

UNIVERSITY OF BIRMINGHAM

The Ironbridge Institute

MA in Historic Environment Conservation



Medina House and former Turkish Baths Conservation Management Plan

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1. INTRODUCTION

1.1 Aim

This Conservation Management Plan aims to serve one main purpose:
As an academic study which fulfils criteria laid out by Birmingham University and Ironbridge Institute in order to gain a Postgraduate Diploma in Historic Environment Conservation.

This document may also be accessed informally by the owner of the site or other interested parties to add to their knowledge of this historical site.

1.2 Background

The 1979 Burra Charter followed in the footsteps of the 1964 Venice Charter in founding the way for integrated conservation planning. The Burra Charter states a written statement of conservation policy must be professionally prepared, setting out cultural significance, physical condition and proposed conservation processes, together with justification and supporting evidence, including photographs, drawings and all appropriate samples. (Article 25 Burra Charter)
James Semple Kerr wrote practical guides to writing conservation plans stating that significance, a holistic view of an asset or place and understanding and consideration of stakeholders are at the heart of conservation planning.

1.3 Methodology

Desk based Assessment - Research and analysis of information and documents:

- Secondary evidence:
Books, current journals and articles are referenced in order to gather a relevant picture of the significance and relevance of the site and the evidence uncovered.

- **Primary evidence:**
Archived maps, newspapers and reports analysed to place the evidence within a more accurate historical and contextual framework.

Web based assessment: To provide a wide and thorough access to both local and national bodies of information; historic, specialist and professional.

Interviews and Questionnaires: To gain both professional opinion and to provide personal insight.

Site visits and survey: To gain first hand experience and collect information about the site and setting.

1.4 Limitations

Without a Historic Record within Brighton & Hove an informal means of gathering information has been necessary. Information from History Centres, libraries as well as societies and interest groups has been explored. There is no record of the original site and layout and only a small portion of the original site remains which itself is in a poor condition, so information has been pieced together from surviving documentation and photographic evidence.

Limited and informal access only to the site makes a full survey difficult. The building has changed function and has been much altered over time and the loss of original features disguises the original layout and function.

The owner of the asset has not replied to my correspondence, so his motivations and any understanding and knowledge he may have about the site and its history remain unknown.

2. UNDERSTANDING THE HERITAGE

2.1 Site Description

Location and Setting

Medina House is located on King's Esplanade, a popular seafront promenade in Hove, East Sussex. To the north is central Hove and less than 2 miles to the east is the city centre of Brighton as shown in Figure 2. Brighton and Hove is approximately 50 miles due south of London as shown in Figure 1.



Figure 1 Location of Brighton



Figure 2 Location of Medina Baths

As highlighted on the aerial view in Figure 3 the site incorporates one building, Medina House, and the adjacent land to the east.



Figure 3 Site boundary of Medina House and site of Former Turkish Baths

Medina Baths

Medina House was part of a larger site, Medina Baths, designed by architect PB Chambers, built by Hove Bath and Laundry Company in 1893-4. The whole site can be seen in a map from 1911, Figure 6, and in a later photograph Figure 7. The Bath House was bought by the council in 1918, by which time it was known as Hove Baths.



Figure 4 Map of Hove and Medina Baths in 1911 (Brighton History Centre)



Figure 5 Medina Baths, Kings Esplanade c.1970
(www.regencysociety.org)

Medina House

Medina House is a two storey building 10 x 20m with rendered brick walls. The south (front) elevation has a crow stepped Dutch gable with a cornice at eaves level, see Figure 6. The roof is steeply pitched, gabled to the front and hipped to the rear with open, projecting eaves. It is supported on wooden rafters with clay single Roman tiles. (Martin 2010).



Figure 6 Medina House south elevation (author)

See Appendix 1 for full surveyed description of Medina House.

The original layout of Medina House is not entirely understood as the internal fabric has been much altered although some original features remain. The ground floor is difficult to make sense of as it is divided into many inter connecting rooms. The first floor would originally have been a large open space all the way up to the ceiling which is elaborately decorated and panelled. Some tiling is exposed in this large room but the walls are mostly clad. Five rooms in the north end of the building are contemporary with the

stairs in the heart of the building and it is concluded must be original. There is evidence of one slipper bath in one of these first floor rooms. The first floor has, at a later date, been further divided to create a second floor and divided into several rooms.

The supposed original layout of the first floor is marked on the plan in Figure 7 below.

