

BROMLEY TOWN CENTRE
CONSERVATION AREA STATEMENT

2011

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Introduction

Conservation Areas are parts of our local environment with special architectural or historic qualities. They are created by the Council, in consultation with the local community, to preserve and enhance the specific character of these areas for now and future generations. Conservation Areas give a broad form of protection that recognises that buildings often sit within a particular urban or rural context which provides a setting for the building that may in itself have a special character or appearance which it is desirable to preserve.

This document has been prepared for the following purposes:

1. To comply with the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69(1) states that a Conservation Areas are “areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.”
2. To provide a detailed appraisal of the architectural and historic character of the Conservation Area.
3. To provide an overview of planning policy and propose management guidelines on how this character should be preserved and enhanced in the context of appropriate ongoing change.

1. Appraisal

Overview

Bromley Town Centre is located within the London Borough of Bromley and is a former market town on the south eastern edge of London approximately 10 miles from the centre of London. Bromley Town Centre is the principal retail and commercial centre in the borough and contains the administration centre for the London Borough of Bromley.

The conservation area designation covers the central core of the town centre with a central spine covering the High Street, Market Square and the lower part of London Road. To the north and east it includes College Slip, East Street, West Street, North Street and parts of Widmore and Tweedy Road / Kentish Way. To the south it extends as far as Elmfield Road. To the West it extends into the Ravensbourne Valley / Shortlands and includes Church Road, Glassmill Lane, Martin's Hill and parts of Beckenham Lane.

Bromley Town Centre has two railway stations, Bromley South and Bromley North. Bromley North Station is located within the Conservation Area.

Figure 1

DESIGNATION

The Bromley Town Centre Conservation Area was first designated in 1985. At that time the designation was focused around the historic core of Market Square and the northern part of the High Street. Subsequent extensions have enlarged the Conservation Area.

LISTED BUILDINGS IN BROMLEY TOWN CENTRE CONSERVATION AREA

There are a number of statutory and locally listed buildings within the Bromley Town Centre Conservation Area. The statutory and Locally Listed Buildings are illustrated in figure 1. Statutory Listed Buildings are the most important structures within the Conservation Area.

Statutory Listed Buildings:

Name	Number	Street	Grade
Gates at Bromley College		London Road	I
Bromley College		London Road	I
War Memorial		Glassmill Lane	II*
1-4 Pixfield Court		Beckenham Lane	II
Parish Church		Church Road	II
K6 telephone kiosk		College Slip	II
Royal Bell Building	171-177	High Street	II
	179	High Street	II
	181-183	High Street	II
	223-225	High Street	II
Star and Garter Public House	227	High Street	II
	180-184	High Street	II
Swan and Mitre Public House	260-262	High Street	II
The Partridge Public House	194	High Street	II
Iron Gates and Piers Queens Gardens		Kentish Way	II
Shephard's College		London Road	II
Bromley North Station		Tweedy Road	II
Former Town Hall		Tweedy Road	II
Former Public Library		Tweedy Road	II
First Church of Christ Scientist		Widmore Road	II
Former Town Hall Extension		Widmore road	II

LOCALLY LISTED BUILDINGS

The locally listed buildings are considered to make a positive contribution within the Bromley Town Centre Conservation area and are as follows:

Name	Number	Street
Glebe Knoll	5	Beckenham Lane
War Memorial	St Peter & St Paul's Church	Church Road
	11	College Slip
Boundary Post		College Slip
Former Post Office	3	East Street
Old Municipal building	19	East Street
O'Neills Public House	27-29	East Street
Railway Hotel	45	East Street
Martins Hill Lodge		Glassmill Lane
Aberdeen Buildings	95 & 97	High Street
Aberdeen Buildings	99 & 101	High Street
Aberdeen Buildings	103 & 105	High Street
Aberdeen Buildings	107 & 109	High Street
	157	High Street
	159	High Street
	161	High Street
Primark	162	High Street
	163A	High Street
	165-167	High Street
	189, 191 & 193	High Street
	204- 206	High Street
	207	High Street
	209	High Street
	215	High Street
	217	High Street
	221	High Street
Odeon Cinema	242	High Street
Cast Iron Water Pump		Market Square
	1, 2 & 3	Market Square
	4 & 5	Market Square
	14, 15 & 16	Market Square
	21,22, 23, 24, & 25	Market Square
	27 & 28	Market Square
	29, 29A, 30, 30A, 31, 31A, 32, 32A, 33, 33A, 34, 34A, 35, 35A, 36	Market Square
Bromley Baptist Church		Park Road
Jubilee Drinking Fountain		Queens Mead
The Vicarage	9	St. Paul's Square
	8	South Street
Fire Station		South Street
Community House		South Street

Former Fire station	2	West Street
The Compass Public House	10	Widmore Road
Former Police Station		Widmore Road
	56	Widmore Road
	60	Widmore Road

HISTORICAL DEVELOPMENT

Bromley or Broomleigh means the heath where the broom grows. The Manor of Bromley was a Royal gift to the Bishop of Rochester in the 955. This Royal Gift led the way to Bromley becoming the official residence of the Bishops of Rochester (from around 1077) which continued until 1845. The current place dates from 1775. Various palaces were built during the residence of the Bishops. The former Palace of the Bishops of Rochester is now home to the civic offices of the London Borough of Bromley.

