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Policies

4.1. Objectives

- 4.1.1. The vision for Bromley Town Centre has been translated into a number of key objectives which underpin the policies and proposals set out in the AAP.
- 4.1.2. The objectives have been developed in consultation with stakeholders and in the context of national and regional guidance and a rigorous assessment of the town centre's needs and potential, They respond to the overall strategy for renewal of the town centre and clearly reflect the objectives of Bromley's Sustainable Community Strategy.

OBJECTIVE 1

Promoting economic growth and local employment opportunities, increasing the quality of commercial floorspace and economic opportunities in the town centre for benefit of Borough and London as a whole.

OBJECTIVE 2

Extending the range, quality and accessibility of facilities and services to support a vibrant, thriving place that attracts people to live, work and play in the town centre.

OBJECTIVE 3

Extending the capacity, range and quality of the shopping opportunity that provides for the needs of all residents and creates a more competitive town that fulfils its role as a metropolitan centre.

OBJECTIVE 4

Providing residential capacity within the town centre, through mixed use development that ensures housing meets local needs including the supply of affordable housing.

OBJECTIVE 5

Enhancing the character and heritage of the town centre, especially in Bromley North Village, ensuring that new development adds to its distinctiveness.

OBJECTIVE 6

Promoting high quality design and townscape improvements throughout the town centre and enhancing the quality and character of the area.

OBJECTIVE 7

Promoting sustainable development by minimising the impacts of town centre development on the environment and ensuring Bromley is an attractive place to live, work, visit and invest.

OBJECTIVE 8

Improving accessibility and travel choice, encouraging greater use of public transport and other more sustainable forms of transport and making effective use of existing transport assets.

- 4.1.3. The Council is determined to ensure the success of the AAP in bringing about the renaissance of the town centre. The plan seeks to achieve this by supporting the delivery of new development and the infrastructure needed to meet the demands associated with this growth. Enhancement of the commercial offer should stimulate job opportunities, while the improved housing offer will promote Bromley as a sustainable location to live and work.
- 4.1.4. Whilst the plan will create a stronger focus for the town, it will also help to raise the profile of adjoining areas and provide stimulation for improvements to other towns in the Borough. Moreover, by focusing significant development within the town centre, in line with Government policy, the AAP seeks to relieve the pressure for development on more suburban locations, in order to help retain their character.
- 4.1.5. The scale of development proposed and the mix of uses takes account of Bromley's role, its physical capacity and the capacity of transport and other infrastructure. In maintaining and or developing the recognisable cultural, historical and picturesque qualities that make Bromley the town that it is the Council believe that there is further potential for the town to create its own distinctiveness and the AAP can help to build on such characteristics.

Policy BTC1: Mixed Use Development

In order to promote a vibrant mix of uses and activities in Bromley Town Centre, the Council will work with the private sector to deliver mixed use development schemes on the Opportunity Sites identified in the Key Diagram which together will comprise:

- Around 42,000 sq m (gross) additional retail floorspace
- Around 7,500 sq m (gross) additional food and beverage floorspace
- Around 7,000 sq m (gross) additional business floorspace
- Around 1,820 residential units
- Around 4000 sq m (gross) additional leisure floorspace
- Around 3500 sq m (gross) additional community facilities
- Up to three hotels

Development will be in accordance with the land use strategy set out in Diagram 4.1, the Key Diagram.

The figures are intended to guide future levels of development on the Opportunity Sites and development proposals should be in accordance with the development principles set out in the AAP. It will be necessary to demonstrate that the required transport and other infrastructure and community facilities can be provided to support the proposed development.

Direct liaison by the Council will take place with local medical practitioners on the provision of improved surgeries and medical facilities to serve the planned increased population in the town centre.

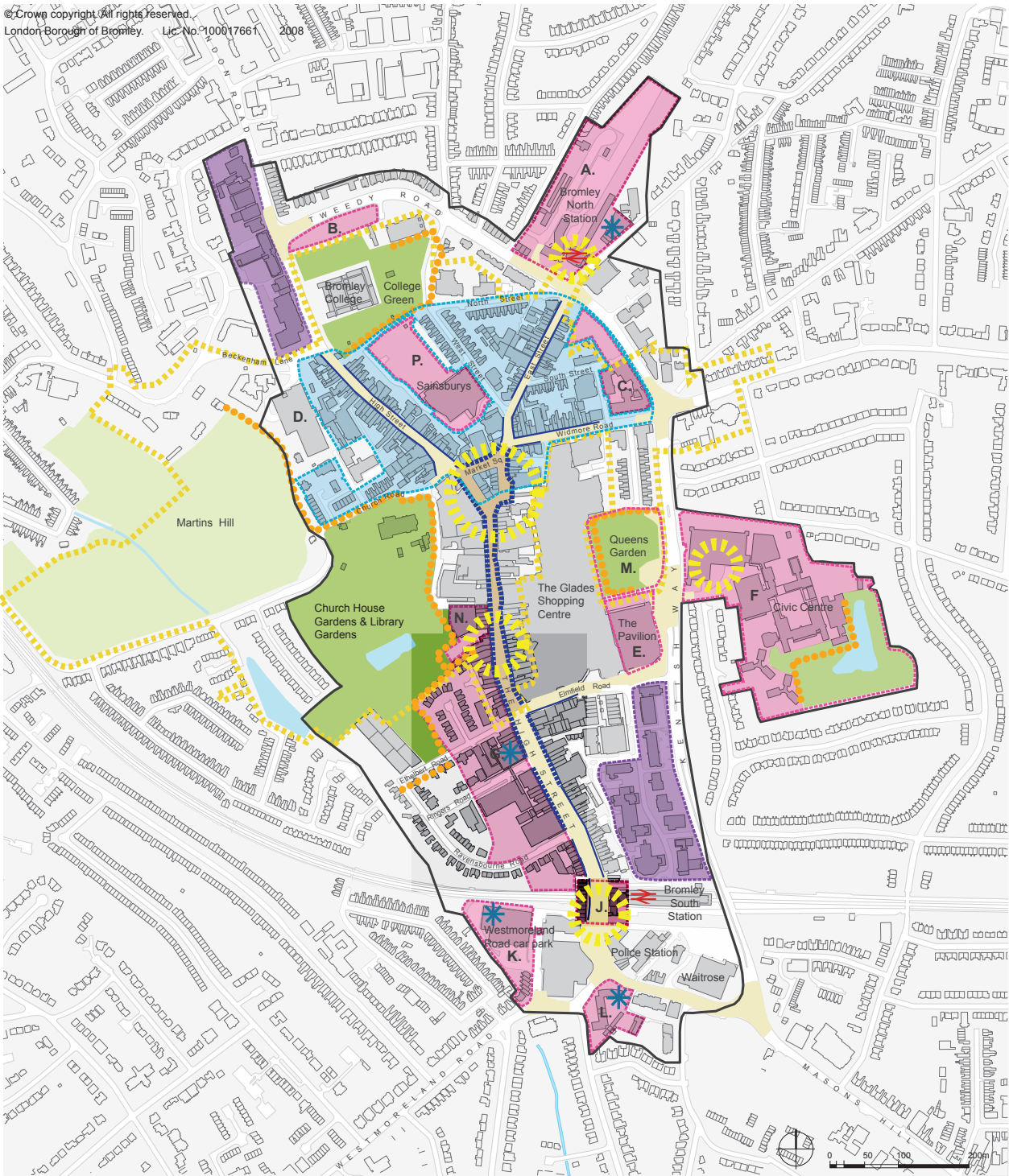
Proposals for development of other sites within the town centre will be considered against relevant planning policies and the cumulative impacts of development taking into account the Opportunity Sites identified in the AAP.

4.2. Promoting a Vibrant Mix of Uses

- 4.2.1. It is vital that Bromley's strategic role as a location for businesses, shopping, services, culture, leisure and community and civic facilities is maintained and its range of facilities improved to reinforce its designation as a Metropolitan Centre and provide improved opportunities for residents and businesses in the Borough.
- 4.2.2. The Council seeks to accommodate growth of town centre uses. In addition, in accordance with national and regional policy, realising the potential to provide additional homes as part of mixed use development schemes will help to meet housing needs and achieve sustainable development whilst also accommodating town centre uses. Policy BTC1 is designed to extend the range and quality of facilities and services to create a vibrant, thriving town centre. The additional new floorspace figures in the Policy BTC1 are additional to the existing quantum in the Town Centre.
- 4.2.3. The additional new floorspace figures in the Policy BTC1 are additional to the existing quantum in the Town Centre.
- 4.2.4. It is paramount for Bromley Council to build on the strengths of the town centre to accommodate growth requirements and promote sustainable forms of development. Mixed use development will promote the objectives of sustainable development promoted by government policy, promote vitality and diversity and reduce the need to travel by ensuring access to public transport. The South London Regional Development framework states that growth across the sub region must be accommodated in those areas with the greatest potential for sustainable development, which includes the Metropolitan Town Centre of Bromley.
- 4.2.5. A key part of the strategy for improving Bromley Town Centre's attractiveness is the focus on leisure and cultural activities and the enhancement of the food and beverage offer to appeal to a wider demographic and help establish Bromley as a vibrant town centre. This should support the increased residential population and contribute to the success of improvements to the retail and commercial offer.
- 4.2.6. The key diagram identifies a number of Opportunity Sites which will be the focus for development in the town centre. The distribution of development is summarised in Table 4.2. These will be phased over a 15 year period. An indicative phasing programme is provided: Phase 1 (1-5 years), Phase 2 (6-10 years) and Phase 3 (11-15 years).
- 4.2.7. The identification of the Opportunity Sites does not preclude other sites coming forward for redevelopment within the timescale of the AAP where it can be demonstrated that these will meet the objectives of the AAP and the Transport Strategy. Development proposals will be considered against relevant national, regional and local planning policies.

| Opportunity Sites | No. of Residential Units | Business (B1) sq. m (gross additional) | Retail (A1) sq. m (gross additional) | Food and Drink (A3/A4/A5) sq. m (gross additional) | Hotel Beds (gross additional) | Leisure sq. m (gross additional) | Community Use sq. m (gross additional) |
|---|--------------------------|--|--------------------------------------|--|-------------------------------|----------------------------------|--|
| A. Bromley North Station | Around 250 | 2,000 | - | Ancillary | - | - | 1,000 |
| B. Corner of Tweedy Road/ London Road | Around 70 | - | - | - | - | - | - |
| C. The former Town Hall and South Street Car park | Around 20 | 5,000 | - | - | 150 | - | - |
| E. Pavilion | - | - | 22,000 | - | - | - | - |
| F. Bromley Civic Centre | Around 20 | - | - | - | - | Replacement leisure centre | - |
| G. West of the High Street | Around 1180 | - | 20,000 | 5,000 | - | - | 2,000 |
| J. Bromley South | - | - | - | - | - | - | - |
| K. Westmoreland Road Car Park | Around 200 | - | - | 1,000 | 100 | 4,000 | - |
| L. Former DHSS building and Bromley Christian Centre, Bromley South | Around 40 | Replacement employment floorspace | - | - | 100 | - | 500 |
| M. Queens Garden | - | - | - | 1,000 | - | - | - |
| N. Central Library Churchill Theatre | - | - | - | 500 | - | - | - |
| P. Sainsbury, West St | Around 20 | - | Replacement food store | - | - | - | - |
| Total | Around 1,820 | 7,000 | 42,000 | 7,500 | 350 | 4,000 | 3,500 |

Table - 4.2 - Distribution of Development (gross floorspace)



Key Diagram

- Town centre boundary
- Primary retail frontage
- Secondary retail frontage
- Business improvement areas
- North Village area improvement
- Bromley town conservation area boundary

- New / improved public spaces
- Improved public realm and / or building frontages
- Pedestrian area improvement
- Protected parks and open spaces
- Key frontages onto public spaces
- Possible locations for taller buildings

- Opportunity sites
- A. Bromley North Station
- B. Corner of Tweedy Road/London Road
- C. Former Town Hall and South Street car park
- E. Pavilion
- F. Bromley Civic Centre
- G. West of the High Street
- J. Bromley South
- K. Westmoreland Road Car Park
- L. DHSS building and Bromley Christian Centre, Bromley South
- M. Queens Garden
- N. Central Library / Churchill Theatre
- P. Sainsburys, West Street
- D. Hill Street Car Park (former opportunity site)

Diagram 4.1 Key Diagram

4.3. Promoting Town Centre Living

- 4.3.1. Town centre living will add to the vitality of the area and new housing development in the town centre is a key objective. Residential development will assist in providing a more pleasant and secure environment at all times of the day and will encourage a greater diversity in the evening economy. Provision is made for around 1820 new homes as part of mixed use development schemes to meet a range of housing needs. The promotion of residential uses as part of mixed use development schemes is in accordance with national and regional policy and is a key element in delivering the vision for Bromley Town Centre and the objectives set out in the 'Building a Better Bromley' and the UDP.
- 4.3.2. The Consolidated London Plan sets a target for the development of a minimum of 4,850 dwellings in the Borough by 2016/17, which is just under 9% of the total expected for the South East Sub Region as a whole. Currently, the town centre contains a relatively small proportion of the Borough's housing stock with around 3.35% of the housing stock located within the town centre area. Bringing forward a significant proportion of the Borough's targets within the town centre could result in the Council surpassing its target.
- 4.3.3. Developers will be required to demonstrate that associated requirements for education, health, open space and play and other community facilities can be met and to make an appropriate level of contribution to the provision of these facilities in accordance with Policy BTC31. Interim advice on education provision is provided in Appendix 6. The Council (Children and Young People's Services) has reviewed the anticipated demand for education provision arising from the development of the Opportunity Sites identified in the AAP. It is considered that there will be capacity within existing schools or the potential to expand existing provision to meet the demand for school places. The requirements for education provision and the availability of the necessary infrastructure will be subject to monitoring and review to ensure that the demand arising from new

Policy BTC2- Residential Development

Development proposals should accord with the Density Matrix in the London Plan (Table 3A.2) taking into account site characteristics and the surrounding character of the town centre and adjoining residential areas. As some of the development will be on sensitive conservation area sites where development should preserve or enhance the character and/or appearance of the areas, density of development will not be the determining factor.

It will be necessary to demonstrate that the proposed development is in conformity with other policies and will not result in unacceptable impacts.

It will be necessary to demonstrate that associated requirements for education, health, open space and play and other community facilities can be met.