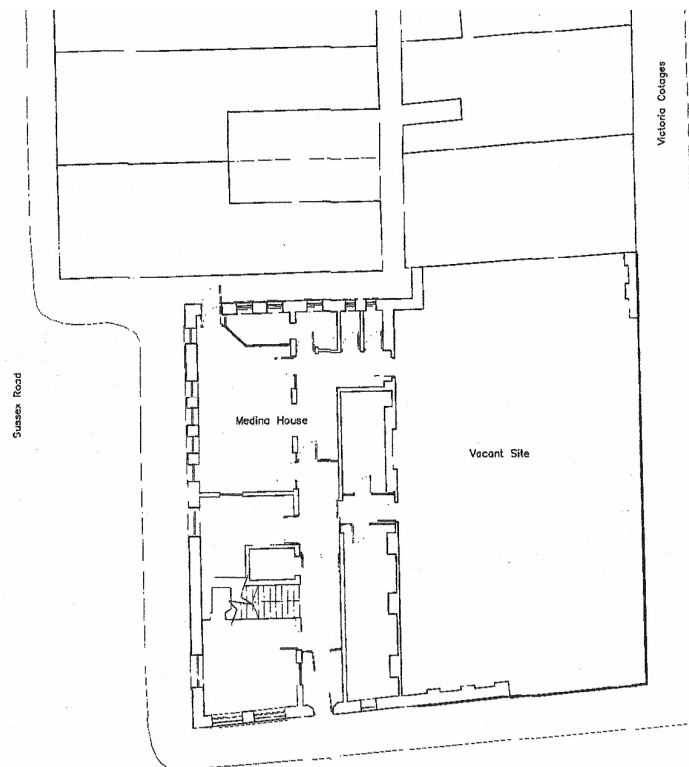


Figure 7 Ground floor existing layout (BHCC)

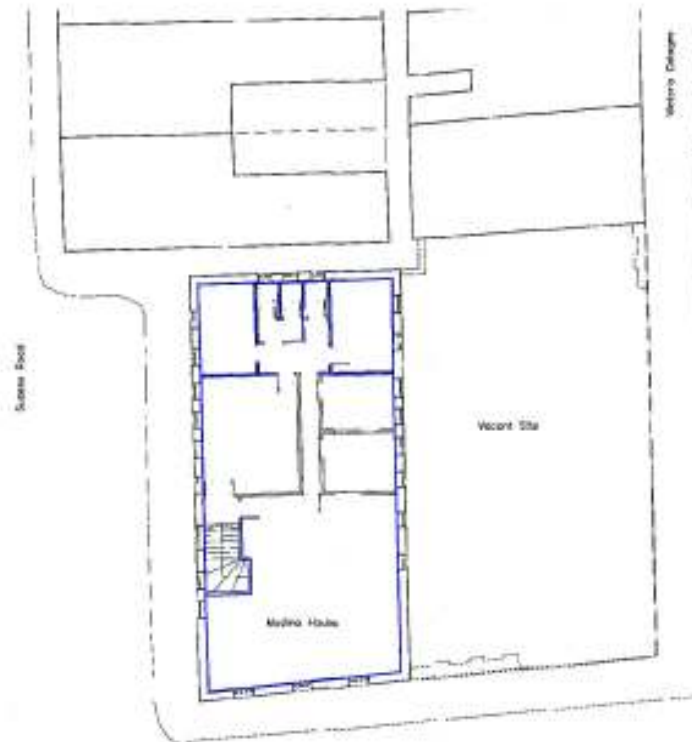


Figure 8 1st floor layout. Assumed original layout marked in blue (BHCC)

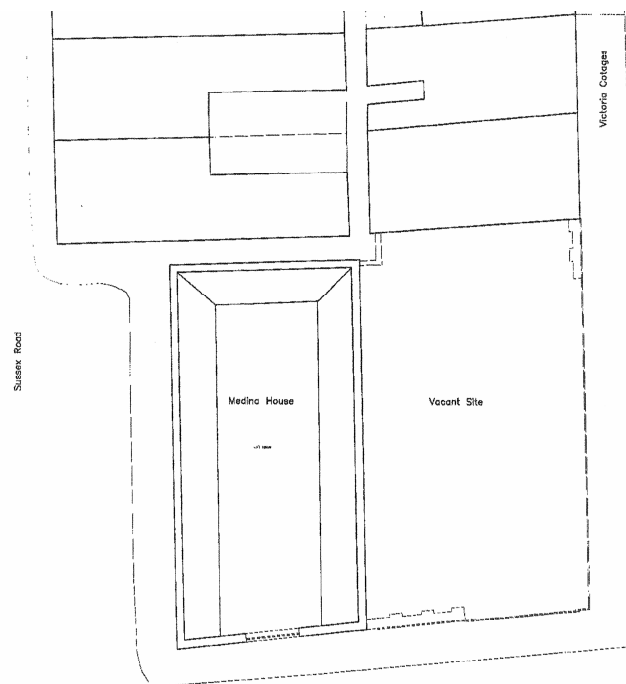


Figure 9 2nd floor layout, added at a later date (BHCC)

The site to the east measures 12 x 21m and the north and part of the east wall remain (R. Martin), see Figure 10. Despite common belief that this was the site of the Turkish Baths it was in fact the ladies bath. The majority of the building has been demolished, little evidence of its former use remains besides a considerable amount of floor to ceiling glazed ceramic tiles in a repeating pattern around all of the surviving walls.