Evidence in the Domesday Book of 1086 suggests Bromley had a population of around three hundred people. From earliest times, Bromley has had a strong connection with the see of Rochester. Written records are obscure, but it is likely that the Manor was a Royal gift to the Bishop of Rochester in the 8th century. The first certain record is a charter of 862 AD that refers to a gift of "ten ploughlands at Bromleag" given by King Ethelbert of Wessex and Kent to Dryhtwald, his minister. By the tenth century, various land disputes forced the Bishop to seek a declaration of his interest in the Manor of Bromley from the King, who, on receipt of a sum of money, obliged the Bishop by granting him land at Bromley in perpetuity. Various further attempts were made to gain control of the Manor, by Saxon Lords, invading Danes and, after the Norman Conquest, by Earl Odo of Kent. However, the power of the Archbishop of Canterbury ensured that King William 1 restored Bromley to its rightful owner. In 1086 AD, the Domesday Book recorded the Manor as belonging to the bishops of Rochester. It had arable land for 13 plough teams, wood for an hundred hogs, one mill and two acres of meadow. Current estimates suggest that this land would then have supported a population of three hundred.

At some point in the mid 1100's, Bromley had grown sufficiently to support a parish priest of its own. (Before that time, it is possible that the people of Bromley worshipped in the chapel of St Blaise, attached to the Bishop's Palace.)

By the beginning of the 1200's, Bromley had become a small town, with a population approaching 1,000. On the 19th July 1205, King John granted The Bishop of Rochester the right to hold a weekly market on Tuesdays. In 1477, the crown granted a further charter to the Bishop, establishing Thursday as market day (which it remains to this day).

Bromley grew slowly in the mediaeval period. By the 17th Century the population is estimated to have been around 700 and doubled in the 18th Century. The town's most impressive buildings from this early period are at Bromley College (17th Century) which is a development of almshouses on the London Road at the northern end of the High Street and the old Bishops Palace in Stockwell Close (18th Century). Bromley College is Grade 1 Listed and was founded in 1666 and the Old Palace is Grade 2 Listed and was built in the 19th Century.

As Bromley was located on the coaching route to Hastings, a number of coaching inns were developed. Some of the old inn names survive today, often in rebuilt premises, including The Royal Bell and The Swan and Mitre.

In 1811 the town's population was nearly 3,000 and it was at that time served by a timber framed 18th Century Market House. During the following decades the town experienced little change. Bromley Town extended as far north as Bromley College and as far south as the location of today's Central Library tower. The parish church was located to the west of the town and development extended only a short distance along Widmore Road to the east. Market Square was bypassed in 1832 by a new section of road which joined the north and south parts of the High Street so as to avoid Market Day traffic congestion.

The 1840s was a period of decline in Bromley. The sale of the Bishop of Rochester's Palace to a private owner (Coles Child) and the subsequent removal from the town of the patronage of the Bishop of Rochester had an adverse impact on local trade. By 1851 the population had fallen by 200 to 4,100 and the Market House had closed, the future of Bromley looked uncertain.

The railways extended first to Bromley South in 1858 which allowed the town to expand and in time the area developed into an area of middle class suburbs. Coles Child who bought the former Bishop's Palace for his private residence replaced the old Market Hall with a new structure (a Town Hall) in the 1860s (now demolished).

It was in these later decades of the 19th Century that the town began to expand and renew itself. Bromley's outskirts, which were traditionally surrounded by pasture and arable land and gentry houses, gave way to new suburban streets. The High Street began to extend south to meet the new Bromley South Railway Station with a mixture of villas and commercial premises. One remaining villa exists on the lower section of the High Street; it is located at 98-102 High Street, Bromley. However, its ground floor has been substantially altered and only reads as a villa from above fascia level.

East Street, West Street, South Street and North Street all date from the late 19th century. The area consists predominantly of two storey buildings. Widmore Road and East Street contain mainly commercial properties and lead to Bromley North Railway Station (opened 1878). North Street, West Street and Queen's Road contain residential properties. This area of Victorian town extension also retains a number of important civic / government buildings, which reflect the transition from market town to suburb. These include the former Post Office in East Street, the Former Local Board Offices in East Street (1875), the Former Fire Station, West Street and the Former Drill Hall (now O'Neills) in East Street

Commercial buildings often replaced old vernacular properties in the mid to late 19th Century. These replacements were often carefully considered and ornately detailed. Some of these include 95-109 High Street, Bromley, 157 High Street / 27 & 28 Market Square, Bromley, 215 & 217 High Street, Bromley, 81 & 183 High Street and 180-184 High Street.

A gas supply was established in 1837 and was followed by an electricity supply from 1898. Electricity was generated in a power station at Walter's Yard. The modernisation of Bromley allowed for its transformation from a small market town to a busy suburban centre. As such, most of the housing on the High Street and Market Square was converted to commercial use during that period.

The town continued to expand during the late Victorian and Edwardian period. During this time a number of historic inns were rebuilt in an ornate and grander style retaining their historic names. Surviving examples include the Star & Garter at 223-227 High Street and the Royal Bell at 171 High Street. Some new public houses were also established.

By 1894 Bromley had become an Urban District and around this time a node of 'Civic' buildings developed around Widmore Road, South Street, Court Street and Tweedy Road. These buildings include the Former Library & Arts School, Tweedy Road; the Former Police Station, Widmore Road; the Former Town Hall, Tweedy Road; the Former Town Hall Extension, Widmore Road; the Former Magistrates Court, South Street, the Fire Station, East Street and the First Church of Christ Scientist, Widmore Road. Provision was also made for public parks and open spaces during the 19th Century.