(Relevant policies H1, 2 & 7 of the UDP (2006) and 3A.2, 3A.3, 3A.5 of Consolidated London Plan (2008))

Policy BTC3- Promoting Housing Choice

The Council will require a mix of housing including private and affordable housing. The level of affordable housing required in any development scheme will be in accordance with adopted local and strategic policy and take into account other objectives of the AAP. New developments should provide a range of housing choices in terms of the mix of housing sizes and types.

All new housing will be required to meet Lifetime Homes (or subsequent) standards and at least 10% of units within each scheme should be specifically designed to be suitable, or capable of being adapted without further structural alteration, for occupation by a wheelchair user, in accordance with current best practice

(Relevant policies H7 of the UDP (2006) and 3A.5 of Consolidated London Plan (2008))

development is satisfactorily accommodated.

- 4.3.4. The London Plan promotes the principles of a compact city. Bromley is defined within the London Plan as a Metropolitan Town Centre and as is identified as an area where housing should be intensified as part of mixed use schemes with good access to public transport and community facilities, including open space. The promotion of higher densities is in accordance with planning policy guidance which encourages a more efficient use of land and sustainable patterns of development. Higher density development in the town centre will help to protect the suburban character of the rest of the Borough but through the control of new development, the Council will seek to ensure that this will not compromise the character of the town centre. As many sites within the town centre will be brought forward as mixed use development, density calculations based on the London Plan's density matrix will need to be utilised in conjunction with plot ratio guidance. The London Plan suggests ratios of at least 3:1 should generally be achieved wherever there is good public transport. In determining planning applications, the Council will take into account all relevant planning policies to ensure an appropriate form of development is approved.
- 4.3.5. In line with UDP Policies H1, 2 and 3, the Council will promote a mix of housing including private and affordable housing. The Housing Needs Survey is currently being updated. It was undertaken by Bromley Council in 1999 and last updated in 2003. The survey concluded that Bromley has an under-supply of affordable housing units. A Strategic Housing Market Assessment is currently being undertaken and the results will be taken into account.
- 4.3.6. On all sites where proposed developments is at or above the 10 dwellings or 0.4

4.4. Promoting a Competitive Town Centre

ha threshold set out in UDP Policy H2, negotiations will take place to determine the number of affordable dwellings to be provided. The Council will negotiate the amount of affordable housing to be provided taking into account issues of viability and other policy objectives in accordance with the Council's adopted policy and the affordable housing policies set out in the London Plan. A split of 70% social rented housing and 30% intermediate provision will be sought.

- 4.3.7. Recent development within and adjacent to the town centre has largely comprised one and two bed apartments. As such, there is a significant shortage of new larger housing units and a need to deliver more sustainable patterns of development, including larger family homes within a town centre context.
- 4.3.8. The AAP seeks to secure a mix of accommodation including housing for single people, the elderly and the disabled across all the Opportunity Sites where residential use is identified particularly on sites located in very close proximity to services and transport facilities. The provision of family housing will be sought wherever viable and in particular on the larger Opportunity Sites A, G and K. Residential development provides the potential to make services accessible to all as well as promoting opportunities, independence and choice in accordance with the objectives of the Sustainable Communities Plan. New housing will be required to meet Lifetime Homes (or subsequent) standards.
- 4.4.1. In order to achieve necessary growth of

the town centre and to remain competitive in relation to nearby centres, it is critical to accommodate an expansion of retail floorspace, complementary uses, offices and leisure opportunities. It is estimated that the proposals in the AAP could provide around 2000 new jobs in the town centre (based on advice contained in Employment Densities: A Simple Guide (English Partnerships, 2001))



Policy BTC4- New retail facilities

The Council will work with the private sector to provide around 42,000 sq m (gross) additional retail floorspace through the promotion of new retail development on Opportunity Sites E and G and to improve the existing retail stock through the extension of the Primary Shopping Frontage as shown in the Key Diagram.

New retail development on Opportunity Sites should provide for prime retail floorspace and complement and be fully integrated and well connected with existing retail facilities. The improvement of and extension to existing shops will be permitted provided they achieve a high standard of design and are well integrated with the rest of the town centre. Smaller units suitable for independent traders will be encouraged in suitable locations.

(Relevant policies S1,S2 & S3 of UDP (2006) and 3D.1, 3D.2 & 3D.3 of Consolidated London Plan (2008))

Retail

- 4.4.2. Bromley performs an important sub-regional role as a Metropolitan Centre and a major shopping centre. Bromley's function is primarily as a comparison goods shopping destination with a total retail floor space of circa 115,200 sq m (1.24 million sq ft) including The Glades which comprises 40,700 sq m (438,000 sq ft) gross floor space and the Mall, which has recently been extended and refurbished and comprises about 10,780 sq m (116,000 sq ft) gross floor space.
- 4.4.3. There has been little new retail development since the completion of The Glades shopping centre in 1991 and with the recent closure of two department stores, the Council is concerned that the town centre may be losing trade as it becomes less attractive to shoppers with the expansion of competing centres, notably Bluewater and Croydon. A Retail Capacity Study (2004) concluded that Bromley Town Centre could accommodate approximately 41,000 square metres (441,324 sq ft) (gross) of additional comparison gross retail floorspace up to 2016. The Retail Capacity Study was updated in 2009 and the figure revised to 42,000 square metres. However, existing retail units do not meet the needs of retailers in terms of size, location and quality and there is a need for new retail development within the town centre to accommodate future requirements. By focusing retail development within the town centre, the AAP satisfies the requirements of the sequential test as set out in PPS6 and the preference for retail development to be located within town centres.

4.4.4. Bromley has slipped down the retail ranking, now 33rd of 2000 centres which represents a drop of 4 places (Venuescore ranking 2008). However, the town ranks 71 on the PMA Anchor Score which explains the market perception that Bromley's retail offer has declined in recent years in comparison with other centres in the region, as a result of the loss of department store representation. Bromley has a slightly below average volume and quality of retail provision relative to the size and affluence of the shopping population.

4.4.5. In developing the AAP, particular importance has been placed on how to improve the range and quality of the retail offer and the competitiveness of Bromley Town Centre in line with recent surveys and the SRDF requirements and how to reduce the current leakage of expenditure from the catchment area to other competing centres. The South London Sub Regional Development Framework (SRDF) states that it is essential that South London develops and sustains a co-ordinated town centre network that optimises the performance of each town centre within the whole network. The SRDF identifies the need for between 35,000 and 51,000 sq m (gross) of additional comparison retail floorspace within Bromley. There is currently a limited retail development pipeline in Bromley and Policy BTC4 provides for additional retail floorspace within the range set out in the SRDF. Without achieving this level of retail development, not only will the SRDF range not be met but there is also a major risk that Bromley's position in the shopping hierarchy will slip relative to other nearby centres (e.g. Croydon and Lewisham), which have a more extensive pipeline of retail development. The future success of the town centre relative to its competitors and its ability to maintain its current market share (and therefore its status as a Metropolitan Centre as defined in the SRDF) is contingent on securing the level of growth set out in Policy BTC4.

Policy BTC5- Office Development

The Council will seek to retain existing office uses and to maximise the opportunities for new employment generating activity through the development of around 7,000 sq m (gross) of additional business floorspace (Class B1) on Opportunity Sites A and C.

With the exception of changes of use which may be permitted in the Bromley North Village Improvement Area under Policy IA1, development proposals resulting in the loss of B1 office floorspace will only be acceptable if the office floorspace is re-provided as part of the redevelopment of the site.

The Council will achieve these policy aims through promoting the development of the Opportunity Sites identified in the Plan and improvements to existing premises and facilities in the Business Improvement Areas identified on the Key Diagram to create a high quality business environment.

(Relevant policies EMP1 & EMP2 of UDP (2006) and 3B.1, 3B.2, 3B.3, 3D.1, 3D.2, 3D.3 of Consolidated London Plan (2008))

Offices

- 4.4.6. In looking to the future the town faces a challenging period as much of the existing office space is in a secondary office location and is predominately dated accommodation compared to Croydon. This is reflected in terms of supply, demand and amount of new build development coming to the market. There is currently around 6200 sq m vacant office floorspace in the town centre. However, the draft 'Economic Development & Employment Land Study' (March 2009), which was commissioned to underpin the Local Development Framework has highlighted the importance of reinforcing the role of the office sector and the quality of accommodation in town centres. The limited stock of good quality office space at a premium this is seen as an obstacle to the growth in non-service employment opportunities and there is scope to provide new office floorspace particularly where this is well located near the two railway stations.
- 4.4.7. Bromley has a relatively low number of major employers, which places it in a relatively weak position. However, whilst the Bromley office market is relatively small in comparison to Croydon, it has a good cluster / concentration of office accommodation which is predominantly located within easy reach of Bromley South Station. The main cluster of accommodation is situated east of the High Street on Elmfield Road. There is also a secondary office area in the north of the town centre on London Road.
- 4.4.8. As with the office market generally, there has been little new build development in recent years reflecting the general downtown in the market. There are a number of office buildings offering substantial space, but again of varying degrees of quality. However, the demand for office accommodation in Bromley is currently limited. Bromley is not seen as a prime office location and the market appears to reflect this view. Whilst it is unlikely that Bromley will be able to compete with Croydon as an office location, it is important that it continues to promote itself as a good alternative to the larger centres in order to enhance the local economy, providing opportunities for the local skills base and capture potential spend through increased employment in the area. In developing the AAP, therefore, particular emphasis has been placed on the need to strengthen the Town Centre as a focus for new and diversified employment opportunities by providing a range of business floorspace and new retail, leisure and hotel/ conference facilities together with improvements to the public realm and transport facilities in order to ensure that existing major employers choose to remain and invest in the town centre.
- 4.4.9. Development proposals resulting in the loss of B1 floorspace will be expected to include provision of an appropriate level of replacement office floorspace. Developers would be required to demonstrate why the inclusion of replacement office floorspace was unviable if office floorspace is not proposed as part of an appropriate development mix.
- 4.4.10. There is an opportunity for the Council to improve the efficient use of land and working practices. Opportunity Site F provides for the potential rationalisation of council office accommodation to allow for improved service delivery and the potential provision of office floorspace for other occupiers.

4.5. Creating an Attractive Destination

- 4.5.1. The creation of a vibrant town centre which meets the needs of all residents is dependent on the provision of a range of leisure, entertainment and cultural facilities. The London Plan recognises cultural and leisure activity as a key part of a vibrant and successful town centre and a key economic driver at the local and regional scale.

Leisure

- 4.5.2. The Pavilion is a public leisure centre offering a wide range of activities. The centre is situated adjacent to The Glades shopping centre and was built as an integral part of that development. Initial research has identified further demand for health and fitness facilities in the Borough. However, whilst the Council places significant importance on the retention of leisure facilities in the town centre, it is recognised that the Pavilion has not kept pace with changing leisure requirements and the cost of any refurbishment would be costly. The Council will support the suitable relocation of leisure facilities currently provided in The Pavilion to a suitable new site in order to accommodate a retail extension of The Glades Shopping Centre.
- 4.5.3. A new leisure centre would help to improve the town centre's attractiveness and by making the facility more accessible with an improved and updated offer it would support health prevention objectives set out in the Community Strategy.
- 4.5.4. Studies undertaken by Bromley Council's Property Team show that a Leisure Centre could be located at the northern end of Site F. This would include both the health facilities and a swimming pool. Further detailed studies will be undertaken in relation to the relocation of the Leisure Centre.

Culture

- 4.5.5. The Bromley Cultural Strategy identifies a number of key objectives for culture in Bromley over the next five years, including maximising the impact of cultural activities and protecting and enhancing the built

Policy BTC6- Replacement Leisure Centre

Redevelopment of the Pavilion Leisure Centre (Opportunity Site E) for retail uses is dependent on the appropriate re-provision of leisure facilities elsewhere within the town centre. The Council will work with the private sector to ensure the relocation of leisure facilities is secured prior to the commencement of development of the existing leisure centre.

The Civic Centre site (Opportunity Site F) has been identified as a suitable site for the re-provision of leisure facilities within the town centre.

(Relevant policies L9 of UDP (2006) and 3D1 & 3D.4 of Consolidated London Plan (2008))

Policy BTC7-Theatres and Entertainment Venues

In order to retain the character and vibrancy of the town centre, the Council will encourage new facilities whilst resisting the change of use or redevelopment of existing theatres, live music venues and other existing entertainment facilities to accommodate other uses within the town centre. Proposals for the redevelopment of existing facilities will be required to include appropriate provision of entertainment facilities within redevelopment proposals.

The Council will encourage proposals to enhance Bromley Little Theatre as a performance venue and community arts facility and promote the use of the concert bowl in Church House and Library Gardens for concerts and other events.

(Relevant policies L9 of UDP (2006) and 3D1 & 3D.4 of Consolidated London Plan (2008))

infrastructure, ensuring that the right facilities are provided in the right place to serve the arts, sports, education and leisure needs of people in Bromley. It also aims to promote Bromley's image and identity through a wide range of cultural events and activities and through supporting the full range of voluntary, statutory and private providers of cultural services.

- 4.5.6. It is important that current facilities are retained. The AAP seeks to protect and enhance theatres and live venues in Bromley, such as the Churchill Theatre and Bromley Little Theatre and build on this existing cultural base. The Council will also explore the potential for the use of the Empire Cinema as an arts centre as part of any future development proposals.
- 4.5.7. Bromley Little Theatre has been a theatre for 70 years and expansion of the theatre facilities will contribute to achieving the aims of the AAP through the provision of a diverse range of activities and cultural and leisure facilities for planned population increase; management of evening economy to attract a wider range of visitors including families with children; extended range and quality of leisure and entertainment facilities; and protection and enhancement of the heritage and distinctive character of the town centre, particularly Bromley North Village. Current proposals include adding a studio to provide a third live theatre venue in the town centre; training facilities; doubling of capacity and a community facility for arts and culture. It is also proposed to develop community arts and cultural programmes and to work with council to deliver Borough-wide initiatives such as an arts festival.
- 4.5.8. Church House and Library Gardens is an important facility for events. The Council will promote the appropriate use of the concert bowl for open air concerts and other events to enhance the programme of activities in the town centre.

4.6. Creating a Sustainable Town Centre

- 4.6.1. The Planning and Compulsory Purchase Act 2004, Planning Policy Statement (PPS) 1 and its supplement on climate change, PPS 22 on renewable energy, PPS 25 on flood risk, The Consolidated London Plan and Bromley's UDP all underline the importance of environmentally sustainable development. The AAP offers the opportunity to produce development with highest environmental standards and to achieve environmental protection and enhancement. The Council is committed to joint working with key partners such as the Environment Agency.

