

Policy 83

Non-Designated Employment Land

The Council will seek improvements to the quality and quantity of employment floorspace on sites containing existing industrial and related employment uses outside designated SILs and LSISs.

Proposals for change of use or redevelopment of non-designated sites containing Class B uses for alternative employment generating uses will normally be allowed provided that the amenity of any nearby residential areas is not detrimentally affected.

Proposals for change of use of non-designated sites accommodating Class B uses to a non-employment generating use will be considered on the following criteria:

- a** - whether there is a demonstrated lack of demand for the existing permitted uses, including evidence of recent, active marketing of the site for reuse or redevelopment undertaken prior to the submission of a planning application over a minimum period of six months,
- b** - whether all opportunities for reuse or redevelopment for employment generating uses have been fully explored, both in terms of existing and any alternative uses and layouts, including small/more flexible business units, and
- c** - where the site is capable of accommodating a mixed use scheme, whether the proposal includes the re-provision of a similar quantum of floorspace for employment generating uses, that is flexibly designed to allow for refurbishment for a range of employment uses.

Supporting Text

6.1.21 As the value of new residential development continues to rise, there is an increasing pressure on the supply of business sites across the Borough. Many of the established industrial/employment sites within or neighbouring residential areas are particularly under threat.

6.1.22 These sites serve an important purpose in the Borough, accommodating small business units that often cannot for various reasons be located satisfactorily in an area designated for industrial/employment purposes. It is therefore important to retain a range of accommodation for different business uses, unless there are significant reasons as to why their continued business use is not feasible.

6.1.23 The purpose of this policy is to set out clear criteria for change of use proposals including requirements for applicants to examine other employment generating uses on site, including non-traditional industrial employment uses such as trade counters and wholesale retail premises. This is in accordance with Paragraph 22 of the NPPF and allows the renewal of genuinely obsolete sites.

6 Working in Bromley

6.1.24 In considering a proposed change of use on these sites, the Council will require evidence that recent, active marketing of the site for reuse or redevelopment for employment generating uses has been undertaken prior to submission of the planning application, over a minimum period of six months. Marketing should be undertaken in both traditional and web-based formats, through a property consultant or estate agent, reflecting the marketing value for the permitted uses on that land (based on evidence from recent and similar transactions and deals) and including lease terms and conditions that are reasonable and attractive to potential businesses.

Policy 84

Business Improvement Areas (BIA)

The Council will seek to manage and improve the supply of high quality office floorspace in Bromley Town Centre through designating the following as BIA:

- a** - London Road,
- b** - Bromley North, and
- c** - Bromley South.

Redevelopment proposals resulting in the loss of Class B1(a) floorspace or which compromise the primary function of the BIA will not be permitted. The Council will work with businesses to secure quantitative and qualitative improvements to premises and facilities in these areas to ensure a good supply of high quality office accommodation.

Supporting Text

6.1.25 The BIAs located in Bromley Town Centre (identified in the following Map) have been identified for their good quality purpose built office's to create a high quality business environment for the retention of existing businesses and new business development. Article 4 directions are in place within the designation areas, removing the permitted development rights to change from office to residential use.