Figure 10 Baths site south elevation (author)

King's Esplanade and Medina House's seafront location

Medina House is approximately 50 metres from the beach with direct sea views. As shown in Figures 11 & 12, the promenade is primarily residential with the exception of Marrocco's Italian restaurant and King Alfred's Leisure Centre. Marrocco's is a 3 storey building directly to the east of the site. King Alfred's Leisure Centre, approx 500m to the west, is mostly 2 storey buildings covering a large area. From King Alfred's Leisure Centre walkers can stroll along the promenade uninterrupted into the centre of Brighton.



Figure 11 Looking east along the beach from Sussex Road (author)



Figure 12 Looking west along the promenade from Sussex Road (author)

2.2 Statutory Designation

Medina House is not designated but as shown in Figure 13 below sits within the Cliftonville Conservation Area of Brighton and Hove.

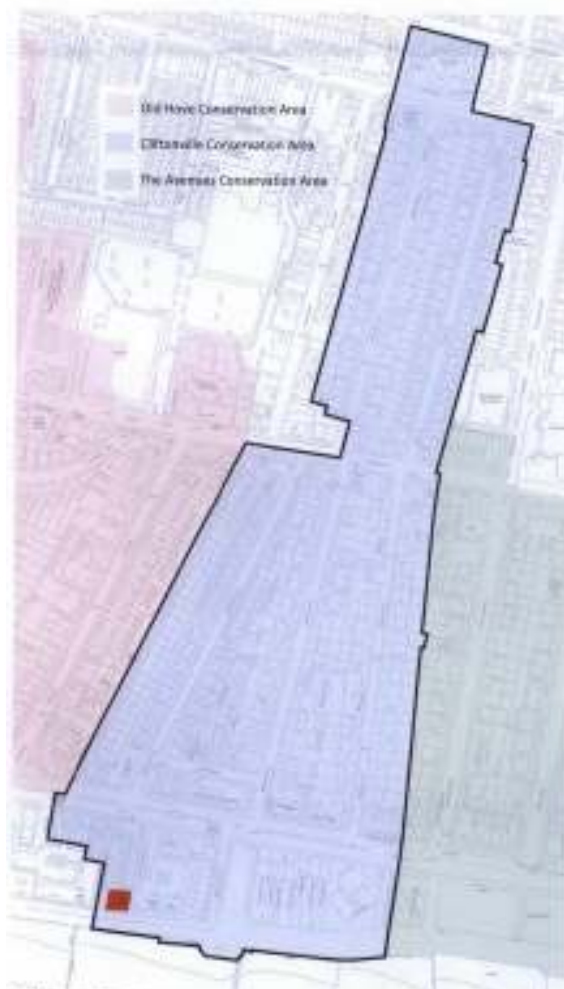


Figure 13 Cliftonville Conservation Area (BHCC)

Cliftonville Conservation Area is bordered on either side by The Avenues Conservation Area and Old Hove Conservation Area. See Appendix 2 for maps and character statements for all 3 conservation areas.

There are several listed buildings in the area around Medina House including a listed shelter on the esplanade. See Appendix 3 for locations and details of the listed buildings in the immediate area.

2.3 Historical Overview of the Site

Medina Baths was designed by architect P.B Chambers and was an early example of a joint initiative of private and public investment. (Middleton 1979) It opened in September 1894 and consisted of two blocks: east and west. The west block contained the men's baths, Figure 14, a large swimming bath 93 feet 6 inches by 30 feet and 10 slipper baths. The east block contained the ladies baths: a smaller bath 65 feet by 33 feet and 6 1st class slipper baths. The sea water was filtered and maintained at a temperature of 70 F. (Middleton 1979)

In 1906 a request was made to the council to close 6 of the slipper baths to create a Turkish Bath. It was stated the use of the 2nd class slipper baths had declined and 'by 1911 the Turkish Bath was in full swing' (Middleton 1979). In 1911 an ambitious advertisement appeared in Pike's Directory for the 'Hove New Turkish, Medical and Electro Hydropathic Baths Company Limited' (www.victorianturkishbaths.org). No evidence remains as to where the Turkish Baths were located on the site.



Figure 14 Medina Baths c. 1911 (Middleton 1996)

The following key dates illustrate the history of the site:

- Medina Baths opened on 13th September 1894
- 1919 electricity installed (prior to this the opening times were governed by the season as there was no artificial light)
- 1918 -1921 The Ministry of Pensions arranged to rent the ladies bath to be used as an out-patient orthopaedic clinic for discharged, disabled men from Sussex, Kent and Surrey
- 1918 men's swimming baths reopened, known as Hove Baths
- 1920 The Ministry of Health purchased the site
- 1923 the building was re-rendered
- 1930's new swimming baths built nearby named Hove Marina, but requisitioned by the Admiralty as a navy base and became known as King Alfred's. As a result Hove Baths retained its use.
- 1940's converted into light industrial use for Monnickendams diamond cutters and merchants. In the 1950s and 1960s Monnickendams had a workforce of around 50
- 1994 Monnickendams relocated to London
- July 2000 The Turkish Baths demolished. The demolition of Medina House was prevented only with immediate intervention by Brighton & Hove City Council.
- 2002 a group of squatters called Chalk Circle moved in and made artwork for public exhibition until their eviction in Jan 2007.
- 2000-ongoing Various planning applications for demolition and development on the site
- Current temporary caretakers are living in vans on the site. Medina House is locked up and unused.