Sustainable Design and Construction

- 4.6.2. Well designed neighbourhood should be socially, economically and environmentally sustainable. The AAP promotes the principles of sustainable development. The Council recognises the importance of design quality and the need to enhance local character in the design of new buildings and public spaces. Building Regulations require new homes to be zero carbon by 2016. The AAP promotes opportunities for water and energy saving and the creation of new residential neighbourhoods which are convenient and safe to walk or cycle to shops, schools and access to public transport with range of tenures and types of housing. Green roofs and surface water storage to reduce flood risk will be encouraged.
- 4.6.3. Redeveloping the centre with new buildings to high environmental standards provide an opportunity to improve the average environmental performance of the town's existing building stock. Relatively little is known about the environmental performance of specific buildings in the centre, apart from the Council's own stock. However, it is reasonable to use the UK average performance as a useful proxy. In 2004, the average UK house had a SAP of 52 (Review of Sustainability of Existing Buildings DCLG). New homes are now expected to exceed a SAP of 100, which indicates the beneficial effect that new development could have in improving the Borough's environmental performance.

Policy BTC8 Sustainable Design and Construction

The Council will require developments to make the fullest contribution to the mitigation of and adaptation to climate change and to minimise emissions of carbon dioxide. In accordance with Policy 4A.1 of the London Plan, the following hierarchy will be used to assess applications:

- Using less energy, in particular by adopting sustainable design and construction measures
- Supplying energy efficiently in particular by prioritising decentralised energy generation and
- Using renewable energy

Developments will be required to achieve a reduction in carbon dioxide emissions of 20% from the incorporation of onsite renewable energy generation (which can include sources of decentralised renewable energy) unless it can be demonstrated that such provision is not feasible. Development proposals will be required to set out how energy requirements will be met. The Council will define the broad parameters and requirements of future strategic energy infrastructure and work with developers to develop a town centre-wide energy strategy setting out the requirements for infrastructure provision and carbon emissions reduction. The Council will ensure that all new development is consistent with this strategy.

Developers will be required to demonstrate that the increase in water and waste water demand to serve the proposed development can be met and that the development will not result in any adverse off-site impacts on the water supply and sewage networks. New developments should incorporate water efficiency measures.

Commercial and community buildings will be required to achieve a BREEAM excellent rating. Residential development will be required to meet the requirements set out in the Code for Sustainable Homes or other subsequent guidance.

In respect of major new developments, developers will be required to submit Construction Logistics Plans for approval prior to the commencement of construction.

(Relevant policies BE1, ER4 & ER15 of UDP (2006) and 4A.3, 4A.4, 4A.7 of Consolidated London Plan (2008))

The Government's policy statement 'Building a Greener Future' (2007) demonstrates the intention to set a Code for Sustainable Homes standard, reaching zero carbon in 2016, with recent Budget announcements referring to zero carbon non-residential buildings by 2019.

- 4.6.4. New development will be required to reduce its Carbon emissions through energy efficiency measures such as improvements to the building fabric and energy efficient services within buildings. In accordance with central government guidance, the required residential Code for Sustainable Homes level is due to be increased during the plan period with the ultimate objective of achieving Level 6 and being zero carbon by 2016. Residential development will be required to achieve the codes set by Government policy and any relevant local targets. Commercial and community buildings will be required to meet any equivalent Code for Sustainable Buildings which may be published by the Government in the future.
- 4.6.5. The Council will encourage improvements to energy efficiency and where appropriate retrofitting renewable energy technologies to existing buildings.
- 4.6.6. The AAP seeks to ensure that a significant proportion of energy supply to new development comes from decentralised, renewable or low carbon sources, on site where feasible. The Council will work with partners to develop an energy strategy which will include feasibility work into a town-centre wide district-heating network and heat sources for that network and opportunities to reduce energy demands.
- 4.6.7. The use of recycled building materials and materials with low embodied energy and promote retrofitting existing buildings to make them more energy efficient is to be encouraged.

- 4.6.8. An energy strategy for each major development would need to include baseline energy demand and carbon dioxide emissions from the developments, along with expected energy savings from energy efficiency, cleaner technologies and sustainable energy measures.
- 4.6.9. For major new developments, the Council will expect developers to demonstrate that sustainable logistics practices will be applied through the submission and approval of Construction Logistics Plans.

Flood Risk

- 4.6.10. A Flood Risk Assessment is a critical part of the development and planning process. PPS25 requires new development to be steered to areas at lowest probability of flooding by applying a 'Sequential Test'. A Strategic Flood Risk Assessment has been undertaken as part of the AAP preparation. As sites come forward site specific flood risk assessments will be required based on the findings of the SFRA.
- 4.6.11. The Level 2 Strategic Flood Risk Assessment (SFRA) has been used to inform the AAP and the Sequential Test as set out in the Sustainability Appraisal. Proposals for Opportunity Sites A to G, M, N and P are within Zone 1. The land use types within these sites are a mixture of more vulnerable, less vulnerable, water compatible and essential infrastructure. No Exception Test would be required for these sites as they are in Zone 1.
- 4.6.12. The southern part of the town centre located to the south of railway is designated as Flood Zone 3 where there is a 1% or greater chance of flooding in any given year. Opportunity Sites J, K and L each contain three different flood zones. They also contain land uses of different levels of vulnerability. The SA demonstrates that sites J, K and L cannot be located in

Policy BTC9-Flood Risk

Developers are required to prepare a Flood Risk Assessment where appropriate that takes into account the Strategic Flood Risk Assessment for the Town Centre. Where development is identified within areas at risk of flooding the assessment of flood risk proposals should be carried out in line with the sequential test set out in PPS25.

Development should reduce flood risk and its adverse effects on people and property in Bromley Town Centre by:

- a) Appropriate comprehensive flood risk management measures within or affecting the Town Centre in consultation with the Environment Agency;
- b) Reducing the risk of flooding from surface water and its contribution to fluvial flooding by requiring all developments of one or more dwellings, and all other development over 500m² of floor space in the Town Centre, to have appropriate drainage schemes. Floor levels for the buildings to be set at a minimum level of the 1 in 100 year flood level plus climate change allowance with an additional 300mm 'freeboard' added to that level;
- c) Reducing the risk of flooding from sewers and foul drainage.

The layout of development will need to take into account the management of extreme flood flows, by showing any flow paths in extreme events (i.e. 1 in 1000 year event).

(Relevant policies ER12 of UDP (2006) and 4A.13 of Consolidated London Plan)

Policy BTC10 River Ravensbourne

The Council will maintain and look for opportunities to enhance the setting of and increase space for the River Ravensbourne and its tributaries. This could include the replacement of culverts downstream/to the north of the Bromley South railway line, with larger capacity natural open channels, along with downstream storage to Queen's Mead. In considering development proposals the Council will:

- Ensure the protection of landscape features that contribute to the setting of the rivers;
- Seek to protect and enhance views of the rivers;
- Pay special attention to the design of development located in riverside settings to ensure that it respects and makes a positive contribution to the setting of the rivers;
- Ensure that the quality of the water environment is maintained;
- Seek opportunities to improve public access to and alongside the rivers and ensure that existing public access is maintained.

The recreational use of the River Ravensbourne will be safeguarded and promoted by supporting the provision of visitor facilities, including those involving access to the water.

Zone 1 (within the Town Centre boundary or elsewhere within the administrative boundary of the planning authority). As such, it is necessary to apply the Exception Test for these sites, which means it must be demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk and that the development will be safe, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall. As such a Flood Risk Assessment will be required on these sites.

- 4.6.13. The River Ravensbourne last flooded in the town centre in 1968. Since that time, much of the river network between Bromley Town centre and the outlet of the river into the Thames at Deptford Creek has been improved. This reduces the risk of future flooding. A robust approach is needed to manage flood risk in the future and a balance must be struck between maintaining and supporting natural floodplains and reducing flood risk.

Drainage

4.6.14. A drainage strategy setting out the requirements and impacts of development is essential to managing flood risk in the town centre in terms of both surface water drainage and foul drainage. The London Plan SPG on Sustainable Planning and Construction states that development should:

- use Sustainable Urban Drainage Systems (SUDS) wherever practical;
- achieve 50% attenuation of undeveloped site's surface water runoff at peak times;
- and achieve 100% attenuation of undeveloped site's surface water runoff at peak times.

4.6.15 Drainage must be designed to cope appropriately with peak runoff rates and volumes and allow for climate change in accordance with increases in rainfall predicted and outlined in PPS25.

4.6.16. The use of green/brown roofs is critical to managing this risk in the long-term and will be a key part of any strategy.

4.6.17. Areas of the town centre are located within a designated Groundwater Source Protection Zone which provides water for public supply and is vulnerable to pollution such as site drainage. Within these areas, pollution prevention measures must be followed in accordance with 'Policy and Practice for Protection of Groundwater'. Only roof water must be discharged to ground within inner source protection zones. Where development is proposed on or near a site known or believed to be contaminated, a site assessment will be required to establish the nature and extent of contamination prior to determining the application. Remediation must reduce risk to acceptable levels.

Policy BTC11 -Drainage

Drainage strategies will be required for new development to cover both surface water and foul drainage. This will need to

- Follow the design requirements set out in Chapter 7 of the Level 2 SFRA for Bromley Town Centre;
- Seek to incorporate SUDS techniques, in line with guidance from the Environment Agency and Thames Water, where possible;
- Design drainage to come appropriately with the peak runoff rates and volumes for the following design criteria:
 - 1 to 2 year event to protect the watercourse from erosion if discharging into watercourse;
 - 1 in 30 year event to meet Sewers for Adoption (Thames Water) requirements;
 - 1 in 100 year events to ensure the site does not increase flooding.
- Ensure runoff from development sites, where possible, is limited to the greenfield rates for the above design events, if this is not possible the London Plan Standards should be used as a minimum requirement for site runoff rates;

- Ensure drainage design in undertaken with an allowance for climate change in accordance with the increases in rainfall predicted and outlined in PPS25;
- Ensure discharges to Source Protection Zones reflect EA guidelines; only roof water will be permitted to discharge to ground at sites on Inner SPZs;
- Ensure pollution protection methods are used on sites identified within the Bromley Town Centre Level 2 SFRA to ensure there is no pathway for polluted water;
- Ensure roof runoff does not discharge into the existing surface water pipe network system;
- Address the Groundwater Source Protection Zone within which Bromley Town Centre is located, including the construction period.

(Relevant policies ER13 & 14 of UDP (2006) and 4A.3, 4A.11 & 4A.14 of Consolidated London Plan)



Water and Sewage Infrastructure Capacity

- 4.6.16. The Council will seek to ensure that there is adequate water supply, surface water, foul drainage and sewage treatment capacity to serve all new developments. Developers will be required to demonstrate that there is adequate capacity both on and off site to serve the development and that it would not lead to problems for existing users. In some circumstances, this may make it necessary for developers to carry out appropriate studies to ascertain whether the proposed development will lead to overloading of existing infrastructure. Where there is a capacity problem and no improvements are programmed by statutory undertakers, the Council will require the developer to fund appropriate improvements which must be completed prior to occupation of the development.
- 4.6.17. In relation to water efficiency, residential development should be required to meet the requirements set out in the Code for Sustainable Homes. However, water efficient homes can be retrofitted with more water intensive devices such as power showers.

Policy BTC12- Water and Sewage Infrastructure Capacity

Planning permission will only be granted for developments which increase the demand for off-site water and sewage infrastructure where:

- Sufficient capacity already exists; or
- Extra capacity can be provided in time to serve the development which will ensure that the environment and the amenities of local residents are not adversely affected.

When there is a capacity problem and improvements in off-site infrastructure are not programmed, planning permission will only be granted where the developer funds appropriate improvements which will be completed prior to occupation of the development.

(Relevant policies ER13 & 14 of UDP (2006) and 4A.3, 4A.11 & 4A.14 of Consolidated London Plan)

Policy BTC13- Combined Heat and Power

Developments should evaluate combined cooling, heat, and power

(CCHP) and combined heat and power (CHP) systems and where a new CCHP/CHP system is installed as part of a new development, examine opportunities to extend the scheme beyond the site boundary to adjacent areas. Developments will be required to demonstrate that the proposed heating and cooling systems have been selected in accordance with the following order of preference:

- connection to existing CCHP/ CHP distribution networks;
- site-wide CCHP/CHP powered by renewable energy;
- gas-fired CCHP/CHP or hydrogen fuel cells, both accompanied by renewables;
- communal heating and cooling fuelled by renewable sources of energy;
- gas fired communal heating and cooling.

Any new development must be technically compatible to connect to a planned or future scheme by installing communal heating with CHP where feasible. Where CCHP or CHP is not currently viable, development must be designed and built to be able to connect with potential future CCHP or CHP provision.

Any feasibility work will need to factor in the Air Quality Management Area within which the town centre sits.

(Relevant policies BE1 & ER4 of UDP (2006) and 4A.3, 4A.4, 4A.5 and 4A.6 of Consolidated London Plan (2008))

Combined Heat and Power

- 4.6.18. Decentralised energy schemes make more use of primary energy than large scale generation via the national grid. As set out in the London Plan, where a district CHP or CCHP scheme provides only a proportion of a development's power, and/or heating, and/or cooling demand, the scheme should address the remainder utilising renewable energy technology where feasible.
- 4.6.19. The Council will work with partners in undertaking feasibility work into a town centre wide energy strategy that contributes to the London Plan objectives on decentralised energy and provide a sound evidence base for proposing carbon reduction targets.

Recycling and Waste

4.6.20. The Council will require recycling and waste management to be designed into new development schemes. Bromley Council's target for household recycling is 38% by 2010. New development should aim to surpass these targets, improving access to recycling facilities through good design. Bin stores should be designed in new developments to allow for separation of waste to promote recycling and achieve waste minimisation targets.

Policy BTC14- Recycling

All new residential development should include provision to facilitate recycling and waste management. 40% of domestic waste from new developments within the AAP area should be recycled or composted by 2010, rising to 45% by 2015 and 50% by 2020, as per the Waste Strategy for England 2007.

(Relevant policies BE1, ER1, ER3 & ER4 of UDP (2006) and 4A.21 of Consolidated London Plan (2008))



Policy BTC15-Biodiversity

New development should have regard to nature conservation and biodiversity, and opportunities should be taken to achieve positive gains for conservation through the form and design of development.

