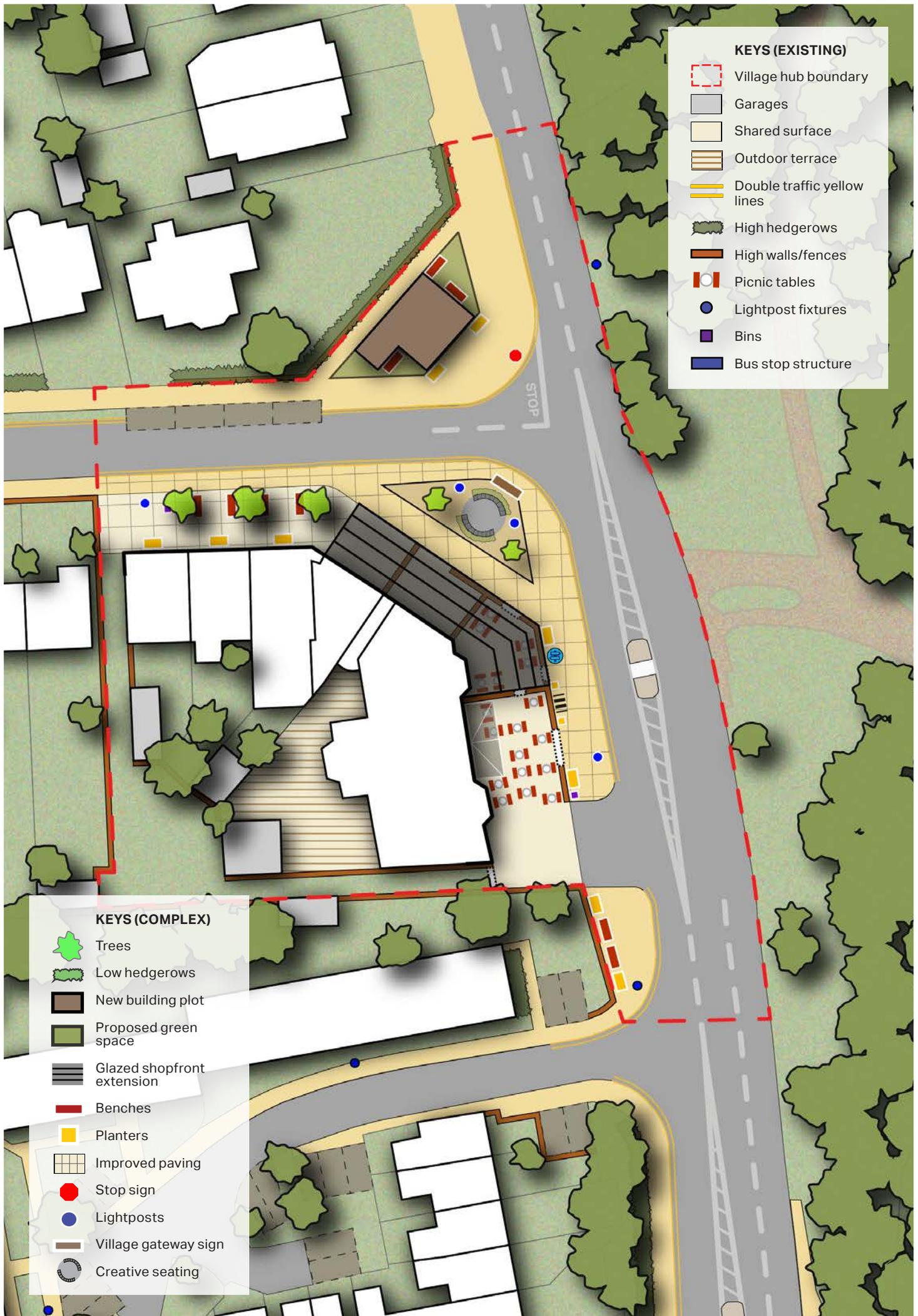


Figure 47: Complex intervention concept masterplan for the Park Road village hub.

3.3.2 Park Road village gateway

Longer-term proposals for Park Road look to improve the quality of green spaces, active movement and overall road safety of the village hub. To this end, long-term options propose a T-junction with enhanced green spaces and pavements.