(Carder 1990)

See Appendix 4 for press relating to public opinion about the proposed development and an overview of the site's history from the public eye between 2002 and 2010.

2.4 Bathing in Brighton

Bathing and bath houses can be described by three functions:

- 1) bathing for cleanliness as recognised by the 1846 Public Wash Houses Act;
- 2) bathing for prescribed health benefits and;
- 3) bathing or swimming for leisure and sport.

Medina House is important because it reflects all three of these uses under one roof.

1) Bathing for cleanliness

The first publicly funded baths appeared in Liverpool in 1929 (Gordon & Inglis 2009), sometime after the Bath and Wash Houses Act of 1846 which stated:

‘It is desirable for the Health, Comfort and Welfare of the Inhabitants of Towns and populous Districts to encourage the Establishment therein of public Baths and Wash House’. Public Baths and Wash-Houses Act, 26 August 1846. (Wilkins, R 1984)

Even in 1930s some houses did not have running water and visiting public baths to use their slipper baths, Figure 15, was a regular activity for the majority of the population.



**Figure 15 Example of a traditional slipper bath
(www.victorianturkishbath.org)**

Medina Baths opened with a total of 16 slipper baths, 10 in the men's block and 6 in the ladies block (Middleton 1979). The exact location of these baths is not certain although evidence of one on the first floor of the ladies block was found. See Gazetteer for more information.

2) Bathing for prescribed health benefits

In the 19th century sea side resorts, notably Brighton, were beginning to outshine the inland spas such as Bath and Tunbridge Wells (Turner 1967). Establishments on the coast, such as Medina Baths, pumped sea water directly into the baths. It was filtered and heated to 70 degrees (Middleton 1979)

The popularity of Brighton as a sea side resort grew throughout the 18th and 19th centuries. The Prince Regent's decision to build The Royal Pavilion in Brighton, was probably associated with the prescribed health benefits of salt water bathing, particularly in context of his majesty's prevailing ill health (Rutherford 2003). See Appendix 5 for more details of the Prince Regent and his sea water treatments and Appendix 6 for various claims made for the benefits of such treatments.

Turkish Baths became a popular way of experiencing the benefits and medicinal properties of sea water. This is a definition of a Turkish Bath: a type of bath in which the bather sweats freely in a room which is heated by a continuous flow of hot dry air (or in two or three such room at progressively higher temperatures), followed by a full body wash (sometimes preceded by a cold plunge), then by a massage, and finally by a period of relaxation in a cooling room. (www.victorianturkishbath.org 2010).

Sake Dean Mahomed is an important figure in the history and popularity of Turkish Baths, vapour baths and associated 'shampooing' in Brighton, more information is contained in Appendix 7.

See Appendix 8 for brief history of Turkish Baths. Details of the various Turkish Bath establishments in Brighton can be found in Appendix 9. Brighton's Turkish Baths cannot be studied without considering other public Bath Houses, Appendix 10 summarises the known Bath Houses in Brighton and what became of them.

In summary, the only Turkish Bath and public bath houses that remain today in Brighton are Medina Baths and the Brighton Metropole. The Grand is still a popular hotel but with no Victorian bath. The new spa in the Brighton Metropole, opened in 1976, on the site of the Victorian bath. The sea water intake apparently still exists, although is sealed off in the basement. See Appendix 11 for a promotional leaflet with historical facts and details of the extensive restoration of the hotel in 1997.

3) Bathing for leisure - swimming pools and baths for sports activities

Hove Shivers Club originated at Medina Baths and members are still swimming competitively at regional and national levels. The assistant coach, Karen Woolliscroft, explained: "it was cold; really, really cold, swimming in the sea water, so they moved to King Alfred's because it was a bit warmer." (pers. comm. Woolliscroft 26.1.10)

Water polo matches became a regular fixture at Medina Baths that were still in operation in 1906. The Hove Gazette reported on 1st October 1898 a match between Hove Swimming Club and Cambridge University: "One of the most successful, if not absolutely the most successful, of the fetes held by the local swimming club was brought off by Hove Baths on Wednesday night. The space available for spectators was crammed to its utmost capacity, and several enthusiasts were reduced to the necessity of sitting on the little diving platform and dangling their feet over the heads of the swimmers." (Middleton 1979)

2.5 Architectural Overview



Fig 16 Medina Esplanade c. 1910 (www.regencysociety.org)

Style

The architectural style of Medina Baths is typical of the Victorians' love of decoration and embellishment. The building was brick built with spectacular detailing in terracotta (Figure 16 & 17). It exemplifies an enjoyment of material and detailing such as externally cast iron balustrades, ornate balconies, carved rafters and the ornate overflow (Figure 18). Inside wooden panelling, stained glass and tiling is evident.



Figure 17 Terracotta detailing
(www.regencysociety.org)



Figure 18 Downpipe detail
(author)

The distinctive crow stepped Dutch gable of Medina House, (there would originally have been 4 Dutch gables on the original, larger site) is visible on neighbouring buildings such as St Aubyns Mansions (Figure 19) and Medina Villas both Grade II listed.