The area now covered by the conservation area saw little change in the decades leading up to the Second World War. However, the Town hall was extended in the 1930s and parades of shops and large individual stores were built on redeveloped sites. It was at this time that the old Town Hall (in Market Square) was demolished and the market moved to its current site outside the Conservation Area (adjacent to Bromley North Station). The Art Deco inspired department store at 162-178 High Street (Medhurst's) and the Odeon Cinema were built in the 1930s on the northern section of the High Street and was one of three cinemas in the town at the time.

During the Second World War the town centre sustained extensive bomb damage. The greatest loss was the mediaeval Parish Church of St Peter & St Paul on Church Road. The current parish church is a post-war replacement which retains the original 13th Century tower, a lych gate and a brick and flint churchyard wall.

Major redevelopment in the last decades of the 20th Century has brought positive change to the town centre. Walter's Yard was redeveloped to the northeast, the Sainsbury's supermarket and its flank to College Slip landscaped and enhanced, the construction of Kentish Way allowed the central section of the High Street, within the conservation area to be pedestrianised. The Glades shopping centre, a large commercial development, has been well integrated into the town centre complementing rather than competing with the traditional grain and pattern of the High Street.

HISTORIC MAPS / ROUTES

The principal historic route through Bromley is the High Street, which forms part of the historic coaching road from London to Hastings. The High Street is comprised of two parts (north and south) which meet at Market Square at different angles. The Market Square is strategically placed where this north/south route is crossed by Church Road/Widmore Road linking Bromley to Beckenham to the West and Chislehurst to the east.

The historic maps of Bromley illustrate the development of the town and clearly show the main east/west and north/south roads into Bromley. Bromley College is shown to the north of the Town Centre and the parish church is shown to the west of the town centre. The historic street plan of the Bromley Town Centre is clearly recognisable today.

The commercial success of Bromley Town Centre altered the character of Bromley as a market town. The Glades Shopping Centre was completed in 1991 and the High Street was pedestrianised in the early 1990s to accommodate the popularity of Bromley as a commercial centre.

Pedestrianisation of the High Street, was facilitated by a bypass road - Kentish Way which was constructed in the early 1990s to bypass the town centre. It is a continuation of the A21. The creation of Kentish Way and the Glades Shopping centre caused the town centre to change considerably with many houses, churches and streets being demolished.

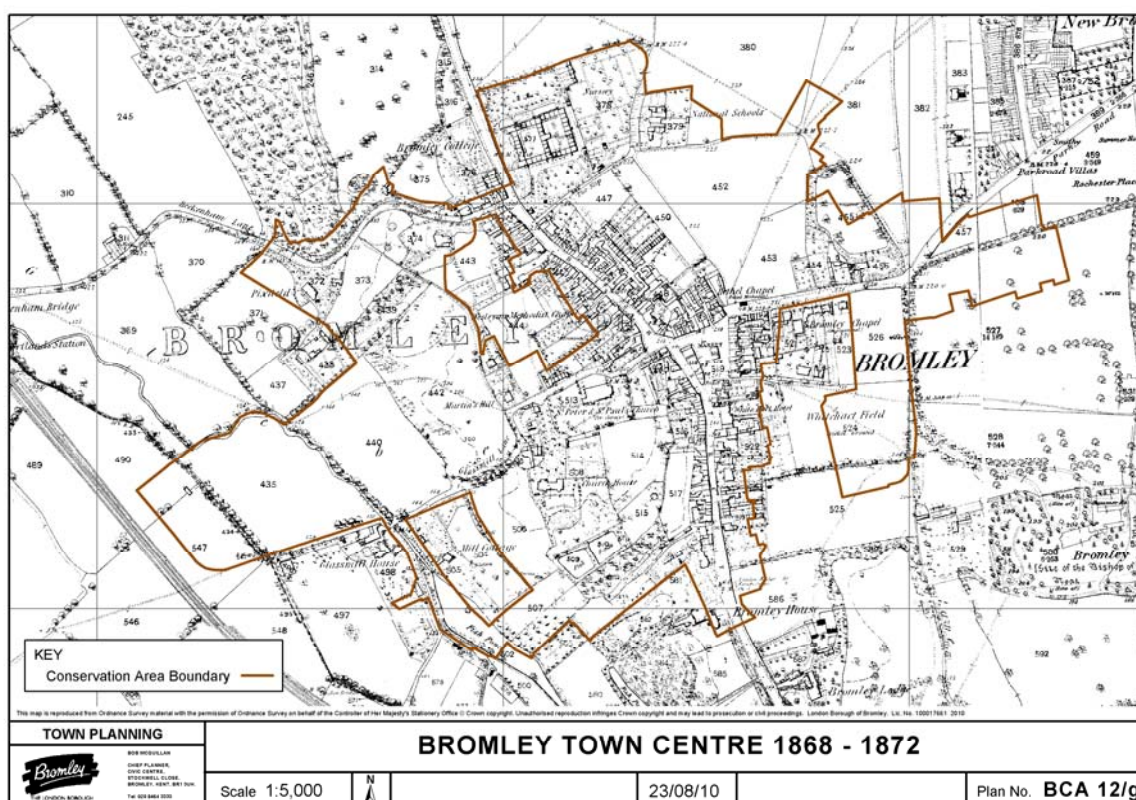


Figure 2

TOPOGRAPHY

The Bromley Town Centre Conservation Area comprises a former hilltop settlement built on a plateau. The contours rise steeply up Martins Hill from the Ravensbourne Valley to the Bromley Town Centre. The Ravensbourne River is located to the west of the Conservation Area.