In doing so, the space for an attractive gateway into Coldean is created and the adjoining bus stop is removed, with other bus stops available at Forest Road and Lewes Road both within 5 minutes' walking distance. The rationale for the T-junction is as follows: introducing green spaces buffered by pavement discourages illegal parking and active movement is improved by introducing pavements around green spaces away from the roadside.

The following 3 design options were considered for this Masterplan framework:

Option 1: Green gateway (Figure 48 and 49)

- This option incorporates two green spaces creating a buffer between shopfronts and the residential plot on the corner of Coldean Lane and Park Road. The green spaces, ideally, would consist of small patches of grass surrounded by low vegetation such as bushes, low hedges, raised planters or decorative flowers. At the centre of each of the patches of grass would be an artistic gateway or boundary sign facing motorists going in either direction. This will be a formal gateway entrance into Coldean village. These spaces can be rearranged as seen fit by the residents, for example only having a green space on one corner, reducing the amount of landscaping in favour of seating options or adjusting the form of either space.

Option 2: Commercial gateway (Figure 50)

- This option proposes a community or retail unit of **up to** 86sqm on the reclaimed space on the northern portion of Park Road. The frontage of the unit faces Coldean Road and has easy pedestrian access. This could be a prime location for a community facility or retail space, augmenting the amenities already on the site. The pavement on the opposite side of Park Road where the other corner has been reclaimed will be left open as a mixed-use pedestrian space in this scenario.

Option 3: Hybrid gateway (Figure 51)

- Option 3 is a combination of options 1 and 2. In this scenario, the 'green gateway' proposal in option 1 is implemented on the southern reclaimed pavement corner. This space will act as the formal gateway with signage indicating the entrance into Coldean with landscaped features and furnishing. On the opposite side of Park Road on the northern reclaimed space, the 'commercial gateway' proposal 2 option is implemented as outlined. Option 3 is the most complex and transformative of the three options, and therefore requires the most planning, consultations, funds and time to complete. However, this can be achieved through a phasing process where option 1 is implemented on both sides, with a temporary 'green gateway' on the southern corner so that this space is still fully utilised.



Figure 48: Option 1 with the green gateway intervention on the northern plot of reclaimed pavement leaving the southern part more open.

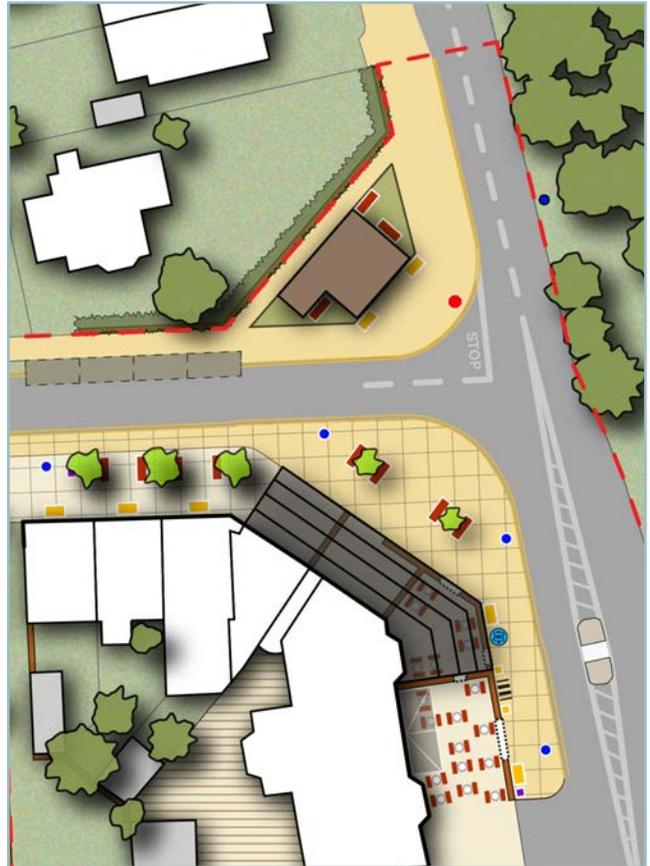


Figure 50: Option 2: Commercial gateway.