A first floor balcony is also featured in other buildings of the period.



Figure 19 St Aubyns Mansions, Kings Esplanade (author)

Design

The eastern influence in the design of Turkish Baths can be taken to extremes by architects and designers and the interior in particular can be decorated lavishly with the use of domes and minarets. Medina House appears rather understated but retains an eastern decorative elegance. This trend towards eastern flamboyance was not to all designers' tastes. See Appendix 12 for one designer's thoughts on such lavish decoration.

Architectural Features

The site can be broken down into elements of interest and key features, details of which are in the Gazetteer in Appendix 20, where the significance of each of these features is also assessed. Each asset on the site is listed alongside photographic information, construction details, condition and any modifications that may impact significance.

Architectural Faience

The ceramic scheme in the bath area achieves a high level of significance within the site. From photo documentation of the men's bath, Figure 20, we know this scheme would have run throughout the bath areas in the building.



Figure 20 Medina Baths c. 1911 (Middleton 1996)

Although the actual Turkish Bath area was not added until later the local eastern influence and trend of the time is apparent.

The Regency tones and seaside colours are used. The eastern stylisation of the Royal Pavilion is echoed in the ceramic scheme in the minaret form tiles as compared in Figure 21 & 22.



Figure 21 Royal Pavilion domes
(www.brighton-hove.gov.uk)



Figure 22 Medina Baths tile design
(author)

It is likely that this scheme was produced by Doulton or Craven Dunnill or a mixture of both. There were similarly styled interiors being commissioned around this time. The architect Harold Elphick designed the tiles for Nevill's New Broad Street Baths in London built in 1894, manufactured by Craven Dunnill, Figure 23, Craven Dunnill's extensive Islamic tile scheme of 1906 can be seen in the old stable block of Brighton Museum, Figure 24.



Figure 23 Neville's New Broad Street Turkish Baths, 1894 (Pearson 2005)



Figure 24 Islamic tiles in Brighton Museum, 1906 (www.victorianturkishbath.org)

The Gazetteer in Appendix 20 describes each tile in detail alongside clear illustration.

This is a complex and expensive scheme, incorporating tiling, faience as well as mosaic within the design. Its surviving condition exemplifies the quality of the Victorian material.

Despite this area being open to the elements for a decade, a large area remains and a proportion of the ceramics are in good condition. Some of the glazes have suffered more deterioration than others some loss of colour and crazing can be seen. Most of the damage is where exposed parts have chipped off or where people have tried to remove tiles.

2.6 National, Regional & Local Context

The national, regional and local context of the heritage is examined in relation to the evidential, historical, aesthetic, & communal attributes. As described visually in Figure 26 and in more detail in Figure 27.

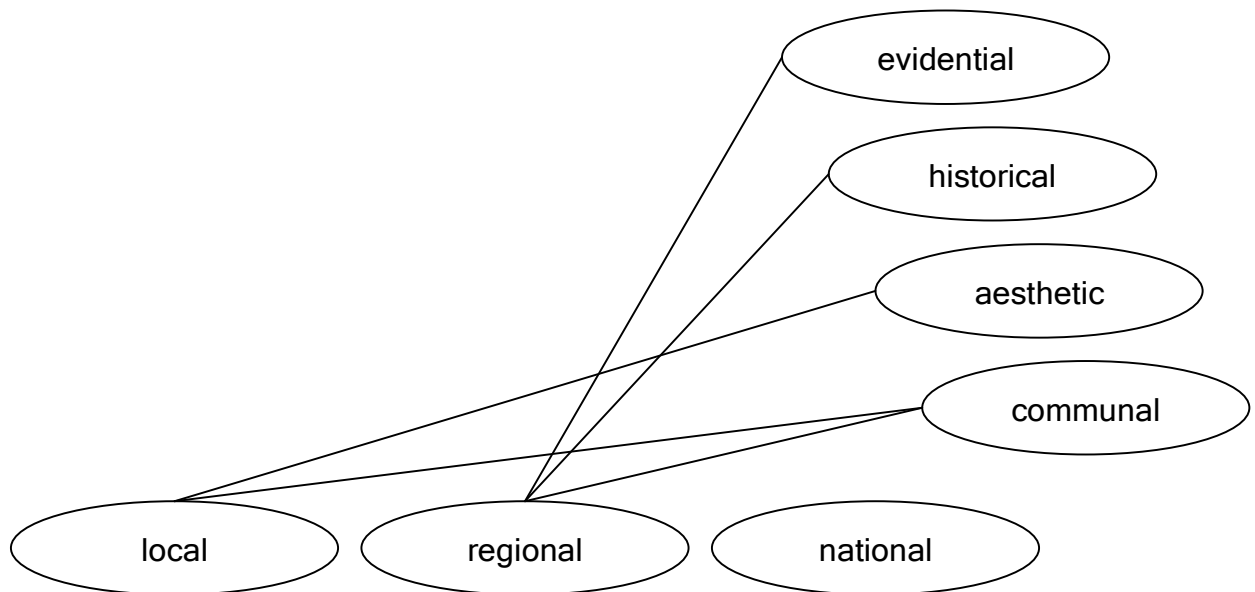


Figure 26 Types of heritage and their local, regional and national significance

Figure 27 The local, regional and national context of heritage assets

	Important Elements	Type of Significance
Locally within the City of Brighton & Hove	Sporting History	<u>Communal & Historical</u> Shivers - historical and current competition swimmers (see p14)