Two of the open spaces are located within the steepest parts of the Town Centre, Martins Hill and the Church House Gardens.

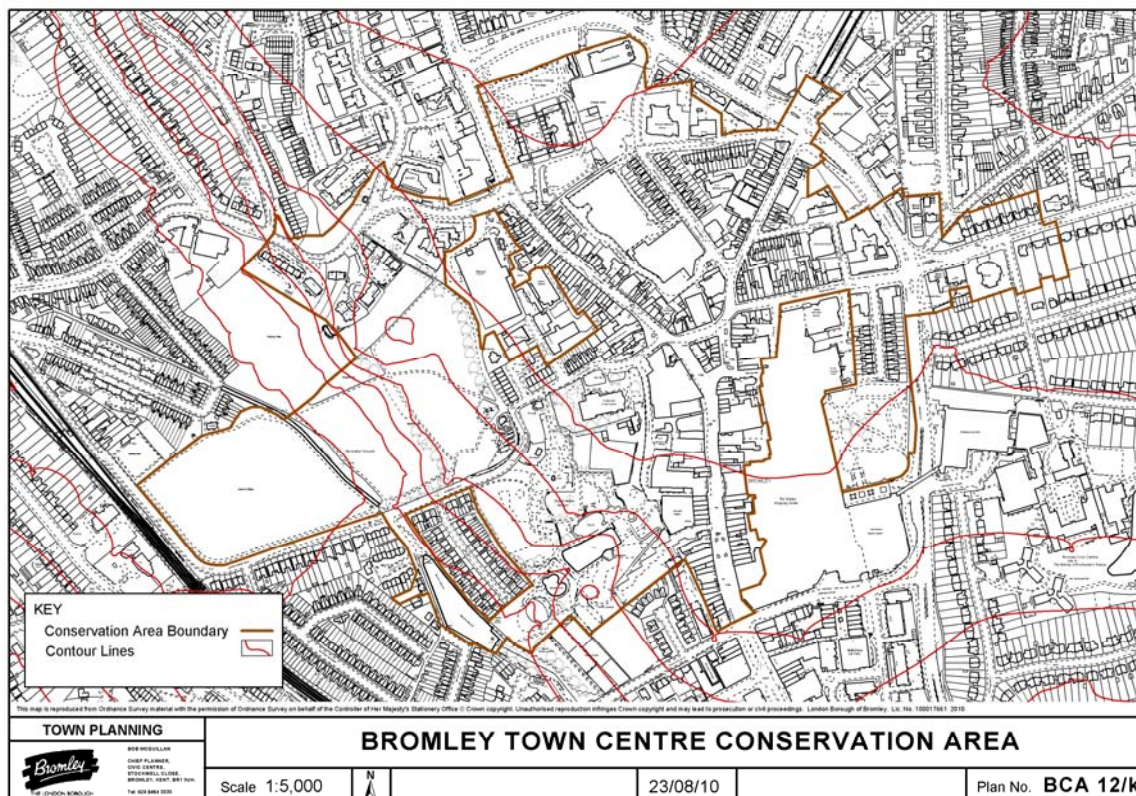


Figure 6: Topography

GREEN SPACE

There are a number of green spaces which are illustrated below in figure 7; many are found along the steep escarpment to the west of the town centre. The green open spaces make an important contribution to the Bromley Town Centre Conservation Area. Martin's Hill was part of the Manor lands of the Bishops of Rochester. In the 1870's, the lower slopes grew the first hops of season to be sold at the London Hop Exchange for several consecutive years. The green spaces identified are all designated as urban open space in the Bromley Town Centre AAP.