Native species planting should be used throughout development to encourage biodiversity and to enhance areas of open space and linkages between defined areas of open space. Landscaping proposals should be submitted with planning applications. Applicants should appoint an ecologist to prepare appraisal of proposals and if appropriate a biodiversity action plan for site.

Relevant policies 3D.14 of Consolidated London Plan (2008)

Biodiversity

- 4.6.21. The London Plan encourages new development to have regard to nature conservation and biodiversity and to achieve positive gains for conservation through the form and design of development. This should include, where appropriate, measures to create, enhance and manage wildlife habitats and natural landscape and improving access to nature.
- 4.6.22. The AAP is an ideal opportunity for the enhancement of low value conservation sites and the creation and enhancement of ecological networks and improving and linking green spaces to local residents. New development provides the opportunity for green spaces to become a major community resource through improved entrance ways and linkages and the enhancement and extension of existing green spaces. There is potential where appropriate to investigate the opportunity for improvements to the ecological value of green spaces by removing hard concrete edges along river corridors and replacing with them natural planting.
- 4.6.23. The Council will require development proposals to include appropriate landscaping and other ecological features that contribute to protecting, managing and enhancing local biodiversity.

Noise

- 4.6.24. The need to abate the adverse effects of noise and maintain or enhance soundscape quality through design and management is underlined in the London Plan. The need for a rigorous approach to noise reduction at a strategic and local level will become increasingly important as the town centres become denser and new development takes place in line with the objectives of the compact city set out in the London Plan.
- 4.6.25. Development within the AAP area will be required to address local sources of noise through sensitive design, management and operation. These areas are expanded upon in the Mayor's Sustainable Design and Construction Supplementary Planning Guidance.



Policy BTC16 Noise

Development proposals will be required to incorporate measures to reduce noise impacts and impacts on existing residential amenity by:

- minimising the existing and potential adverse impacts of noise on, from, within, or in the vicinity of, development proposals;
- minimising the impact of development during the build period;
- separating new noise sensitive development from major noise sources wherever practicable;
- supporting new technologies and improved practices to reduce noise at source, especially in road, rail and air transport;
- reducing the impact of traffic noise through highway management and transport policies;
- containing noise from late night entertainment and other 24-hour activities, and where appropriate promoting well-managed designated locations;
- identifying areas of relative tranquillity, which it is intended should be protected or enhanced.

Relevant policies ER6 & 8 of the UDP (2006) and policy 4A.20 of Consolidated London Plan (2008)

Policy BTC17 Design Quality

The Council will require the highest standard of design in all new development. Development proposals will be required to enhance the appearance and environment of the town centre and include an appropriate enhancement of the historic environment. The design of new development will be required to reflect the Character Area analysis set out in Appendix 3. Any development affecting the Conservation Area shall be assessed on the basis of the emerging Conservation Area Appraisal. The Council will:

- Maximise the potential of sites taking into account local context;
- Promote high quality inclusive design and create or enhance the public realm.

The Council will require new development to:

- Protect and enhance the character of the Conservation Area;
- Respect local context, history, built heritage and character;
- Protect and enhance the historic environment and heritage character of town centre;
- Protect existing residential amenity;
- Address security issues and provide for safe and secure environments through the application of Secure by Design principles.

The Council will require all development to incorporate principles of Inclusive Design as set out in the London Plan

(UDP Policies BE1, 2 & 11 and 4B.1, 4B.2, 4B.3, 4B.4, 4B.5, 4B.6, 4B.8, 4B.9, 4B.10, 4B.11, 4B.12 of Consolidated London Plan (2008))

4.7. Design and the Public Realm

Design Quality

- 4.7.1. Good design is paramount to achieving the objectives for Bromley Town Centre and to creating an attractive town centre. This will serve to attract new investment and make the town a more attractive place to live, work and visit. It will be particularly important in promoting the objective of more intensive development.
- 4.7.2. Town centre development will be required to enhance the appearance and distinctiveness of the Character Areas. The Urban Design Appraisal has identified a number of key Design Principles to support good town centre design and the wider urban renewal goals of the AAP. Further details of the Character Areas are provided in Appendix 3.
- 4.7.3. There are a number of listed and locally listed buildings and structures in Bromley Town Centre. These have been identified as part of the Urban Design Appraisal and form a crucial part of the Character Areas. Much of the central and northern parts of the town centre are within a Conservation Area. The listed buildings and Conservation Area status provides a significant opportunity to build upon in terms of shaping a place with a unique identity.
- 4.7.4. The Bromley North Conservation Area includes a significant part of Bromley Town Centre. PPG15 Planning and the Historic Environment (now superseded by PPS15: Planning for the Historic Environment, 2010) sets out national policy for the protection and enhancement of built heritage in the UK, including Conservation Areas. It supports the role of heritage as an economic driver and as a vital source of context and identity. The guidance highlights the need to identify the opportunities where the historic fabric of an area can offer as a focus for renewal. While conservation (whether by preservation or enhancement) of its character or appearance is a major consideration, this should not prevent all new development. Rather, there is a need for controlled and positive management of change to support renewal and allow the area

to prosper, at the same time as ensuring that any new development accords with the area's special architectural and historic interest.

- 4.7.5. Where gap sites or buildings, which make no positive contribution to the character or appearance of the area, their replacement should be a stimulus to imaginative, high quality design, and be seen as an opportunity to enhance the area. It is important that new buildings should not directly imitate earlier styles, but that they should be designed with respect for their context, as part of a larger whole which has a well-established character and appearance of its own.
- 4.7.6. The London Plan sets out the basis for inclusive design, identifying the design, construction and management of the whole range of buildings, spaces, and places as a fundamental part of an environment in which a diverse population can exist harmoniously and where everyone, regardless of disability, age or gender, ethnicity or other circumstances, can participate equally and independently, with choice and dignity.
- 4.7.7. Developments within the AAP area should be accessible and inclusive and use The Commission for Architecture and the Built Environment (CABE) Principles of Inclusive Design and Building for Life Standards to guide their design. Applicants should set out in their Design and Access Statements how the objective of creating an inclusive development will be met and the process to achieve this.

Public Realm

- 4.7.8. The quality of the public realm and pedestrian environment has declined over the years and whilst recent improvements have been undertaken to the lower end of the High Street and outside Bromley South Station, there is a need to enhance the overall appearance and image of the town centre. The town centre contains attractive open spaces which are largely hidden from public view but contribute to its character and distinctiveness. Whilst the town centre contains a number of high

Policy BTC18 Public Realm

The Council will seek to promote a high quality, well designed and well connected public realm in accordance with the Public Realm Strategy shown in Diagram 3.3 in order to improve the appearance and attractiveness of the town centre. Through the design of public realm improvement schemes and the development of the Opportunity Sites, the Council will seek to:

- Improve the quality of streets and public spaces;
- Create a sense of arrival at key entrances to the town centre, including Bromley South and Bromley North stations;
- Improve integration of parks and open spaces with the town centre through the creation of high quality pedestrian green links;
- Enhance the pedestrian environment/ streetscape building on recent improvements to the High Street;
- Protect and enhance existing parks and open spaces and promote the improvement of existing facilities such as the concert bowl in Church House and Library Gardens;
- Create new public spaces as part of development proposals as indicated in

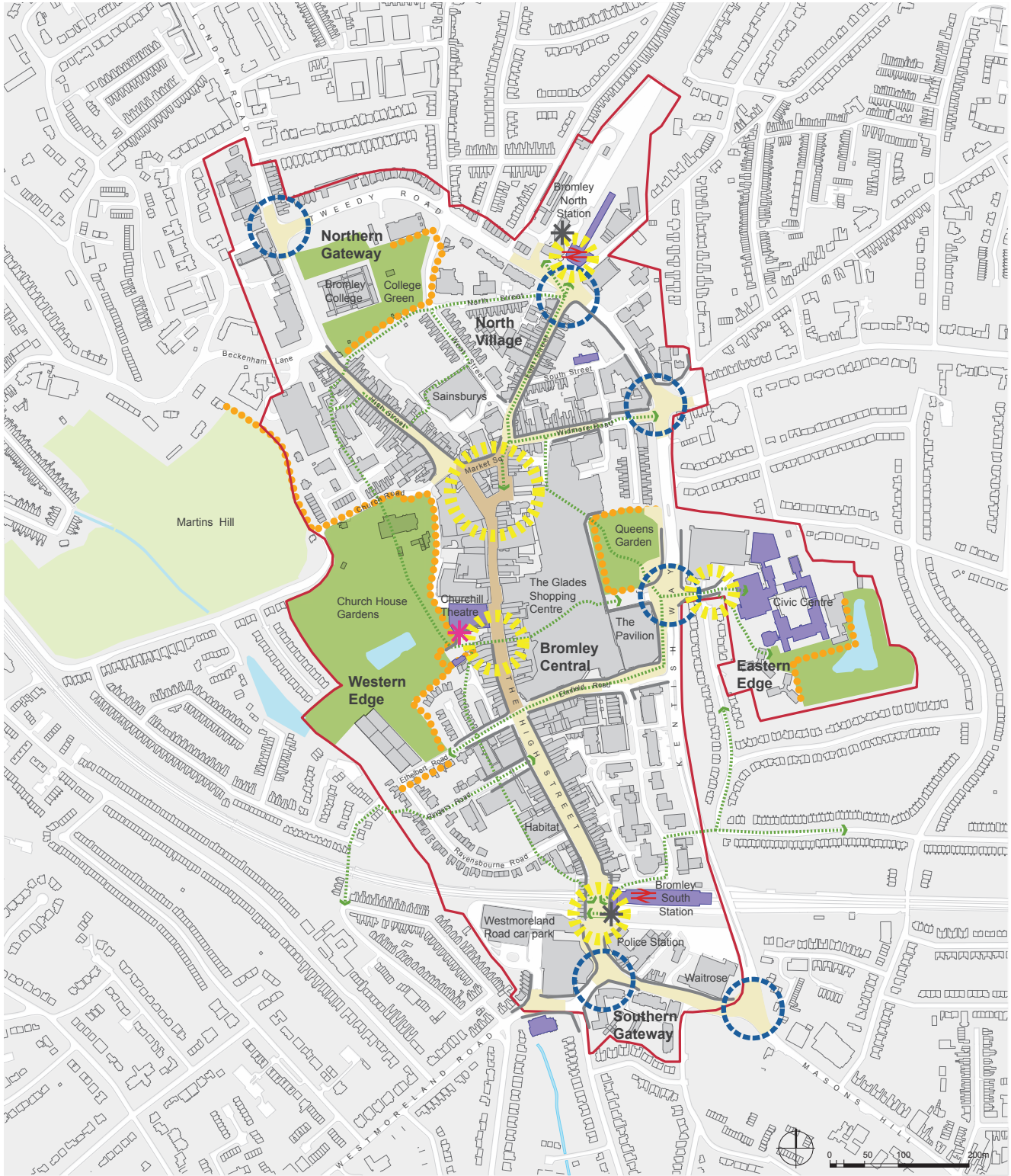
the Key Diagram including a new town square outside the Churchill Theatre and Library;

- Improve signage and way finding in the town centre and from the stations;
- Improve the quality of the pedestrian environment including better crossings on A21 Kentish Way/Tweedy Road at the Civic Centre and Bromley North;
- Improve the environment of the A21 Tweedy Road/Kentish Way;
- Require environmental improvements and landscaping in association with new development;
- Enhance the quality of public spaces, streets and building frontages in Bromley North Village Improvement Area;
- Promote the provision of public art in public spaces including Queens Garden.








(UDP Policies BE1, 2, 11 & T16 and 4B.1, 4B .2, 4B .3, 4B .4, 4B .5, 4B.6, 4B.8, 4B.9, 4B .10, 4B .11, 4B .12 of Consolidated London Plan (2008))

quality buildings, and a limited number of distinctive landmark buildings there are in turn also a number of poor and under-utilised buildings. Particular consideration has been given to the opportunities and challenges associated with landscape, public realm, built form, topography and views. These are reflected in the guidelines for Opportunity Sites set out in the AAP.

- 4.7.9. Bromley North Village, Bromley Central and the Western Edge typically provide good pedestrian environments. However the quality of the existing public realm varies throughout Bromley. The quality of the streetscape also varies. Some areas such as the High Street toward Bromley South have been recently upgraded, but many areas require further improvement. Furthermore, certain areas of high pedestrian volumes have poor pedestrian crossings.
- 4.7.10. The overriding issue with public spaces in the town centre is their relatively poor accessibility and visibility and relative lack of animation and activity. The AAP seeks to create a network of well connected spaces. At present these spaces feel isolated and act as relatively weak destinations and as a result their full potential is not being realised.
- 4.7.14. The opportunity for an east-west connection between the town centre's open spaces has been affected by the development of The Glades Shopping Centre. Whilst there is a 24 hour right of way through the building, this gives rise to issues of security outside of normal shopping hours and there is no visual and very limited physical connection between these important spaces and the High Street. Building a strong and legible public realm to counter this is important to the overall connectivity of the area.
- 4.7.15. There are four main public open spaces within the town centre and are outlined within Appendix 3 and 5 of the AAP.



Public Realm Strategy

- | | | |
|--|--|---|
|  Town centre boundary |  Key frontages onto public spaces |  Improvements to existing junction |
|  Protected parks and open spaces |  New / improved frontages |  Interchange locations |
|  Improved public realm and / or building frontages |  Community / civic uses |  New/Improved pedestrian access |
|  Extended pedestrianisation and improved public realm |  Cultural hub |  Railway station |
| |  New / improved public spaces | |

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Diagram 4.2 Public Realm Strategy

Building Height

- 4.7.20. The majority of buildings within the town range between 2-5 storeys. However, south of Elmfield Road, some buildings are up to 10 storeys high. Current government guidance encourages higher density development in town centres. Permission has also been given for a residential development on the site of the old annex to the Army & Navy store for a residential development consisting of two buildings of 11 and 9 storeys. The Council will give very careful consideration to proposals for taller buildings and it will be necessary to ensure that any proposals for new taller buildings are of the highest standard of design and take fully into account the character of the surrounding area and mitigate possible environmental impacts.
- 4.7.21. The potential locations for taller buildings identified in the Key Diagram have been based on the urban design and townscape analysis set out in Appendix 5. It includes topographical considerations, as well as views into, out of and within the site. The relationship to the Conservation Area is also a key consideration.
- 4.7.22. The urban morphology of Bromley is driven by its topography. The topography of Bromley Town Centre drops gradually away from Tweedy Road in the north to Bromley Station in the south (approximately 15m change in elevation), while the change in elevation from the east to the west is much more dramatic with a steep valley wall dropping over 25 metres in less than 500 metres with some short lengths of steep gradient (greater than 1:10 fall).