	Architecture	<p><u>Aesthetic & Communal</u></p> <p>Aesthetic contribution to seafront architecture - Design and elements of style reflected in other important and listed buildings in the area (see p19)</p> <p>Valued and appreciated within the local community</p>
Regionally Sussex and South East	Historical significance of medical benefits ascribed to bathing and salt water bathing	<p><u>Historical</u></p> <p>The growth of Brighton in direct relation to the Prince Regent and belief of benefit of sea water bathing</p>
	Architectural faience	<p><u>Aesthetic, Evidential & Historic</u></p> <p>Ceramic scheme is evidence of the historic function and historical significance within the area</p>
National England (not including Wales and Ireland)	Physical evidence remaining of bathing history	<p><u>Evidential & Historical</u></p> <p>Only remaining sea water bathing site in Brighton</p>
	Prevalence of Turkish Baths in the country	<p><u>Historical</u></p> <p>In 2009 there were known to be 17 out of a former 600 Victorian Turkish Baths still listed as open to the public (www.victorianturkishbaths.org 2010)</p>

2.7 Management Information

The site has been owned by Mr. Sirius Taghan of Globe Homes since 1997. Peter Marrocco, Marrocco's Restaurant, explained that Mr Taghan was quite happy with the squatters living there for a time, as it meant the site was occupied (verb. comms Marrocco 15.1.10). The lack of maintenance of the building throughout this period has resulted in its considerable deterioration.

Since 2000 several planning applications have been submitted to BHCC. Currently under consideration are:

BH 2009/ 03120: demolition within a Conservation Area

BH 2009/ 03105: full planning for a 10 storey development including 9 residential units, ground floor and first floor restaurant and basement parking. See Appendix 13 for more details of the planning history and Appendix 14 for some of the relevant planning documents.

As the building is not protected, is in private ownership and without a use, there are no standards to be met with regards management and the building is falling further into disrepair.

The previous tenants, Monnickendam Diamonds Limited, although having occupied the site for over 50 years, having relocated to London in 1994, no longer have an interest in the site.

The local residents and wider population are quite engaged in the history and the options for its future. A sample questionnaire and summary of responses returned can be found in Appendix 15, along with a list of reasons why the local population might be engaged in the site in Appendix 16. The residents were swift to respond and although not a large number of residents were surveyed as there is no strong difference in opinion the results are taken to be indicative of the majority. In conclusion it can be said that the local population has a strong feeling of ownership towards the site.

3. STATEMENT OF SIGNIFICANCE

The significance of Medina House lies in the historical context of salt water bathing in Brighton.

Despite the Turkish Baths not being evident today, Medina Baths is the only remaining architectural evidence of this important element of the history of Brighton.

Medina Baths relates directly to:

- the prevalence of sea water bathing and
- associated medicinal benefits of sea water
- giving rise to the popularity of Brighton as a seaside town in the 19th century.

The baths tiles are highly significant as they clearly display their function within this eastern styled bath house. The quality of Victorian craftsmanship, attention to detail and striking design is retained in their current condition.

Schedule of Significance

The following table summarises the Gazetteer, Appendix 20, and assessed significance of elements of the site:

Moulded surround to main entranceway door	B
Pediment	Intrusive
Incised Terracotta cornice	C
Semi-circular window	C
Steep pitch with projecting eaves and exposed carved rafters	C
Architectural faience	A
2 no arched doorways leading into Medina House	B
Stone corbel	C
Stained glass doorways	C
Ground floor layout	Intrusive
Wide staircase with stained wooden panelled dado	B
Kiosk/ ticket booth with vertical sliding sash window	B
Evidence of bath in room on first floor	C
Large Room on first floor	Neutral
2 nd floor/ roof space	C

Significance is assessed using the following key:

Level A: High Level of Significance - is relatively intact, has special interest and makes an important contribution to the wider significance of the site

Level B: Medium Level of Significance - has been altered, has less special interest, it's contribution to the wider significance of the site is less important

Level C: Low Level of Significance - has been significantly altered, has low level of integrity, the special interest has been lost and makes little contribution to the wider significance of the site.

Neutral - historically unimportant but does not have a negative impact on the surrounding buildings/ site

Intrusive - historically unimportant and has a negative impact on the surrounding buildings. (verb.comms Sather 8.1.10)

4. RISKS AND OPPORTUNITIES

4.1 Gaps in Knowledge

The following surveys need to be commissioned:

- habitat or species survey,
- archaeological analysis/ surveys and dating
- full condition survey

4.2 Physical condition/ Existing Status

The biggest threat to the heritage is the current derelict status of the site. Until it has a use the building is at risk.