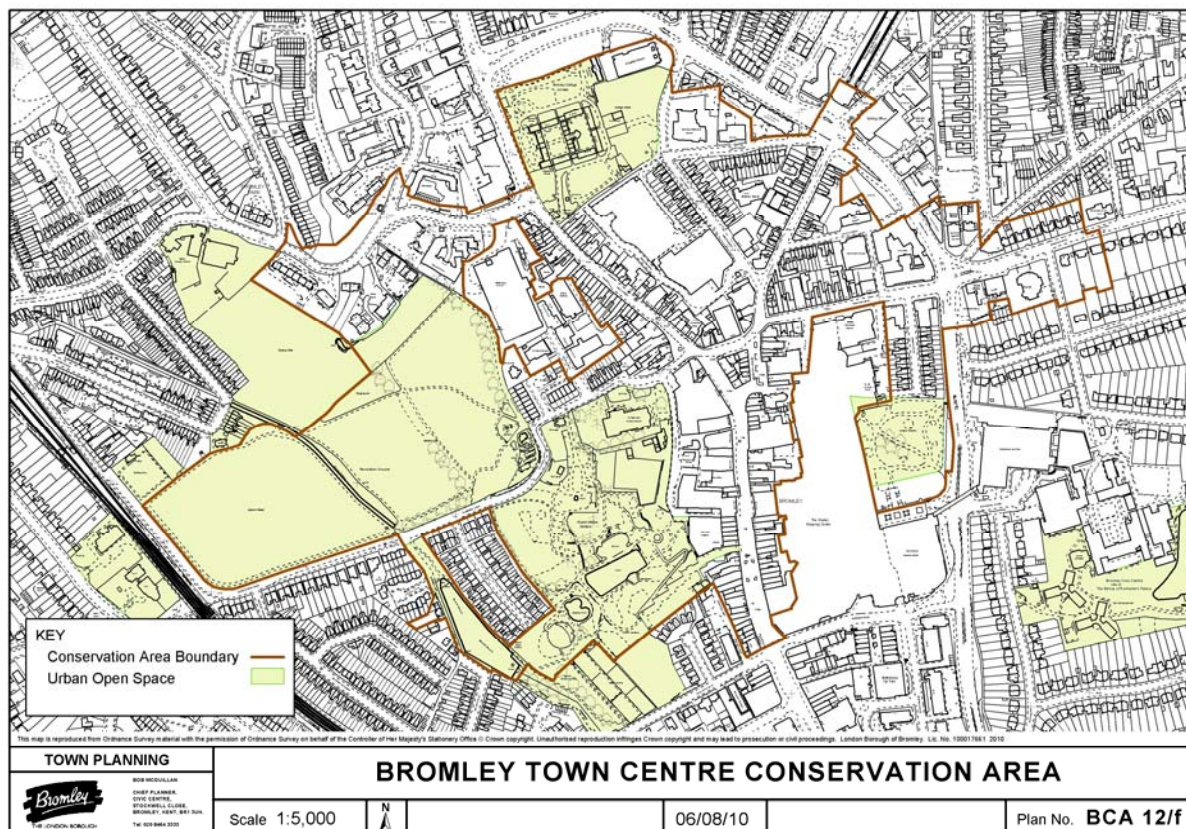


Figure 7: Green Space

These spaces are as follows:

Bromley College: This area is a mix of public and private open space. The public area is located to the east of the college.

Martins Hill: This area is public open space and used for sports as well as a pedestrian link from Shortlands Station to the northern end of the High Street. The Bromley Local Board (predecessors to the Council) purchased Martin's Hill for £2,500 in 1878 and it has remained in public use. It retains some of the feeling of open fields that would have been typical of the area.

Church House Gardens: This area of public open space is extensively landscaped, and includes a music bowl and lodge. The gardens have direct but not well integrated links to the pedestrianised High Street. The Church House Gardens were once the private grounds to Church House, which was destroyed during World War 2. Historically this was the private garden of Church House, a grand house with a long history, last re-constructed in 1832. The house and gardens were opened to the public by the Council in 1926 and further landscaping undertaken in the 1930s. It was destroyed by bombs in 1941, (in the same raid that destroyed the parish church). The gate lodge and driveway to the house can still be seen in the Gardens.

Queens Gardens: This area of public open space is a formally landscaped garden which has direct links to the Glades Shopping Centre and forms part of the pathway from the Bromley Civic Centre to the High Street. The Queen's Gardens were

formerly called White Hart Field. Once the Cricket field of the White Hart Inn (remembered in the name of White Hart Slip), the gardens were the location of County cricket matches until 1847. The gardens were given to the town in 1897 by Mr Coles Child who owned the former Bishop of Rochester's Palace (now within the grounds of the Bromley Civic Centre) to commemorate the diamond jubilee of Queen Victoria and were landscaped in 1900.

Palace Gardens: This area of public open space is located to the rear of the Bromley Civic Centre and across the A21 Kentish Way from the main town centre and once formed part of the grounds to the Bishop of Rochester's Palace. This area of Urban Open Space is located outside of the Bromley Town Centre Conservation Area.

AREA OF ARCHAEOLOGICAL SIGNIFICANCE

The Area of Archaeological Significance within the Bromley Town Centre roughly follows the boundaries of the Conservation Area and covers the mediaeval core of Bromley including the former Bishop of Rochester's Palace to the east of the High Street, the parish church with mediaeval remains to the west of the High Street and Bromley College (established in 1666) to the north of the High Street.