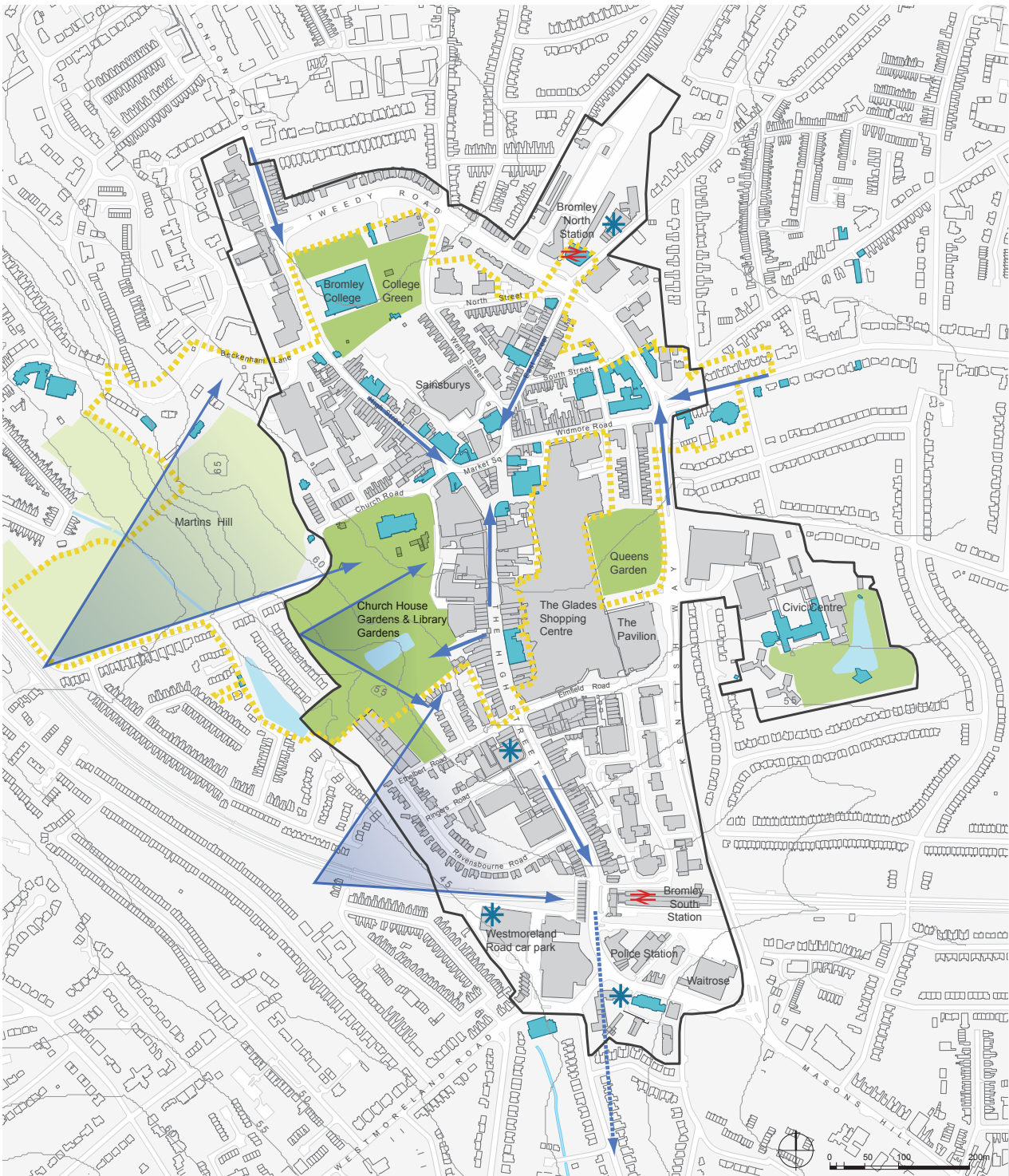
Policy BTC19

Building Height

There may be potential for the development of taller buildings in locations identified on the Key Diagram subject to design and environmental considerations, impact on listed buildings and the Bromley Town Conservation Area, impact on views of the Keston Ridge and integration with the surrounding area.

Proposals for taller buildings will be required to follow the guidance set out in the English Heritage/ Commission for Architecture and the Built Environment's Guidance on Tall Buildings (2007). An assessment will be required as part of any planning application. In particular, it will be necessary to take account of key views and vistas and impact on the character of town centre and Conservation Area and residential amenity

(UDP Policies BE1 and 2 and 4B.1, 4B .2, 4B .3, 4B .4, 4B .5, 4B.6, 4B.8, 4B.9, 4B .10, 4B .11, 4B .12 of Consolidated London Plan (2008))



Views and Protected Sites









-  AAP/ town centre boundary
-  Listed and locally listed buildings
-  Bromley town conservation area boundary
-  Protected parks and open spaces
-  Key views
-  Key vistas
-  Long distance views
-  Possible locations for tall buildings

Diagram 4.3 Views and Protected Sites

Policy BTC20 Play and Informal Recreation

Developers will be required to provide play and informal recreation facilities based on an assessment of needs generated by proposed development. New retail and leisure developments and public spaces will also be required to make provision for play and informal recreation. Provision will include the provision of play art and the enhancement of facilities in existing open spaces.

(Relevant policies G8 of UDP (2006) and 3D.11 & 3D.13 of Consolidated London Plan (2008))

Play and Informal Recreation

- 4.7.23. The Churchill Theatre and Library Tower is an imposing landmark with a visual magnitude that is amplified beyond its actual physical scale due to the underlying topography. Conversely other buildings of a similar height (around 10 storeys) located on sites with lower relief such as the cluster of tall buildings in the vicinity of Bromley South Station have much less visual impact. The majority of the visually sensitive land on the topographic high points of Bromley lies within the Conservation Area.
- 4.7.24. Provision of play and informal recreation will have a fundamental role in encouraging families to use Bromley Town Centre. Appropriate open space is essential to families living in urban areas and the AAP promotes a significant uplift and mix in residential dwellings within the town centre boundary. Given the preference for mixed use development 'play art' should be incorporated into the design of new public spaces as it can offer an inclusive solution that allows all children a range of sensory experiences. The Mayor's SPG, Providing for Children and Young People's Play and Informal Recreation, will need to inform all residential developments within the AAP area.



4.8. An Accessible Town Centre

- 4.8.1 Transport is not an end in itself but a means to an end. People need access to a range of facilities, amenities and services. The overriding purpose of the transport strategy is to facilitate and support the socio-economic success and sustainable growth of Bromley town centre.
- 4.8.2 A key challenge facing the town centre is the need to make provision for planned growth and development in order to strengthen Bromley's competitive position as a Metropolitan centre whilst at the same time respecting the existing character of the town centre. The transport strategy for Bromley town centre has been written to support the town centre Area Action Plan (AAP). It also provides a framework for wider transport interventions in the town.
- 4.8.3 Bromley town centre is well served by public transport. It has a PTAL accessibility rating of 6a, a level only exceeded by major public transport nodes in Central London.
- 4.8.4 Bromley Town Centre has two railway stations that provide connections with central London along with a variety of other destinations in south London and across Kent. Bromley South has excellent connections into London Victoria, making the station particularly popular with commuters – it is used by some 5.7 million passengers per year (making it one of the busiest South East stations outside central London). Bromley North, used by some 633,000 passengers per year, connects to Grove Park where interchange can be made onto the Southeastern main line to London Bridge and Kent.
- 4.8.5 The town enjoys an extensive radial network of nineteen bus routes (along with two Night Bus routes) which tend to be very well used for journeys to and from the town centre. However, some orbital links – especially for longer distances across south London – are poorly served.
- 4.8.6 By road, Bromley town centre is well connected by a range of radial routes to a variety of destinations in south and south east London, Kent and Surrey. The A21, which is part of TfL's Road Network (TLRN), runs north-south through Bromley, skirting the east side of the town centre. The town is relatively easily accessed from both the M20 and M25 motorways.
- 4.8.7 There is a range of facilities for cyclists, including cycle routes provided as part of the London Cycle Network.
- 4.8.8 In order to achieve the objectives for improving the town centre, it will be essential to ensure that the traffic impacts of proposed development can be accommodated and that the town centre will continue to be highly accessible by all modes of transport. The Council works with all partners including Transport for London, Network Rail, train and bus operating companies to improve public transport. Car traffic will continue to be an important mode of transport of choice.
- 4.8.9 Parking capacity and highway capacity are the two constraints on traffic demand in the town centre. There is no benefit in providing more parking than can realistically be served by the highway network. Whilst in the town centre overall traffic levels are falling, this is a general picture and not necessarily reflected at all times or in all locations and there is still congestion on routes into, out of and around the town.
- 4.8.10 The Council will develop plans to utilise the road network and the parking space more effectively. However there will be a need for a range of mitigation measures to accommodate future growth of town centre functions and to minimise the amount of additional traffic. These measures along with promotion of travel choice form the main element of the Transport Strategy. In addition, the key transport proposals range from strategic public transport improvements to the pedestrian environment, parking management and travel plans.

4.8.11 The Council has ambitious plans to promote improved public transport systems including trams or tram-trains to Bromley South and a more effective use of the existing rail corridor between Bromley North and Grove Park and beyond to interchange with the DLR at Lewisham. At present, there are no plans for any extensions to Tramlink in the Transport for London (TfL) Business Plan although TfL is committed to including new proposals for extensions to the tram as part of a future bid to Government. The Network rail South London Route Utilisation Strategy also refers to long-term potential for Tramlink extensions. The delivery of these major public transport initiatives will be beyond the time span of the AAP but the Council will work with TfL and other partners to carry out studies and any advanced preparation works.

Transport Strategy

4.8.12 The key emphasis of the transport strategy is to be able to offer real travel choice to people who will want to live in, work in, shop in and enjoy Bromley town centre. This will be achieved through making best use of the transport network and other transport assets, along with building in supporting capacity across the transport modes.

4.8.13 The key transport issues facing Bromley Town Centre over the next 15 years can be summarised as follows:

- Ensuring new development is supported by appropriate transport measures.
- The need to make most effective use of the town's road network and car parking stock;
- The need to manage traffic congestion at peak times;
- The need to improve the attractiveness, accessibility and efficiency of public transport in the town, especially at Bromley South and Bromley North stations as key public transport gateways;
- Promotion of travel choice; and
- The need to improve walking and cycling routes and facilities.

4.8.14 A comprehensive Transport Strategy has been prepared to support the AAP. The Transport Strategy focuses on addressing these key transport issues and identifying a series of transport interventions that will positively support new planned development in and around the town centre. It seeks to support the identified development aspirations in the AAP and to do so in a way that makes a positive contribution both to enhancing the attractiveness of the town and to addressing the transport issues that have been identified.

4.8.15 Extensive traffic modelling has been undertaken in order to understand the implications of the level of development that has been proposed in the AAP. This modelling has concluded that:

- Traffic generated by Phase 1 development can be accommodated on the town centre road network with minor adjustments to signal timings;
- Without extensive mitigation measures, traffic generated by development in Phases 2 and 3 would cause significant increases in congestion and unacceptable levels of delay;
- Assuming no changes to the levels of non-development traffic in the model, a key highway scheme requirement was the widening of the A21 to two lanes in each direction between Kentish Way and Bromley Common (south east of Hayes Lane). For Phase Two at least, this would reduce congestion levels towards base conditions again, though it is not sufficient alone to support overall levels of retail development above 25,500 sq m;
- There are very limited prospects for further significant highway improvements that will provide a sufficient step change in network capacity above that level of development;
- There is a significant need for capacity building measures that will enhance the overall accessibility of the town centre, whilst managing traffic levels. This applies not only to new development but also to existing town centre activities.

4.8.16 Alongside land assembly difficulties, modelling analysis has informed the decision to delete the development proposals at Site D (North West of High Street to Martins Hill), in part because of the problems of accommodating the scale and routing of the traffic that would be generated by this site and the displacement of existing traffic that would need to park at other sites to the north of the town centre.

4.8.17 The last of the conclusions in paragraph 4.8.15 above is very significant in shaping the transport strategy approach that has therefore emerged. A strong emphasis of the transport strategy must be to support the town's economic success and further development by a wide range of measures that will allow a greater and growing volume of journeys to Bromley to be made by means other than the car. This is by no means aimed at stopping people from driving into Bromley. Instead, the key objective must be to provide for growth in travel and activity where capacity is less constrained – recognising that there is limited capacity in the town's highway network – in order that the town's economic growth is not similarly constrained.

4.8.18 Emphasis has therefore been placed on addressing these key transport issues, and identifying a series of transport measures (both policies and other interventions) that will positively support new planned development in and around the town centre.

4.8.19 The Transport Strategy has four central themes:

- Establish the Base
Using the existing transport network base, with some enhancements, to facilitate early development;
- Effective Management of Existing Assets
Getting the best use out of the transport network and other transport assets;
- Promoting Travel Choice
Securing a growing awareness programme that promotes information on all modes and travel options;
- Capacity Building
To build capacity in the transport network as a whole to facilitate further levels of development and enable more people to visit Bromley by a choice of means.

4.8.20 A variety of supporting transport measures will be required, some directly related to specific developments, some related to supporting development overall and others directed at the town's transport network as a whole.

4.8.21 A number of elements will be common to each phase of the transport strategy. These will include:

- Making most effective use of the highway network
- Providing a transport network that supports new development proposed in each phase of development

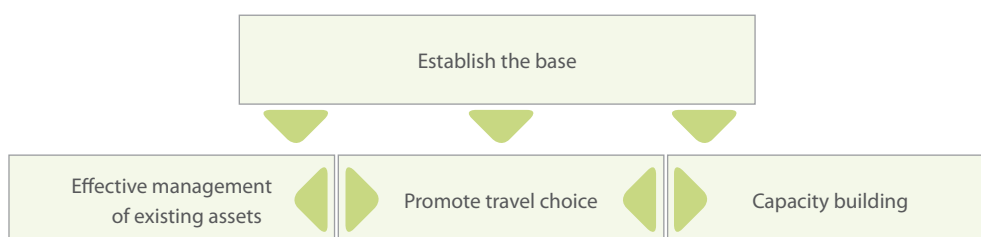


Diagram 4.4 Transport Strategy Themes

Policy BTC21 Transport Schemes

The Council will seek to ensure that transport scheme proposals support the new development proposed in each phase of development and :

- Contribute to economic regeneration and development
- Do not result in an increase in net traffic capacity. Development proposals which would result in an increase in net traffic capacity will only be acceptable where it can be demonstrated that the development is essential to the achievement of regeneration objectives and appropriate mitigation measures can be implemented;
- Provide environmental benefits;
- Improve safety for all users;
- Improve conditions for pedestrians, cyclists, disabled people, public transport, freight and business;
- Integrate with local and strategic land use planning policies.