There has been little or no maintenance on site since the last tenants moved out a decade ago. The windows have been boarded and bricked up. Even these protective measures have now failed and in its exposed position on the seafront the building is subject to ongoing deterioration. The faience is particularly at risk, although it has proved resilient over time, it is now open to the full effects of the weather, particularly the frost.

The proposed planning applications (most recent and previous) are for demolition of the existing building and therefore threaten the historical significance of the asset. The most recent planning application suggests retaining elements of the asset within the new development as such retaining elements of interest. See Appendix 14 for more details of the proposals.

Demolition has been informally accepted on application of a suitable development (verb.comms Johnson 25.1.10). As the site is within a Conservation Area the impact of proposed development on surrounding buildings will be considered (see Appendix 2.1 for Cliftonville Conservation Area Character Statement). The site is in a corridor highlighted for taller

building, as described in BHCC Tall Building Policy, detail of which can be found in Appendix 17.

4.3 Proposed/ new Use

As the significance of the site lies in elements within the structure of the building, renovation and development are good options for the site. The interior architecture is of neutral significance therefore could be altered significantly without detracting from the important elements.

Unless a function for the site can be found utilising the existing shell of the building with the assets in place or removing and re-positioning the assets must be considered (as is suggested within the current planning application). Options of various scale and impact are listed out and assessed in the options appraisal.

4.4 Sensitive Features

Caring for the assets and retaining significance may be challenging when the majority of the building is likely to undergo change. Features such as the ticket booth, the stairway and arched entranceways are clearly difficult features to re-site and if placed out of context will lose much of their value. Interpretation, therefore, is key to relaying the understanding and retaining significance in the future.

The ceramics is the most valuable part of the site (ascribed with high significance, see Gazetteer). The tiles are well adhered to the wall, using cement. Should removal of individual tiles or a panel be considered, professional consultation should be sought and care taken at every stage.

4.5 Management Issues

It would appear the owner has the necessary resources to commit to a large scale development, despite planning being refused since 2000 an ambitious development is still being pursued.

It is unknown as to how receptive the owner may be to fund the care of the heritage assets on site. The owner may need some advice to ensure assets are cared for in an appropriate way. Professional consultation should be encouraged prior to any action where the heritage assets are concerned.

4.6 Public/ community issues

The neighbours have keenly commented on the need for any changes to be of an appropriate style and scale to be in keeping with the current architecture. The energy of the local population can be viewed as an opportunity as the public may be necessary to support a new venture.

4.7 Accessibility

Medina House is located on a busy seafront promenade with little parking, although cycle lanes are provided to the east and the west and regular bus routes pass nearby. Any change of function needs to consider the lack of parking and perhaps encourage public transport and cycle accessibility.

5. CONSERVATION POLICIES

5.1 Conservation Policies

5.1.1

To protect the architectural faience scheme from further deterioration:

Protect the ceramics from the elements, from frost and water ingress, by providing shelter. Make provision to preserve in the longer term, perhaps consider moving a portion of the scheme to a secure indoor location.

5.1.2

To protect the building and significant elements of the site from further deterioration and damage:

Ensure the site is protected from the elements and birds are kept out to protect the interior assets. Little can be done to protect the exterior façade from further deterioration.

5.1.3

Perform regular general maintenance throughout the site:

Ensure the gutters are kept free from debris and that the drains can run freely. Ensure the roof is in sound order. Inspect regularly to ensure the site is secure and protected, where possible, from the elements.

5.1.4

Place responsibility with a third party, or the Council, to ensure the appropriate action is taken with regards the heritage:

Place an independent body to ensure that the best possible care is taken of the assets at the appropriate time, particularly necessary if the proposed development doesn't go ahead. For example a third party may ensure experts are involved if any decisions are made to move, or make repairs to the

assets. Other duties such as finding new sites for the assets and sourcing potential funding may be best performed by an independent body.

5.1.5

Retention of the most significant elements of the site:

Elements of the site of high significance should be retained without any destructive modifications. See Appendix 19 for information about how to restore tiles or remove tiles for relocation. Change to elements of a medium significance is less crucial but impact of change to the elements of higher significance should be considered. The majority of the site is of low significance and can be adapted without negative impact on the important assets. Refer to the Gazetteer, Appendix 20, for significance levels and detail relating to each element within the site.

5.1.6

Enable full recording of all assets and their place within the site-architectural, historical and archaeological:

Before any changes are made on site a full record should be made possible. Full survey, measured drawings and detailed photographic record to be passed on to various places for safe keeping, perhaps the Brighton History Centre and East Sussex County Council Record Office.

5.1.7

Engage the local population in the future of the site:

As the local residents and visiting population are engaged historically and have a sense of ownership, their support and opinions on the site's future could be of value.

5.2 Options Appraisal

In conclusion, a future use for the site is paramount in securing its future. As discussed in its current state the assets are continuing to deteriorate and their future is uncertain. The majority of the site (areas with a low, neutral or intrusive level of significance) is relatively flexible to a change of use. The significant elements, those with a medium or high level of significance, could well be adapted to fit within a future function. If a larger development is chosen however it may be more appropriate to re position certain elements and greater consideration towards the sensitivity as to how this is done should be considered. Figure 28 below lists possible new uses and the impact they each may have.