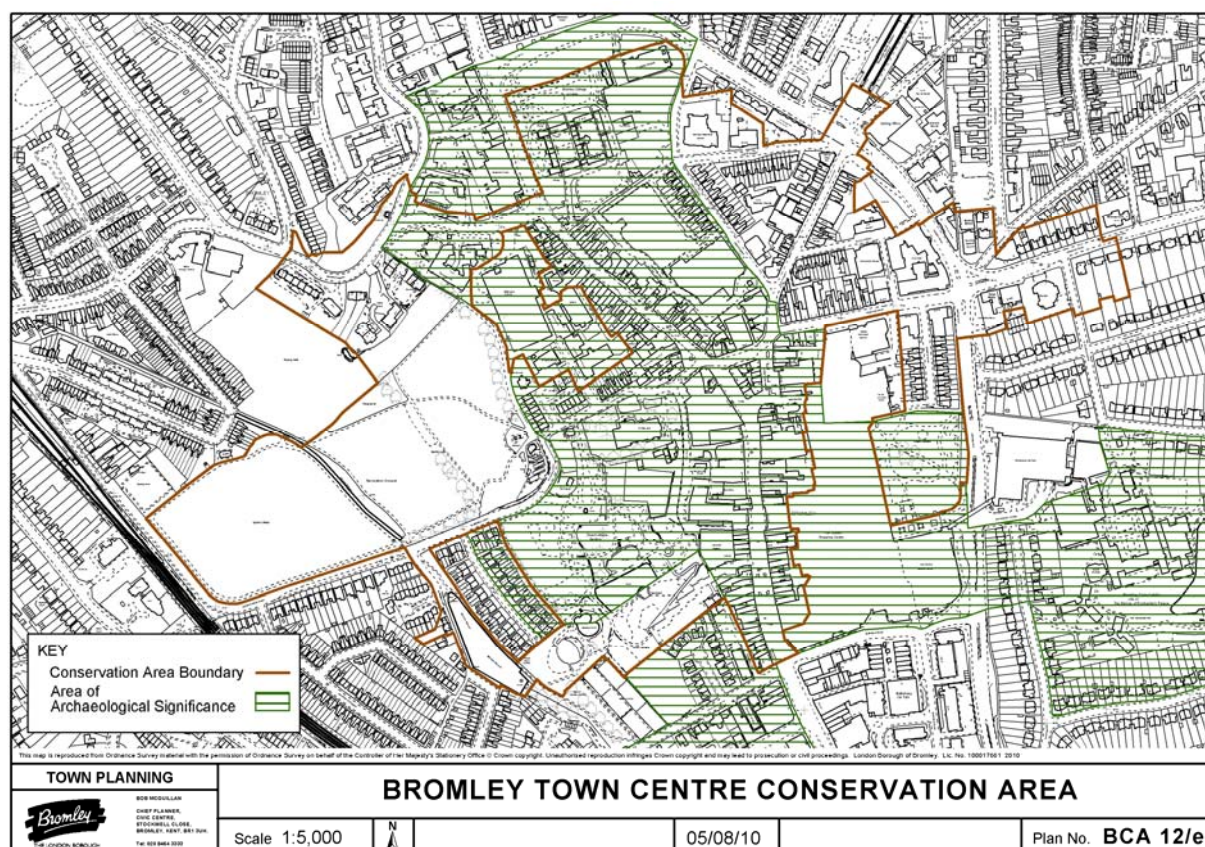


Figure 8: Area of Archaeological Significance

CHARACTER AREAS

The Bromley Town Centre Conservation Area encompasses the historic heart of Bromley which is comprised of several areas each with a distinct character which cover:

- the retail core radiating along the main streets which meet at Market Square;
- civic and institutional nodes;
- pockets of residential development; and
- a landscape and parkland setting.

The character areas are as follows:

- High Street (central section)
- High Street (northern section)
- Market Square
- Ravensbourne Valley
- Widmore Road (East) and Tweedy Road
- Queens Gardens and the Glades Shopping Centre
- Bromley North

The designated Conservation Area reflects the various functions of a major urban centre which has evolved from a modest rural settlement.