Relates to London
Plan policy 3C.16

- Improvements to all means of access to the town centre, especially to more sustainable modes
 - Activities to promote and increase awareness of travel alternatives and travel choice
 - A progressive roll-out of a town centre-wide travel plan scheme
 - On street parking controls that rebalance provision towards shorter stay use and increase the protection of local residents from overspill parking by extending the scope of the town's Controlled Parking Zones.
- 4.8.22 In preparation for future transport schemes (improved public transport priority and the A21 widening scheme), land will need to be safeguarded to ensure that delivery of these key initiatives is not precluded. The safeguarding of land for this purpose within the AAP area is dealt with in Policy BTC23 below.
- 4.8.23 The key interventions in the transport strategy at each Phase are set out in Section 5.4. They are also explained in more detail in the separate Transport Strategy document.
- 4.8.24 Where these measures cannot be secured by direct development funding, the Council will seek to secure developer contributions towards the overall implementation of the strategy either through a Transport Scheme Tariff or, once the necessary legislation is in place, a Community Infrastructure Levy (CIL). This mechanism is explained in more detail in Section 6.
- 4.8.25 Implementation of the Transport Strategy is supported by a number of policies which are set out below.

- 4.8.26 The Council expects that all physical transport schemes in the town centre will contribute positively to the wider objectives of the Area Action Plan, as well as to specific transport objectives.
- 4.8.27 Both Bromley South and Bromley North stations need an uplift in quality that reflects the growing role they will have as public transport hubs and important gateways to the town centre. Facilities at Bromley South especially need upgrading for people with mobility difficulties.
- 4.8.28 The Council will promote the use of local bus routes that serve the town centre by seeking the continued development of bus services. The nature of bus operation means that new services can be introduced to deliver improvements quickly, making bus-based public transport an effective tool in improving accessibility.
- 4.8.29 Generally across the town centre, bus stops are of variable quality and way-finding can be difficult for public transport users. The Council will also promote bus priority and other public transport improvement schemes in order to improve service reliability and route capacity – and hence the attractiveness of services.

Policy BTC22 Public Transport

The Council will promote the use of public transport that serves the town centre.

The Council will expect:

- Step-change improvements at both Bromley South and Bromley North stations to reflect their increasingly important roles as public transport gateways, including better interchange and disabled access;
- The continued development of the London Bus Network;
- Improvements to bus waiting areas and bus service information (including real time displays);
- Retention of the bus stands at Bromley North (Site A) and at Westmoreland Road (Site K);
- Improvements to pedestrian access to and cycle parking near the stations and bus stops;
- Improvements to interchange between bus services.

The Council will promote and support bus priority and other public transport improvement schemes that improve service reliability, route capacity and linkages to poor served locations.

Relates to London Plan policies 3C.14, 3C.20

Policy BTC23 Land Safeguarded for Transport Schemes

Land is safeguarded for the following transport schemes:

- Improvements at Bromley South station to provide a better public transport gateway, interchange, bus priority and disabled access (required before Phase Two of the AAP);
- Bus priority improvements at the Masons Hill/Westmoreland Road junction (required for Phase Three of the AAP);
- Highway improvements on Masons Hill between the High Street and Kentish Way (required for Phase Three of the AAP).

Proposals for the development of Opportunity Site A will be required to protect the ability for a future public transport link to be provided between Tweedy road and the rail track at Bromley North Station.

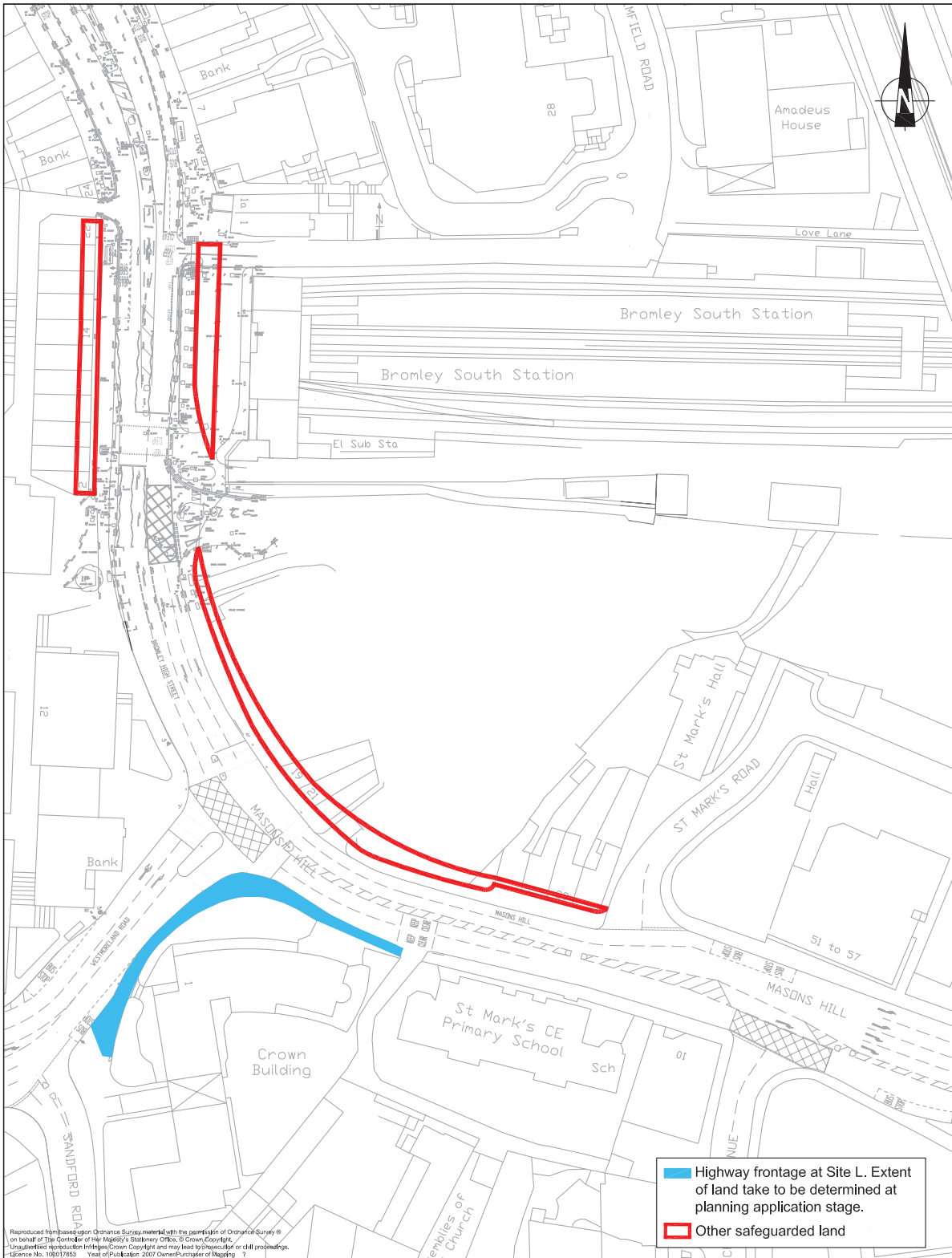
Planning permission will not be granted where development adversely affects existing public transport infrastructure unless such impacts are satisfactorily mitigated.

Other development will not be permitted on this land if it would be likely to prejudice the implementation of any of these schemes.

Relates to London Plan policies 3C.4, 3C.14

- 4.8.30 The Southern Approach Transport safeguarding scheme is shown in Diagram 4.5. The objective of the proposed safeguarding of suitable land on Opportunity Site A is to protect the ability to provide a guided bus or tram link to ensure that conversion of the Grove Park-Bromley North route at some stage in the future is not precluded. The safeguarding will need to be shown as part of the masterplan for the site with a requirement to retain that safeguarding in any subsequent planning permission granted.





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Client
LONDON BOROUGH OF BROMLEY

**BROMLEY TOWN CENTRE AAP
SOUTHERN APPROACH
PUBLIC TRANSPORT PRIORITY
SCHEME SAFEGUARDING**

| | | | | |
|-------------------|----------|----------------|---------------|------|
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Diagram 4.5 A21 Southern Approach Transport Scheme Safeguarding

Policy BTC24 Walking and Cycling

The Council will promote walking and cycling for shorter journeys. The Council will seek to improve facilities for pedestrians and cyclists, including safe and attractive road crossings, with a view to increasing walking and cycling. The Council will seek to ensure that the pedestrian environment is accessible to people with disabilities. Particular attention will be paid to routes to schools.

Policy BTC25-Parking

Parking provision for non-residential development will be provided in the form of publicly available paid parking. A high standard of build quality and operational design (both for vehicles and pedestrians) will be expected for new car parks in the town centre, including personal security requirements.

The Council will seek to reduce existing non residential parking provision where this is linked to the implementation of an approved Travel Plan. The levels of non residential parking should be consistent with the targets to reduce the level of single car occupancy journeys contained within the approved Travel Plan.

- 4.8.31 Whilst there is fair provision for walking and cycling to access the town centre, considerable improvements could be made. These include better quality continuous routes for cyclists, better crossing facilities over busy main roads for both cyclists and pedestrians and better secure cycle parking, to make the town centre a more pleasant place at the pedestrian scale.
- 4.8.32 Walking and cycling will be modes of growing importance as part of the town centre transport strategy. This will be the case especially with the growing quantity of residential development in the town centre, to provide ease of access to the local facilities that people will need and a “walkable neighbourhood”. A key element of the transport strategy must therefore be to ensure that shorter journeys are easy by foot and by bike.
- 4.8.33 In their development proposals, developers must pay attention to overcoming barriers to walk and cycle access to and from their developments. In planning routes, there should be regard for desire lines and for minimising risks of conflicts where busy walk/cycle corridors meet busy traffic routes. Within developments, developers should seek to provide high quality facilities that encourage cycling and walking. Secure cycle parking should be incorporated that have the potential to attract new cyclists. Similarly, new workplaces will be expected to provide lockers, showers and changing facilities for people who want to cycle to work.

- 4.8.34 In the early years of the AAP, the Council will promote Demonstration Projects that act as exemplars for future walking and cycling improvements. Such projects are likely to include provision of new and improved cycle routes away from main road corridors to provide quieter routes and a significant uplift in the provision of secure cycle parking. Improvements to routes and crossings are especially needed along the A21 (Kentish Way/Tweedy Road) and on Masons Hill.
- 4.8.35 The Council will also encourage the introduction of cycle hire facilities at locations around the town centre, in a similar way to the 'Velo' scheme in Paris.
- 4.8.36 According to the 2001 Census, the London Borough of Bromley has the third highest car ownership level of any London Borough, though this is lower in the town centre ward. Across the Borough, there are 16% more cars than households - there is therefore a high reliance on the car.
- 4.8.37 Parking provision in the town has to work in support of Bromley town centre's role as a Metropolitan Town Centre, in particular as an important destination for comparison shopping as well as employment and as a place to live. There are currently over 4,400 off-street managed parking spaces across Bromley town centre along with some 750 on-street parking bays. These provide both short and long stay functions, at a variety of tariffs dependent on location and ownership/management. Peak parking demand occurs on Saturdays. The distribution of demand across the town's car parks is uneven; some individual car parks are already exceeding a critical 90% demand level on Saturdays. A more even distribution would result in better use of the available capacity and fewer operational and user disadvantages.

The Council will further develop and expand the Controlled Parking Zones around the town centre to mitigate the impacts of commuter and shopper parking. The Council will prioritise the use of on-street parking for shorter stays. Residents within opportunity sites will not be eligible to acquire Resident's Parking Permits to park on-street.

The Council will encourage Park & Ride operations to be developed. A robust assessment of potential Park & Ride sites will be carried out by the Council and implementation of an initial Saturdays-only Park & Ride will be investigated, based on the Christmas Park & Ride operation.

The Council will support a full-time Park & Ride service, triggered by development in Phase Three, subject to further study, including identification of an acceptable permanent site with adequate environmental safeguards and a viable business case.

Relevant policies T3, T4 of UDP (2006). Relates to policies 3C.23, 3C.24 of the Consolidated London Plan (2008)

- 4.8.38 The Council will prepare a comprehensive Parking Plan within three years of the adoption of the AAP. The Transport Strategy outlines the key components of the Parking Plan and how they should be addressed.
- 4.8.39 On street spaces are likely to be more convenient for short stay use and will be increasingly managed with this in mind. This will support the perception of the town as a convenient place to visit. Off street car parks will still provide for short, medium and long stay.
- 4.8.40 New off street car parks will be provided in the Opportunity Sites at Site G (West of High Street) and Site K (Westmoreland Road Car Park). However, there is likely to be a net loss of parking at Site K. Other development sites will normally be expected to replace the majority of capacity of existing car parks.
- 4.8.41 Development will be supported by an approved site specific Travel Plan which shall include targets and measures to reduce single occupancy car journeys. The provision of Private Non-Residential (PNR) parking will be discouraged and opportunities taken to reduce existing PNR provision where this can be linked appropriately to a Travel Plan with targets to reduce single occupancy car journeys. This will assist in managing peak traffic demand to the benefit of the highway network and of the development capacity of the town.
- 4.8.42 Residential streets in and around the Town Centre are protected by Controlled Parking Zones (CPZs). The size of the town centre means that the walk time to the centre from the uncontrolled residential streets on the fringes of the town is still not long or inconvenient. As the regeneration of the town centre takes shape, demand to travel will increase. The Council is concerned that leaving these outer streets uncontrolled will result in much more parking demand from visitors and commuters, to the detriment of local residents. The Council will therefore expand the coverage of the Controlled Parking Zones (CPZs) around the town.
- 4.8.43 The Council will encourage Park & Ride operations to be developed. For development in Phase One, a Saturdays-only facility will be investigated, based on the current Christmas Park & Ride site. A more permanent Park & Ride site will also be explored.
- 4.8.44 Parking provision for residential development will be determined taking into account the relevant adopted standards, the characteristics of the proposed development and its accessibility to public transport and the objectives set out in the Transport Strategy.