Figure 49: Option 1 with the green gateway intervention on the southern plot of reclaimed pavement leaving the northern part more open.



Figure 51: Option 3: hybrid gateway.

3.3.3 Beatty Avenue village hub

- Remove the boundary treatments on the southern corner of Rusper Road. This will create clear views of the crossing from Hawkhurst Road and will also create a more welcoming environment along this street.
- Use the green space on the southern corner of Rusper Road as a publicly accessible area. Provide landscaping and furnishing here for a more active public realm.
- Redevelop the space currently occupied by sheds along Rusper Road. This concept proposed a row of single-storey small retail/commercial units in this space. This will provide incentive for pedestrians to use this road and also make a safer environment by having more pedestrian surveillance. Alternatively (or as an interim option), this space can be reclaimed as a pocket park with appropriate landscaping and furnishing, although this may be a lesser affective incentive to visit this space.
- Replace the current single-storey, commercial and community buildings with a new, larger building that is more fitting with the surrounding context. This would be a double-storey building aligned with the building line of the other retail units. The advantage of this building is that it can have dual aspect entrances, with one located on Beatty Avenue and the other on Rusper Road, connecting the two streets. This will not only increase pedestrian activity on Rusper Road, but also make it a safer, more welcoming public realm environment. This proposal will have to work with the elevation

changes between the two streets, but this provides an opportunity to create a distinct and characterful building unique to Coldean's sloping topography.

- Provide a green corridor from Beatty Avenue to Rusper Road. In this concept, this corridor is located in the area currently occupied by the single-storey buildings on Beatty Avenue. This corridor will need to be wide enough to provide an open, safe, accessible environment for pedestrians. As this corridor will be located on the sloping topography between the two streets, particular attention will have to focus on the design of slopes to make them wheelchair friendly.
- Redevelop the public realm (street, verges and pavement) area on Beatty Avenue between the intersection with Hawkhurst Road and Waldron Avenue as a shared street. Design guidance for shared streets can be found in the sections following these complex masterplanning concepts. The methods for achieving a shared street vary, but the overall goal is to remove the formal distinction of pedestrian spaces (the pavement) and vehicular spaces (the street) to create a pedestrian oriented environment. The advantage of shared streets are they're flexible nature, allowing for cars to still access the space for emergencies, deliveries and accessibility needs. In addition to creating the shared street, awareness should be made for how vehicles will comply with this space and a schedule sorted for when vehicles can and cannot access the area.



Figure 52: Complex intervention concept masterplan for the Beatty Avenue village hub.

3.3.4 Supporting design guidance for complex proposals

Shared streets design guidance

This design guidance for shared streets is intended to provide advice on the design of pedestrian friendly and accessible road networks within Coldean. Although the guidance applies throughout the whole Neighbourhood Area, it has a particular focus on Beatty Avenue.

- The infrastructure of shared streets can be achieved by removing the formal distinction of pedestrian spaces (the pavement) and vehicular spaces (the street). This can be reinforced through the choice of surface material to indicate the change in spaces and levelling the street surface on a raised bed so it is the same height as the pavement;
- Tactile warning strips should be provided at all entrances of the shared street for pedestrian safety;
- Pedestrian only spaces can be delineated along the commercial side for greater freedom of pedestrian movement. This can be indicated through a transition in surface material, such as more traditional cobblestone and clear signage. The recommended width of this space should be at least 1.8m to ensure full accessibility;
- A clear path for delivery vehicles should be marked for loading and unloading. This can be achieved through a change in paving type or pattern or indicated through well designed signage; and
- Street furniture, such as bicycle parking, raised planters, benches and bollards can be utilised to better define the shared street space. These can be placed to slow traffic and also indicate pedestrian only zones.



Figure 53: Example of shared street in London, Exhibition Road.



Figure 54: Clear change of pavement used to indicate certain spaces such as loading bays or pedestrian only areas.



Figure 55: Raised planters used as a barrier between spaces within the shared street.

Village gateway design guidance

This gateway design guidance is intended to provide advice on the design of the gateway entrance into Coldean via Park Road.

