



Redevelopment of former Car Park adjacent to Brighton Station for Residential, Hotel & Business Uses

New England Square, Brighton

Square Bay Properties & Hyde Housing

ICENI PROJECTS - CASE STUDY

Completing the New England Square Development

On behalf of Square Bay Properties, Iceni assembled the project team, and negotiated a planning application through to positive determination for the redevelopment of the final site within New England Square, delivering 152 new homes, a 90-bedroom Hotel; and 30,000 sq. ft. of new office space around a new public plaza and pedestrian link to Brighton Station.

The site was subsequently acquired and developed out by Hyde Housing, with Hotel Indigo soon to open a new hotel as part of the development. Formerly used as an ad-hoc car park, it represents the final piece of development within New England Square, comprising over 1,000 new homes, a supermarket, a new green link to London Road and the Jury's Inn Hotel.

Planning permission was obtained in 2012, with all conditions subsequently discharged and occupation of the residential units in 2015. The public square opened recently and provides a direct pedestrian link between the station and London Road, acting as a catalyst for future commercial investment in the area.

The application needed to address a long-standing employment allocation for the site and was supported by an Environmental Statement to assess the impact of the development upon 7 Conservation Areas, as well as the Grade I Listed St Bartholomew's Church and Grade II* Listed Station.

5 interesting facts about the project

1: NEW HOTEL

The site is to be occupied by Hotel Indigo, representing a new entry into the Brighton Boutique/ Luxury Hotel market, which will add a striking external façade onto the new public plaza.

2: CYCLE STATION & NEW LINKS

As part of the Section 106 Agreement, the development freed up land to deliver a new Cycle Hub for cycle parking & maintenance adjacent to the railway station as well as a new dedicated cycle/ pedestrian link through to London Road – significantly enhancing commuting potential for Brighton residents.

3: AFFORDABLE HOMES & WIDER BENEFITS

The development delivered a good quantum of affordable housing and a mix of unit sizes tailored to the Council's Housing Need, whilst delivering in excess of £1million towards Education and Open Space in the wider City area.

4: CONSERVATION

The site was in a particularly sensitive location, surrounded by a total of 7 Conservation Areas, and situated immediately adjacent to the Grade II* Listed Station, and to the North of the Grade I Listed St Bartholomew's Church.

5: TOPOGRAPHY

There is a significant fall across the site, requiring a complicated engineering solution that could provide a DDA compliant cycle & pedestrian route along the length of the site, as well as a steep staircase that passes through the site up to the station forecourt.

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