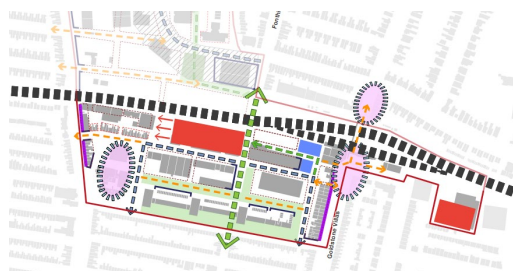


## Project Experience

### Hove Station Area Masterplan



#### Outline

AspinallVerdi have been appointed by Brighton & Hove City Council as part of a multi-disciplinary team with Tibbalds to evaluate the potential regeneration of the Hove Station Area. As part of our commission, AspinallVerdi will assist in the development of a masterplan which is to be later form part of a Supplementary Planning Document (SPD) to the Development Plan.

The project has involved a full market assessment including analysis of both residential and commercial property data and consultations with local agents. This provided an insight into the market sentiment across the masterplan area and the financial metrics which could be achieved by new-build development in this location. Our review has identified strong potential for residential development across the masterplan area, as well as a need to provide employment space to support Brighton & Hove's creative industries.

We then undertook consultations with key landowners across the masterplan area. From this we were able to ascertain the objectives of local stakeholders, their appetite for development and any aspirations to relocate away from their existing sites. Our consultations identified two landowners who are pivotal to unlocking the masterplan area. We have continued to engage with these key stakeholders to ensure the development options are considerate of their ambitions.

Using our market analysis, and with an understanding of development appetite for the site, the consultancy team developed a range of options including different uses and a variety of mixed-use schemes.

#### Services Provided

AspinallVerdi provided the following services:

- Property market research and report
- Planning policy review
- Consultations with landowners
- Development/viability appraisals
- Presenting findings
- Delivery advice

## Outcome

We are currently in the process of undertaking high-level viability assessments of the proposed schemes to help further refine the development options and our results are due to be presented to the Council in spring 2020. It is anticipated the SPD developed and finalised in time for adoption in autumn 2020.