- Signage is a simple and effective way to represent the gateway into the village. These should be of a high-quality design and material, such as hand-painted wood rather than plastic;
- Landscaping is another feature that can act as a gateway, although this is best utilised when combined with other furnishing such as seating and signage. For greater distinction, landscaping should consist of local plants and fauna to represent Coldean; and
- Artwork pieces can also act as a highly distinctive and memorable gateway landmark. For best results, the artwork should specifically reference Coldean and, if possible, be commissioned by local artists.

Case Study: Dundas-Roncesvalles Peace Garden, Vancouver¹

PLANT Architect

The brief for this project was to transform a 'leftover' triangle of land into a gateway to the Dundas-Roncesvalles neighbourhood in Vancouver. The space is a very small, irregularly shaped site cornered by two actively used streets, similar to that of the Park Road gateway space. This proposal enhances the streetscape for pedestrians, links the site physically and aesthetically to its surroundings and creates an inviting green refuge for pausing and gathering. This design was achieved by integrating curved benches with planters containing a range of native plants.

¹ Dundas-Roncesvalles Peace Garden, PLANT Architect. Found at: <https://landezine-award.com/4798-2/>



Figure 56: A well-designed, high-quality gateway entrance sign into the suburban village Cheadle.



Figure 57: Example of artwork that can be used as a gateway landmark. This artwork should be related to Coldean and be in a style that is complementary to the village vision.



Figure 58: The transformed street corner into the Dundas-Roncesvalles Peace Garden by PLANT Architect.

Source: <https://landezine-award.com/4798-2/>



4. CONCLUSION AND NEXT STEPS



3. CONCLUSION AND NEXT STEPS

The Coldean Masterplan framework will be a valuable tool in securing context driven, high quality development for the village hubs. Good design is not an additional cost to development and can result in uplifts in value, making this a key document to reference for future development.

4.1 Conclusion

The National Planning Policy Framework (paragraph 35) emphasises that a proportionate evidence base should inform plans. Based on a 'positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings'.

Policies should be 'underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, and take into account relevant market signals' (paragraph 31).

Crucially planning policies 'should not undermine the deliverability of the plan' (paragraph 34). Neighbourhood Plans need to be in general conformity with the strategic policies in the corresponding Local Plan. Where new policy requirements are introduced (that carry costs to development) over and above the Local Plan and national standards it is necessary to assess whether development will remain deliverable.

The aims and objectives herein constitute design principles and guidance to help interpret and apply the statutory policies within the Neighbourhood Plan.

4.2 Next steps

The Coldean Masterplan framework sets out an overarching vision and set of objectives for the two commercial village hubs. The report provides an evidence base and high-level masterplan framework and should be read in conjunction with the Coldean Design Guidance and Codes completed by AECOM in October 2023, which covers the whole NA.

Future work aligned to the masterplan will include:

- This report becoming an integral part of the evidence base of the new Neighbourhood Plan;
- Engagement to continue as the masterplan is developed and individual projects are scoped out;
- Engage with traders and landlords to begin to implement shopfront improvements; and
- The Coldean Neighbourhood Planning Forum will also identify new funding opportunities to help address some of the ambitions contained within this masterplan.

The implementation and delivery of the Coldean Masterplan will take time but there are key next steps which will continue the momentum.

As this framework is divided by simple and more complex concepts, the simple interventions should be prioritised as a first step to improving the public realm. Where more complex interventions are considered, a detailed phasing plan should be proposed, in which the interim solutions are first put in place until funding and application approvals permit the start of these more complex projects.

About AECOM

AECOM is the world's trusted infrastructure consulting firm, delivering professional services throughout the project lifecycle — from planning, design and engineering to program and construction management. On projects spanning transportation, buildings, water, new energy and the environment, our public- and private-sector clients trust us to solve their most complex challenges. Our teams are driven by a common purpose to deliver a better world through our unrivalled technical expertise and innovation, a culture of equity, diversity and inclusion, and a commitment to environmental, social and governance priorities. See how we are delivering sustainable legacies for generations to come at [aecom.com](https://www.aecom.com) and [@AECOM](https://www.instagram.com/AECOM).