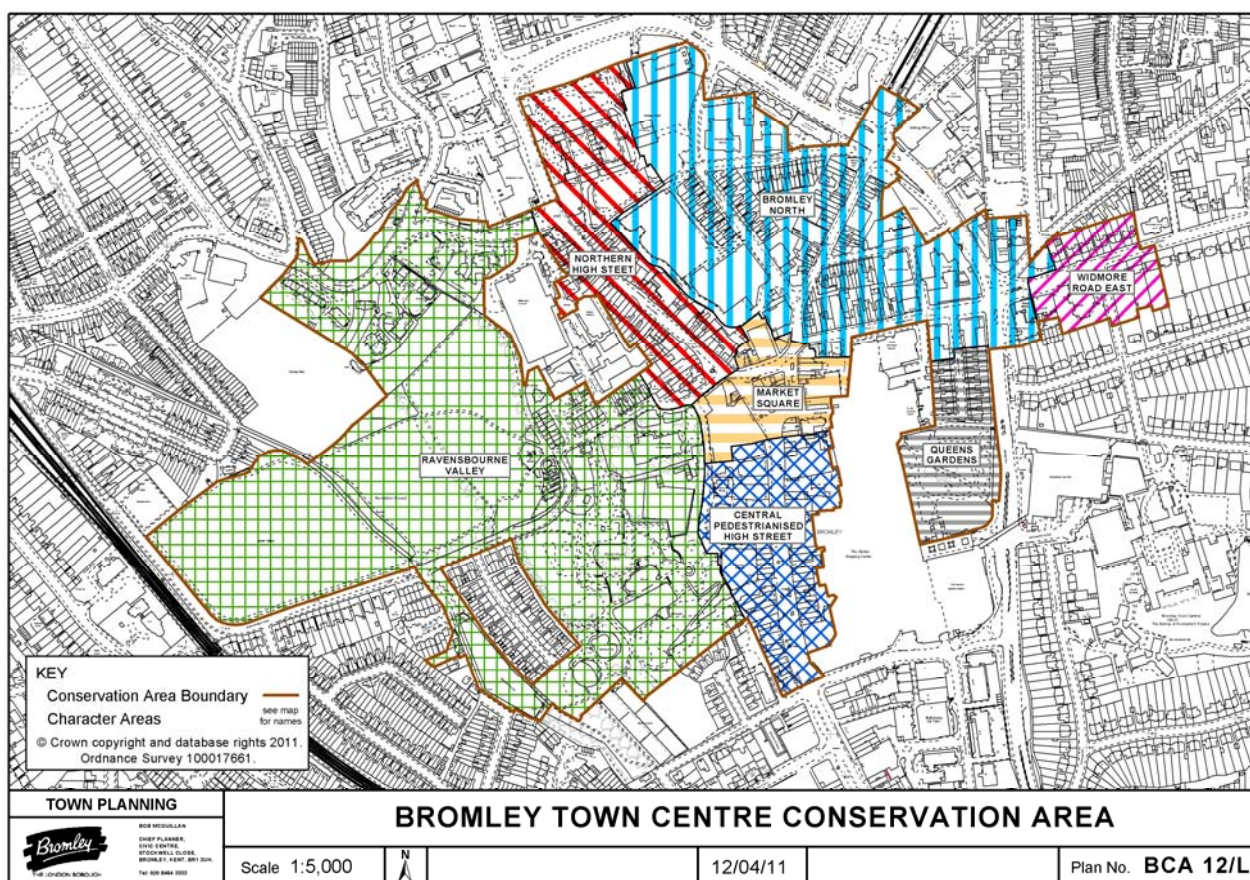


Figure 9: Character Areas

Central (Pedestrianised) High Street Character Area

The Central High Street Character Area extends from Elmfield Road in the south to Market Square in the north. This section of the High Street has a varied built character which is unified by the pedestrianisation of the street. The main pedestrian flows are from north to south whilst there is significant movement west to east from Neuwied Way through the Marks and Spencer store into the Glades shopping centre. Street trees are located at the southern end and street furniture is located along its length. A reproduction milestone is located outside 90 High Street adjacent to Ethelbert Road. The pedestrianisation of the High Street allows for regular themed markets.

Some buildings in this Character Area survive from the early 19th Century; these tend to be modest two storey structures with traditional detailing. The remaining buildings are a mixture of late 19th Century to early and mid 20th Century buildings. The former tend to be two and three storeys in height with narrow frontages following the traditional building plots with well detailed commercial facades in brick or faience. The western side of the High Street contains large plots with uncompromising modernist buildings built following the war. The Glades shopping centre which was finished in the 1990s has been integrated behind the existing buildings on the east side of the High Street with little impact on the street scene or grain.

At ground floor level, the properties contain shopfronts of various ages and designs. Most shopfronts are modern and are predominantly comprised of sheet glass and some have stallrisers. At first floor level, there is much variation. Some buildings have bays, some are Victorian terraces, some properties do not have a first floor level, some properties have a set back first floor and some of the more modern properties have a jettied first floor. The roof forms are varied and include flat roofs, gables, mansard roofs, modern roof forms, set back first floors. The predominant building materials are brick, concrete, timber and aluminium.

The view north up the High Street is terminated by the 1930s neo-Tudor building in the centre of Market Square. The view south from the High Street into Market Square is terminated by no. 20-25 Market Square. The view south down the High Street is terminated by nos. 76-82 High Street, a red brick neo-Georgian building, which also terminates the view West down Elmfield Road.

The character that the Council wishes to preserve in this character area is that of a fine grained traditional shopping street, with individual shop fronts retained.

Northern High Street and London Road Character Area

The Northern High Street and London Road Character Area runs from Market Square in the south to Bromley and Sheppards Colleges in the north. This section of the High Street is open to traffic and is narrower than the lower section of the High Street. This section of the High Street is a main vehicle thoroughfare through the town centre as it contains many bus routes and also leads to the A21 (Kentish Way) via Tweedy Road.

The majority of buildings in this character area date from the late 19th Century and the majority are three and half storeys in height with narrow frontages. A number of earlier buildings survive and are much lower timber framed two storey structures. This section of the High Street has not attracted corporate chain stores or much investment and consequently there have been few enhancements or restorations in recent decades.

The upper High Street character area is characterised by a variation in facades and roof forms. This is due to the fact that the plots within this section of the Character Area were developed and redeveloped at different times. The building materials are predominantly brick with some render and some timber.

Pedestrian flows tend to be linear along the High Street with the exception of a passage which gives pedestrian access from the eastern side of the High Street to Walters Yard and the Sainsbury's supermarket. Most of the rear elevations of the premises on the east side can be viewed from Walter's Yard and their irregular appearance contributes to the character of that space.

The High Street becomes London Road at the northern end of the character area. Bromley and Sheppard's College is located on London Road opposite the junction with Beckenham Lane. Bromley College is a Grade 1 Listed complex of buildings which dates from the seventeenth century and is enclosed within a red brick boundary wall consisting of two courtyards of residential accommodation and a chapel. The Grade 2 Listed Sheppards College is also located in this area and consists of a Victorian residential block. The gateway to the Colleges consists of iron gates hung on mitre topped piers marked 1666. The Grade 2 Listed Swan & Mitre Public House is located opposite the Colleges on the junction with Beckenham Lane.

The view north up the High Street is terminated by the Magistrates Court a modern brick building on the western side. The view south down the High Street is terminated by nos. 145-153 High Street. The view west along Church Road is one of the most important in the conservation area as the Church of St Peter and St Paul is framed by mature trees, a view which has changed little since mediaeval times.

The character that the Council wishes to preserve in this character area is that of a traditional shopping street, which is not dominated by large box illuminated signage and individual shop fronts.

Market Square Character Area

The Market Square Character Area links the northern and southern High Street character areas. The Market Square functions as a continuation of the pedestrian precinct with the exception of its northern side which is open to vehicular traffic. This section of road contains several key bus stops and is a busy through road.

The character of the Market Square is intimate and the buildings are typically 2-3 storeys. The square is dominated by the large 1930s locally listed neo-Tudor building in the centre, which replaced the Victorian Town Hall. This building is well detailed and its shopfronts share a common unified treatment of painted render pilasters and fascia.