4.8.45 The Transport Strategy has identified the transport measures that are required in support of the development in the AAP. It is important that the pace and phasing of development is in step with delivery of these transport measures, to mitigate potential negative consequences on the attractiveness of the town centre, especially in terms of congestion and accessibility. Phasing and delivery of transport measures are explained in more detail in Section 6.

4.8.46 Between 2001 and 2007, overall traffic levels around the town centre fell by 11.7%. Current projections to 2011 suggest a continuing slight downward trend. Despite this, the town centre's road network still becomes congested – notably in-bound in the weekday morning peak, out-bound in the weekday evening peak and on the peak shopping day, which is Saturday.

4.8.47 The Council will seek to make best use of the road network, taking into account the needs of all road users, through provision of information and measures to optimize road use in relation to capacity.

Policy BTC26 Phasing of Transport Improvements

Planning permission for development will only be granted where the transport measures required by the proposed development (both on and off site) are either already in place or their provision is assured prior to occupation. Provision may be phased, relating to the phasing of development.

Planning permission will not be granted where development will cause significant adverse physical impacts on transport infrastructure or services that cannot reasonably be mitigated or that would prejudice the implementation of improvements.



Policy BTC27 Traffic Management

The Council will seek to make best use of the road network, taking into account the needs of all road users, through promotion and measures to optimize road use in relation to capacity. The Council will seek to achieve the following targets, relative to traffic levels in 2001.

- -1% growth (i.e. 1% reduction) up to 2011
- 0% growth to end of Phase 2
- No more than 3% growth to end of Phase 3

The Council will promote traffic management schemes in support of its wider town centre objectives. In designing such schemes, the following criteria will be taken into account:

- On the Transport for London Road Network (TLRN) and other A roads, the presumption will be to support their role as corridors for movement;
- To place an increasing emphasis on “place” rather than movement on other roads and, where appropriate, to rebalance the functionality of streets as places.

Relates to London Plan policies 3C.17 & 3C.18

- 4.8.48 Traffic patterns in the town centre will change as the regeneration activity progresses. Traffic signal timings will therefore be kept under review to reflect those changing patterns of demand and to optimise traffic flow. Minor junction and other highway alterations will need to be identified in Transport Assessments for specific development proposals.
- 4.8.49 The Council will encourage the use of techniques such as Variable Message Signing, Intelligent Transport Systems and Urban Traffic Management & Control to optimise the use of the highway network in the town centre.
- 4.8.50 Car Clubs are a successful option for providing people with access to a car without having to own one. By associating a Car Club with non residential development, there is the opportunity to review the level of parking provision taking account of the likely impact of the Car Club in reducing single occupancy car journeys and reduced demand for parking. Similarly, in residential development Car Clubs can increase travel choice and in some cases reduce the need for car ownership overall. Members of the Car Club are able to hire a car by the hour and by the mile offering greater flexibility than hiring a car for a whole day.
- 4.8.51 The larger Opportunity Sites within the AAP will be expected to bring forward Car Club proposals, coordinated with wider Travel Plan initiatives. The Council will expect new development to bring forward Car Club operations in such a way that the wider community will benefit, not only through open membership but also, if possible, through coordinated operations so that membership is inter-available between different cars in the town’s Car Club network.

- 4.8.52 Off-road servicing facilities are appropriate when servicing the frontages within town centres is problematic, especially for larger developments. However, even where rear servicing is available, the timing of deliveries can still have a potential adverse impact on the free flow of traffic, particularly where servicing still takes place from the front. It is desirable for delivery journeys to take place outside the times of peak traffic flow, although the Council recognises that deliveries at night (where allowed under the conditions of the London-wide night and weekend lorry ban) can potentially be more disruptive to residents.
- 4.8.53 For major developments, the Council will require the submission of a Delivery and Servicing Plans (DSPs) as part of any Transport Assessment. Similarly, Transport Assessments should consider the way in which goods are carried away from the development and the town centre, and to state what arrangements will be put in place to offer home delivery to customers.
- 4.8.54 The Council will expect construction traffic to be managed in accordance with approved Codes of Construction Practice and will encourage the operation of Considerate Contractor Schemes. The Council will also encourage coordination between concurrent developments so that potential impacts can be further reduced.

Policy BTC28 Car Clubs

The Council will require all developments within the AAP area to allow for appropriate provision for car clubs

Policy BTC29 Freight

The Council will require all major new developments to:

- Provide for off-road servicing and deliveries;
- Encourage and support measures to coordinate logistics operations across the town;
- Submit Delivery and Servicing Plans as part of their proposals, which should be coordinated with other such strategies as they emerge.

The Council will encourage the production of Delivery and Servicing Plans for existing town centre development.

Relates to London Plan policy 3C.25



5.0

Opportunity Sites

5.1. Introduction

- 5.1.1. The AAP identifies 9 Opportunity Sites which have the potential for significant change and development to provide new or intensified town centre uses and another 3 that offer potential for improvement to achieve the overall objectives for each Character Area and the overall vision for the town centre. Site D The Hill Car Park and land adjacent to Martins Hill has been removed from the AAP after consultation at the preferred options stage.
- 5.1.2. The proposals for each Opportunity Site should be read in conjunction with other policies set out in the AAP. The proposals identify appropriate uses and an indicative scale of development. The precise amount and mix of different uses will be subject to more detailed assessment and site planning at the planning application stage.
- 5.1.3. Planning applications will be determined in accordance with the individual proposal site policy and all other relevant policies in the AAP, Local Plan and Regional Spatial Strategy. More detailed guidance in respect of each of the Opportunity Sites is set out in Appendix 4. The proposals are summarised in this section.
- 5.1.4. Development of the Opportunity Sites will be phased in accordance with the indicative phasing set out in the Delivery Strategy (Table 6.1, Section 6). Design principles for the Opportunity Areas are set out in Appendix 5..



5.2. Site A: Bromley North Station

- 5.2.1. A mixed use residential led development is proposed focused on an improved public transport interchange and the creation of a Northern Gateway into the town centre at Bromley North Station. Development will include improvements to transport infrastructure, improved pedestrian links to the town centre and the provision of new commercial space and community facilities.
- 5.2.2. An outdoor space will be provided for the Charter Market on-site unless it has been relocated to a suitable new site in the town centre before the existing site is redeveloped. While there is no need at present to replace Bromley North Clinic, the building has been included within the Opportunity Site to allow for potential future enhancement and extension of health facilities in the area.
- 5.2.3. Development must respect the setting and legibility of the listed station building and enhance the historic environment. A full Archaeological Assessment will be required at the planning application stage.
- 5.2.4. The rear of the site is proposed for residential development with the front part of the site suitable for a mix of uses including commercial uses and transport interchange facilities.
- 5.2.5. The development could allow for the replacement of Northside House as part of a comprehensive scheme provided that the key development principles would be satisfied. The 2000 sq m of B1a Office space is additional to existing office floorspace including Northside House.

Policy OSA: Bromley North Station

The Council will work with Network Rail land, land and property owners and developers to secure the comprehensive development of this area to secure a mixed use development comprising:

- Improved station and transport facilities
- Around 250 residential units, including provision of family housing;
- Additional 2,000 sq m of B1 offices
- Ancillary retail uses and food and drink
- 1,000 sq m for community uses (including a health facility)
- Decked car parking to replace existing number of public parking spaces
- On site provision for residential parking and restriction on residents' ability to buy parking permits on nearby streets
- An improved market facility if this has not by that time been relocated to a suitable new site in the town centre

Development will be required to retain and enhance the appearance of the listed station building and to incorporate improvements to the public realm and pedestrian links into the town centre.

Because this site is adjacent to a key public transport hub, it is suitable for higher density development subject to environmental considerations. Measures will be required to protect existing residential amenity.

Development will be required to incorporate a new civic space and high quality public realm and improved pedestrian crossings and links to Bromley North Village.

Transport improvements associated with the development will include:

- Improvements to Bromley North station, including better bus/rail interchange;
- Improved pedestrian crossing across Tweedy Road and contribution towards improved way-finding and street scene improvements towards the High Street;
- Retention of existing bus stand capacity, unless other operationally acceptable alternatives can be found;
- Safeguarding of suitable land as set out in Policy BTC23 to protect the ability for a future public transport link to be provided between Tweedy Road and the Network Rail track.

- 5.2.6. The purpose of the proposed transport safeguarding of suitable land on Opportunity Site A is to protect the ability for future public transport link between Tweedy Road and the rail track at Bromley North Station. The objective is to provide a guided bus or tram link to ensure that conversion of the Grove Park-Bromley North route at some stage in the future is not precluded. The safeguarding will need to be shown as part of the masterplan for the site with a requirement to retain that safeguarding in any subsequent planning permission granted.



5.3. Site B: Corner of Tweedy Road/ London Road

- 5.3.1. Site B is currently vacant and is proposed for residential development to enhance the appearance of the northern entrance to the town centre and to protect and enhance the surrounding environment. A sensitive and high quality design is essential to minimise the impact of development on the setting of the adjacent Grade 1 listed building.
- 5.3.2. Residential development should create an attractive frontage to Tweedy Road and respect the setting of the listed building and Conservation Area.
- 5.3.3. A full Archaeological Assessment will be required at the planning application stage.



Policy OSB: Corner of Tweedy Road/ London Road

The Council will work with developers to secure the sensitive redevelopment of the site. Development will be required to respect and enhance the historic environment and setting of both Bromley College and Sheppard's College. The area at the junction of Tweedy Road/ London Road will be retained as a landscape open space in order to maintain views of the listed building.

Development which has an unacceptable impact on the setting of the listed buildings and Conservation Area will not be permitted.

Although the density Matrix in the London Plan indicates the possible accommodation of around 70 units, because of the sensitivity of this site any proposal will be determined on the basis of the impact of the development on the character of the area; the retention of important views into the conservation area; a satisfactory relationship with housing which exists to the north; the recognition of the context provided by Bromley and Sheppard's Colleges; and to the effective landscaping of the site to integrate the development into the townscape.

Transport measures associated with the development will include:

- Restriction on residents' ability to buy parking permits on nearby streets.

Policy OSC: Former Town Halls and South Street Car Park

The Council will work with developers to secure a mixed use development comprising offices and/or hotel uses. The site is identified as suitable for

- Up to 5,000 sq m additional B1 office use;
- 150 bed high quality hotel with an option for a conference centre;
- Small scale residential development

The sensitive conversion and restoration of the listed building will be required.

Facilities for coaches to pick up and set down passengers will need to be identified.

5.4. Site C: Former Town Halls and South Street Car Park

- 5.4.1. Development will be required to be in keeping with the scale and character of the surrounding development and to respect the listed status of the existing buildings and identify appropriate new uses.
- 5.4.2. Development will be required to address the relationship to the adjacent locally listed building currently occupied by the fire station and the Conservation Area and the policy objectives to enhance the appearance of Bromley North Village. Development will be required to create attractive road frontages and to be in keeping with the scale and character of the surrounding development.
- 5.4.3. A sensitive conversion of the listed building to appropriate uses will be required as part of the comprehensive development of the site.
- 5.4.4. The future location of the Fire station needs to be addressed by the London Fire Brigade (LFB). The Council will work with the LFB to identify an appropriate site if they should wish to relocate.



5.5. Site E: The Pavilion

- 5.5.1. Site E provides the potential for the retail extension of The Glades Shopping Centre to contribute to meeting the requirement for new retail floorspace in the town centre. Development will be subject to the relocation of the existing leisure centre prior to commencement of development.
- 5.5.2. The design of the extension to The Glades must be sensitive to the setting of Queens Gardens and must not impact on The Bromley Oak adjacent to Kentish Way. A high quality of design will be required to create interest on Kentish Way. Development could also be coordinated with proposals for the enhancement of Queens Garden (Site M) and provide improved linkages between the town centre and the Civic Centre as well as the area to the east of Kentish Way.



Policy OSE: The Pavilion

The site is proposed for an extension to The Glades Shopping Centre to provide approximately 22,000 sq m of (gross) retail floorspace. Development will be subject to the relocation of the existing leisure centre and will not be permitted until the appropriate re-provision of leisure facilities has been secured.

Development will be required to provide an active frontage and pedestrian linkages to Queens Gardens, public realm improvements and improved linkages across Kentish Way. Development will be required to enhance the setting of Queens Gardens and to protect the Bromley Oak adjacent to Kentish Way.

Policy OSF Bromley Civic Centre

The Civic Centre is identified for mixed use development comprising:

- Redevelopment of existing civic office floorspace and associated functions
- A 5,000 sq m new leisure facility to replace The Pavilion (subject to and in advance of, the redevelopment of Site E)
- A low density residential development of about 20 units

The Council will undertake a comprehensive review of future accommodation requirements and coordinated service delivery in line with strategic objectives. Development will be required to protect and enhance the landscape setting and architectural integrity of the Palace and to secure an appropriate use of this building.

There will be a requirement for the creation of an improved civic frontage onto Kentish Way and improved pedestrian linkages and road crossings to the retail centre.

No loss of open space will be permitted. Measures will be required to protect existing residential amenity.

5.6. Site F: Bromley Civic Centre

- 5.6.1. Redevelopment of Bromley's Civic Centre offers the potential to provide improved accommodation for existing civic uses, along with a replacement leisure centre and the opportunity to enhance public enjoyment of the parkland and listed building.
- 5.6.2. The Council is committed to improving service delivery and improving access to services for the community. Development will be subject to completion of a feasibility study by the Council to review future accommodation requirements.
- 5.6.3. Development will be required to enhance the setting and legibility of the listed building and other listed monuments on the site. An archaeological assessment will be required at the planning application stage. Mitigation measures, such as landscaping, to minimise the impact of development on the listed building, parkland and adjoining residential properties will be required.