Figure 28 Table of possible uses of the site and associated impact

Proposed Use	Detail of proposal	Impact on Heritage	Comment
Demolition and 10 storey development including 9 no. flats and commercial venture	As current planning application submitted see Appendix 14	Plans include repositioning three features within the restaurant area of the site: Section of faience, stained glass doorway and Medina House entranceway. Change of use and repositioning would impact significance of assets.	Positioning, interpretation and sensitivity of detail in moving assets would be key in the success of this scheme. The future of the assets would lie in the success of the commercial venture Assets could be appreciated by public

<p>Conversion to smaller dwellings and commercial venture</p>	<p>Similar to current planning application but scaled down</p>	<p>Assets may need repositioning or removing. Change of use and repositioning would impact significance of assets.</p>	<p>Positioning, interpretation and sensitivity of detail in moving assets would be key in the success of this scheme. The future of the assets would lie in the success of the commercial venture.</p>
<p>Restoration of House into smaller dwellings with gardens</p>	<p>Similar to current planning but scaled down and no commercial risk/ possible gain</p>	<p>Assets could remain, they would be in the custody of the future occupants of the site.</p>	<p>The future of the assets would lie with the respective buyers. Once properties are sold, no future risk as no commercial venture. No public appreciation of heritage possible</p>

Dwellings with office/ workshop space (live- work units)	The building has previously functioned as office and workshop space, so proved successful adaption	Assets could remain although design of workshops would have to be sensitive to their position.	No public appreciation of heritage possible
Do nothing	Similar to current status	Continued deterioration and ongoing risk to heritage.	To be avoided

Commercial space could be incorporated within all of the above schemes and there are many commercial options to consider. Below are some options specific to this site. All commercial ventures carry a higher risk and initial cost. Full commercial assessment necessary to inform decision making.

Commercial option	Impact on heritage	Comment
Workshops	Type of industry would need to suit the space and the assets with consideration of potential damage and dust	Does not make use of the public façade, perhaps incorporate a public aspect?

<p>Restaurant with terrace area</p>		<p>Can the area support another restaurant?</p> <p>Accessibility - lack of parking</p> <p>Potential licensing and change of use issues</p>
<p>Bath spa</p>	<p>The scheme could be designed to enhance maximise the impact of heritage assets and fully incorporate them into the scheme</p>	<p>Very appropriate function.</p> <p>Gap in market as nearby leisure development has fallen through.</p> <p>Accessibility - lack of parking</p>
<p>Hove museum - with info about Baths and Turkish Baths and local seaside history</p>	<p>The scheme could be designed to fully incorporate the heritage.</p>	<p>Profitability may be an issue</p> <p>Appropriate use as the existing heritage adds to the learning environment and could be used to create an atmosphere of heritage and meaning.</p> <p>Adds relevance to the themes in the museum.</p> <p>Objects could be used as educational tools to add relevance to local history.</p>

<p>Sea sports centre, incorporating club house and museum to the sea - public entry</p>	<p>The scheme could be designed to fully incorporate the heritage.</p>	<p>There are other clubs in Brighton and nearby in west Hove, can the population support another? Combining commercial venture with heritage environment, one could support the other.</p>
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6. ACTION PLAN

Short Term:

Immediate Actions

Maintenance	Re-securing site - board up/ replace windows Clear birds Clear debris
Shelter for ceramics	Temporary cover from rain and wind
Future care of assets	Plans made and documented for acceptable treatment of all assets to be stored in secure location. Eg acceptable traffic on stairway
Involve specialists	To consider various options for assets - feasibility and impact of each option
Partners	Make contact with potential future partners - bodies for advice, local history societies/ interest groups, funding, professional consultancy, possible new homes for assets, guardians of historic record, business partners? Friends may be useful in the future, make contact early on.

Medium Term:**After the new function for the building has been confirmed**

Record the site	<p>Enable a full record to be made - archaeological and condition</p> <p>Archive the record</p> <p>Publish the record</p>
Engage the current owner	<p>Engage and excite owner with responsibilities and possibilities of heritage.</p> <p>Link to possible business opportunities</p>
Involve the local community	<p>Exhibition of history</p> <p>Memory archive - invite interaction</p> <p>Exhibition of future plans and local benefits</p>
Interpretation	<p>Consider how the asset is perceived. Perhaps display with useful information and appropriate lighting to add meaning to the assets.</p>
Ongoing maintenance	<p>Plan programme of maintenance including any ongoing maintenance or future needs such as repairs.</p> <p>Allocate appropriate budget and assign personnel to undertake maintenance as necessary</p>
Funding	<p>Assessment of budget</p> <p>Extra funding sources considered if necessary</p>

Long Term:**Ongoing Maintenance**

Record alterations	Any repair or alterations to the assets should be recorded and archived
Maintenance	Periodically re assess maintenance schedule Adjust and reschedule if necessary