5.7. Site G: West of the High Street

- 5.7.1. This site on the western side of the High Street offers the first real opportunity for a major commercial development to occur in the town centre since the opening of The Glades in 1991. By developing the site comprehensively the Council's aim is to deliver renewal of the lower part of the High Street and to create an attractive extension to the primary shopping frontage. In commercial terms it will provide modern retailing units more suited to the retailing industry and improve customer choice by accommodating the necessary planned growth of the town centre. The Council wish to encourage the provision of a new department store and the comprehensive mixed use retail led development will also include residential, office, faith and health facilities. Development of the western side of the High Street will improve the appearance of the town centre.
- 5.7.2. Development of Site G is central to achieving the vision for Bromley Town Centre as an attractive, vibrant living town that meets the needs of residents, businesses and visitors. In order to secure a new department store, it is accepted that there is a need for the development to contain other uses that create value, notably residential. The residential uses will facilitate development of the new retail floorspace and contribute to the creation of a more active and vibrant town centre.
- 5.7.3. Development will be required to create a sensitive active frontage to the High Street and Church House and Library Gardens and linkages/ integration with the parkland and the proposals to create a new town square and enhanced cultural quarter around the Churchill Theatre and Library. The site offers the potential for taller buildings subject to environmental and design considerations.

Policy OSG: West of the High Street

The Council will work with land owners and developers to promote the comprehensive mixed use development of land to the west of the High Street as identified on Diagram 4.1, the Key Diagram.

Detailed development will be on the basis of a Master Plan to be prepared and adopted by the Council. The Master Plan will determine the location, mix and amount of development. The targets for development are:

- Approximately 20,000 sq m (gross) additional retail floorspace including a new department store
- Approximately 5,000 sq m (gross) additional food and beverage floorspace
- Around 1180 residential units, including provision of family housing
- Up to 2,000 sq m additional community and health facilities and reprovision of facilities for faith uses
- Around 600 residential car parking spaces
- 600 public car parking spaces

Provision will be made for the suitable relocation and or retention of existing faith uses as part of the redevelopment of Site G.

The development will be required to incorporate public realm improvements and to be integrated with the proposals for a new town square and enhanced cultural quarter on Site N.

Development will be required to enhance the setting of the Churchill Theatre and Library building as well as the entrance to Church House and Library Gardens and to minimise any impact on the character of the parkland and Conservation Area. In order to achieve the objectives for town centre renewal, it will be necessary to demolish existing properties. Where buildings do not contribute positively to the character or appearance of the Conservation Area, demolition may be acceptable providing they form part of a comprehensive development and are replaced with high quality buildings that enhance the character of the area.

Taller buildings may be acceptable in the locations identified on the key diagram subject to an appropriate assessment in accordance with Policy BTC19.

- 5.7.4. The development will be phased and a variety of high quality architectural design will be required. The Council will encourage the use of different architects for different phases of development. It will, however, be important to ensure that each phase integrates well with not only each other but with the town as a whole in terms of design, character and materials used.
- 5.7.5. The retail uses at ground level will create activity and interest and by using the upper floors for residential purposes it will help to not only bring people back into the town centre in the evening but also help meet current housing requirements and create a safe and secure environment.
- 5.7.6. The development will include the appropriate level of affordable housing in accordance with policy and will also be required to minimise impacts on the remaining nearby existing residential properties. Development will step down to the western side of the site to integrate with the existing residential area. A new residential street is proposed along the western boundary of the site and a number of short and long term highway improvements will be required
- 5.7.7. Public car parking is proposed for up to 600 spaces as part of the comprehensive Parking Strategy for the Town Centre in support of the non-residential elements of the development.

5.8. Site J: Bromley South Station (including the retail units opposite station)

- 5.8.1. Bromley South Station caters for upwards of 5 million passengers a year and is a major gateway into the town centre and a critical element of the Transport Strategy. Improvements are proposed to create a more accessible station and to deliver a much improved public transport hub. Public realm improvements are proposed including a new public square and improved pedestrian and mobility impaired access. The potential for improved connections between the station and the new development on Site K- Westmoreland Car Park will help direct users and visitors between the two sites and assist in enhanced facilities for pedestrians.
- 5.8.2. The existing retail units opposite the station would benefit from a comprehensive approach to either re-development or refurbishment. The Council considers that these units do not contribute a positive frontage in townscape terms for a major London town centre on exiting the station.



Policy OSJ: Bromley South Station and environs

The Council will work with Network Rail and Transport for London to deliver improved transport facilities and an enhanced gateway to the town centre comprising:

- Improvements to the station building including full access to the mobility impaired
- Improved public transport facilities;
- Re-development or refurbishment of existing retail units opposite station
- Improved linkages to Site K
- Public realm improvements
- Improvements to signing and wayfinding and to the station's gateway role

Transport measures associated with the development will include:

- Safeguarding of land for further public transport improvements and priority measures.

Policy OSK: Westmoreland Road Car Park

The Council will work with developers to deliver a leisure led mixed use development comprising:

- Re-provision of public parking in multi-storey car park as part of the town-centre wide car parking strategy
- Around 200 residential units, including provision of family housing
- Around 4,000 sq m cinema and associated leisure uses
- 100 bed Hotel
- 1,000 sq m A3/4/5 food and drink uses

A detailed Flood Risk assessment will be required to accompany development proposals and to confirm the number of residential units which can be accommodated. The development will be required to incorporate necessary mitigation measures and seek to minimise impacts on existing residential amenity including parking in surrounding residential roads.

Taller buildings may be acceptable on parts of the site as indicated on the key diagram subject to an appropriate assessment in accordance with Policy BTC19.

Land safeguarding measures as set out in the Strategic Flood Risk Assessment will need to be included as part of proposals.

Transport measures associated with the development will include:

- Contribution to town-wide VMS scheme for car park information;
- Contribution towards setting up and running a Saturday Park & Ride operation (subject to feasibility);
- A restriction on residents' ability to buy parking permits on nearby streets within CPZ.

5.9. Site K: Westmoreland Road Car Park

- 5.9.1. Site K is proposed for mixed-use cinema-led development to enhance the existing leisure and entertainment facilities in the town centre. Development will need to be sensitive to the scale and form of surrounding development and to address the relationship and linkages to Bromley South Station and the High Street. Part of the site is located within Flood Zone 3. A sequential test has been undertaken and it is concluded that development of the site is required to deliver early renewal benefits and to maximise the development potential of brownfield land with high levels of accessibility. Following consideration of all available sites, it has been concluded that this is the most suitable location for leisure and entertainment uses within the town centre, in part due to the excellent transport links and access to public car parking facilities. Development will require a flood risk assessment and to be in compliance with Policy BTC9. Development should seek to minimise impacts on existing residential amenity including parking in surrounding residential roads.
- 5.9.2. It is considered important that the town provides a range of leisure uses to specifically balance the evening economy and provide opportunities for family entertainment. A high quality scheme will bring forward the Council's priority of providing a new multi-plex cinema complex and replacement public parking for the town. Given the site's location, within the town centre character area of Bromley South, together with its topography which falls to the south and west, the site has been identified as one that is capable of accommodating higher buildings. This will enable the mixed used development to provide a sense of place by giving greater visual legibility to the commercial and entertainment attractions and to address linkages with Bromley South Station. The additional height therefore allows for an increase in the number of residential units without giving rise to additional residential parking given the sites high PTAL rating and accessibility to excellent public transport links.
- 5.9.3. Currently cinema provision is very limited, consisting only of the Bromley Empire (4 screens). If proposals for Site K impacts on the commercial viability of the existing cinema the building should be reused for alternative entertainment or cultural purposes.

5.10. Site L: DHSS building and Bromley Christian Centre

- 5.10.1. Site L provides an important gateway to the town centre. The site is considered an appropriate location for a hotel to make the town centre a more attractive destination for business and leisure visitors. The Bromley Christian Centre is proposing redevelopment of their existing premises. Although it is accepted that the DHSS building and the Bromley Christian Centre can be developed independently, an indication of how they integrate one to the other will be required.
- 5.10.2. A line is shown diagrammatically on Diagram 4.5 to identify where transport priority measures will be required on redevelopment. The extent of such measures will be identified at the planning application stage.
- 5.10.3. A high quality gateway development will be required together with enhancement of the public realm. Taller buildings may be acceptable where this will not conflict with important vistas from the High Street. Development will be required to respect and enhance the setting of the adjacent listed building and seek to minimise impacts on existing residential amenity including parking in surrounding residential roads.

Policy OSL: DHSS building and adjoining Bromley Christian Centre

The Council will work with landowners and developers to promote a mixed use comprehensive hotel-led development comprising:

- 100 bed hotel
- Around 40 residential units, but the final density will depend on the appropriate level of replacement office floorspace.
- Around 500 sq m for community uses
- Appropriate replacement of existing office floorspace
- Faith uses
- Small retail units may be acceptable as part of the hotel scheme to provide vitality at street level.

A Transport Assessment will be required which should establish parking levels, both residential and commercial. A section 106 commitment should be entered into to restrict residents' ability to buy parking permits on nearby streets covered by Controlled Parking Zones.

Transport measures associated with the development will include:

- Safeguarding of land for future public transport priority measures in accordance with Policy BTC23.

A detailed Flood Risk Assessment will be required to confirm the number of residential units which can be accommodated. The development will be required to incorporate necessary mitigation measures and to minimise impacts on existing residential amenity including parking in surrounding residential roads.

Taller buildings may be acceptable on parts of the site as indicated on the key diagram subject to an appropriate assessment in accordance with Policy BTC19.

Facilities should be provided for coaches to pick up and set down passengers and, if physically possible, for coach parking.



5.11. Site M: Queens Garden

- 5.11.1. Queens Garden is an important open space and offers opportunities for quiet relaxation as well as access into and through The Glades, the town and civic facilities beyond. Limited improvements to the park and public realm are proposed to enhance its value as part of the open space network and to create an attractive destination well linked with the rest of the town centre. Consideration should be given to access for fire services to The Glades.

5.12. Site N: Central Library and Churchill Theatre

- 5.12.1. The area around the Central Library and Churchill Theatre is proposed as an enhanced cultural quarter with a new town square to provide a new focus for the town centre and a venue for public events.
- 5.12.2. The new town square will link Church House and Library Gardens to the High Street and provide an enhanced setting for the theatre and library. The design of the square should include public art and a water feature. The development of Site N will be integrated with the comprehensive development proposals for Site G.
- 5.12.3. Development will be required to create a high quality public realm with a cultural focus and to incorporate public art, landscaping and seating. Proposals for the enhancement of facilities in this area will be linked to the development of Site G.
- 5.12.4. Design of new development and public realm works will be required to enhance the character of the Conservation Area.

Policy OSM: Queens Gardens

Queens Gardens is a protected open space. The Council will seek to improve pedestrian access to the Garden and seating areas, promote public art and enhance existing landscaping. New cafes and restaurants will be permitted around the edge of the Garden provided that development does not result in the loss of any green space. Landscaping may be required in order to minimise the impact of development within the Garden.

Policy OSN: Central Library and Churchill Theatre

The Council will promote the enhancement of the area around the Central Library and Churchill Theatre as a cultural quarter with improvements to the pedestrian linkage between the High Street and Church House and Library Gardens and the entrance to the gardens. A new town square is proposed and this will be delivered as part of the development of Site G. The Council will encourage the use of vacant floorspace within the library and theatre for cultural and community facilities. The development of a sensitively designed building for use as a café will be encouraged at the entrance to Church House and Library Gardens. Development will not be permitted where this would result in a loss of existing open space or impact on the character of Church House and Library Gardens.

OSP: Sainsburys, West Street

The Council will work with land owners and developers to deliver a mixed use retail led development to include:

- Replacement or extension of retail floorspace
- Replacement of existing public parking spaces
- Around 20 residential units at upper levels

The development will be required to respect and enhance the character of North Village and to create an active frontage onto West Street. Any built development on the car park must not dominate the listed building to the north of College Slip or College Slip itself.

The scale of development will be subject to the need to minimise impacts on North Village and adjacent residential properties.

Transport measures associated with the development will include:

- Contribution to improvements to pedestrian environment in Bromley North Village.

5.13.Site P: Sainsburys, West Street

- 5.13.1. The existing Sainsbury food store performs an important convenience retail function. The site offers the potential for redevelopment or extension to the existing retail floorspace plus enhancement of Bromley North Village in accordance with Policy IA1.
- 5.13.2. A high quality design will be required which reflects and enhances the character of North Village. Residential uses will be permitted at upper levels.



5.14. Bromley North Village Improvement Area

5.14.1. Bromley North Village is part of the wider town centre Conservation Area and adds to the distinctive character of the town centre. The Council places great importance on ensuring that development in this area will not adversely impact on the appearance of the area. However, the designation of the Bromley North Village Improvement Area will allow a comprehensive approach to enhancement of the area including shop front improvements and traffic management. Particular emphasis will be placed on the promotion of independent retailers including specialist food shops to add to the variety of the retail offer in the town centre.



Policy IA1 Bromley North Village Improvement Area

The Council will seek to protect and enhance the character of Bromley North Village through the designation of the Bromley North Village Improvement Area. New development will be expected to:

- respect and enhance the character of Bromley North Village and the layout, scale, form and materials of existing buildings and spaces;
- respect and incorporate into the design of new development landscape or other features that contribute to the character, appearance or historic value of the area; and
- ensure that the level of activity, traffic, parking services or noise generated by the proposal will not detract from the character or appearance of the area.

The Council will use its planning powers to improve the appearance and design of shop fronts to enhance the quality of the streetscene. Planning permission will be granted for the change of use of upper floors above shops to residential, offices or other appropriate service or community uses which will enhance the vitality of Bromley North Village and improve its appearance.

(Relevant policies BE11 of UDP (2006) and 3B.11, 3B.12 & 3B.14 of Consolidated London Plan (2008))

Policy IA2 Business Improvement Areas

The Council will seek to support existing businesses and promote new business development through the designation of Business Improvement Areas as shown on the Key Diagram. Development proposals resulting in the loss of B1 office floorspace will not be permitted in the Business Improvement Areas. The Council will work with businesses to secure improvements to premises and facilities and the appearance of the public realm to create a high quality business environment.

5.15. Business Improvement Areas

- 5.15.1. It is important that Bromley continues to promote itself as a good alternative to the larger centres in order to enhance the local economy, provide opportunities for the local skills base and capture potential spend through increased employment in the area. In developing the AAP, therefore, particular emphasis has been placed on the need to strengthen the Town Centre as a focus for new and diversified employment opportunities by providing a range of business floorspace and new retail, leisure and hotel/ conference facilities together with improvements to the public realm and transport facilities in order to ensure that existing major employers choose to remain and invest in the town centre. The designation of the Business Improvement Areas will assist in creating a high quality business environment for the retention of existing businesses and new business development.