A large mural representing the work of Charles Darwin locally is painted on the wall of 19 Market Square and is located adjacent to the locally listed water pump. A small portrait of HG Wells who was born in the vicinity of Market Square is also included on the mural.

The view south down the High Street from Market Square is terminated by numbers 145-153 High Street which comprises a low, wide, modern building. The view north from Market Square into East Street is terminated by no. 19 East Street, a landmark building which was originally built to house the Bromley Urban District Council and now houses an Estate agent.

The character that should be preserved in the Market Square is that of a market town with the appearance of single frontage shopfronts and non dominant signage.

Ravensbourne Valley Character Area

The Ravensbourne Valley Character Area is located on the western side of the Conservation area and encompasses the major thoroughfares to Shortlands of Church Road, Glassmill Lane and Beckenham Lane.

The gardens and grounds fronting Beckenham Lane are lined with mature trees and shrubs. A number of Victorian villas step down the hill from Bromley. These include Hill House, Pixfield Court, The Hollies, and no. 5 Beckenham Lane. Pixfield is a Grade 2 listed red brick Georgian house which is located on a bend. All the buildings here either adjoin or can be seen from Martins Hill.

Lower down Beckenham Lane on the edge of Shortlands Village is the Valley School, which is an Arts and Crafts building. Its playing fields and grounds behind extend the open character of the land back through to Martins Hill.

Church Road runs west from Market Square and at the top of Martin's Hill it becomes Glassmill Lane, which also sweeps down the hill into the Ravensbourne Valley at Shortlands. The entrance to Church Road is framed by the Partridge Public House and the flank of 178 High Street. Church Road has an open and semi-rural character. The churchyard on the south side is enclosed by a brick and flint wall with a lychgate. The Churchyard contains many monuments including those to Coles Child Senior and Junior. The church is constructed from flint and stone and is comprised of a mediaeval tower and 1950s nave. The view of the Church from the High Street, west along Church Road is one of the best in the Town centre.

The Church House Gardens are located on Church Road beyond the Grade 2* listed St Peter and St Paul Parish Church. The entrance to Church House Gardens is marked by a Victorian Lodge with piers and ornate gates. The view from Church Road towards Martins Hill is terminated by another Victorian lodge. A row of two storey Victorian cottages and shops are located on the northern side and the character is more varied.

St Pauls' Square contains a modern housing development which was built on the site of a Victorian vicarage. A small group of early houses survive in St. Paul's Square and are adjacent to a large house named "Wotton Hatch" which is now the rectory and thought to date from the early 19th century. Houses of this type, built for small country gentlemen, farmers and traders in the town market, are now rare survivors in the town centre.

Tetty Way runs south from Church Road, parallel to the High Street. Tetty Way provides service access into the rear of the High Street stores. Although these High Street buildings are large they are mostly well screened from view by the trees in Church House Gardens.

Martins Hill retains a semi-rural character and is a valued recreational asset to the town. At the top of the hill is the Grade 2* Listed War Memorial which is an obelisk flanked by the figures of Victory, Liberty and Peace. A Victorian lodge adjoins the park. The views out of the conservation area from Martins Hill to the valley below are of the stone buildings of the Grade 2 Listed water works and into Shortlands.

The wild broom, which grows on the upper slopes of Martin's Hill lends its name to the town. The Ravensbourne River which has been enclosed in a modern concrete culvert crosses the middle part of Martins Hill.

On the lower slopes of Martin's Hill the openness is preserved by the playing fields of Valley School which link through to Beckenham Lane. Glassmill Lane encloses the South side of Martins Hill and contains Victorian housing which overlooks the parkland.

The area where Glassmill Lane crosses the River Ravensbourne, the road branches south along the riverside to the old millpond. The millpond adjoins the extreme Western boundary of Church House Gardens and are of historical importance. The Grade 2 Listed weather boarded property at no. 19 Glassmill Lane is believed to have housed workers of the former mirror polishing mill that stood in this area and which lends its name to Glassmill Lane.

The War Memorial, Martin's Hill Lodge, the Churchill Theatre and the medieval parish church tower are local landmarks when viewed from within or across Shortlands Valley.

The character of this area that the Council wishes to preserve is the open/green and semi rural character.

Widmore Road East Character Area

The Widmore Road East Character Area is located on the eastern side of the Conservation Area. It extends east from the Kentish Way/ Tweedy Road Junction to 85 Widmore Road on the northern side and number 60 Widmore Road on the southern side. The western section of Widmore Road is located in the Bromley North Village Character Area.

The Bromley Baptist Church is located within the Bromley North Village Character Area. To the East of the church is No.1 Park Road is an attractive suburban villa with a painted stucco finish and curved dormers. On the opposite side of Park Road, on a triangular site to Widmore Road is 61 Widmore Road, a recent brick office building which reinterprets the adjoining buildings, borrowing from them features such as its cupola.

On the south side of Widmore Road on the junction with Tweedy Road stands the former police station, a locally listed Edwardian building in red brick with bow windows and dormers. Beside it is a new building and beyond this to the east is the First Church of Christ Scientist, a red brick building, which makes the transition from town centre to suburb.

At this point Widmore Road changes to a suburban road. On the South side, beyond St Blaise Avenue, are a row of modest, carefully considered Arts and Crafts houses in landscaped gardens. On the opposite side of the road there are tall stock brick Victorian villas.

The view into Bromley along Widmore Road shows a varied roofscape and street trees. The view is terminated by no. 9 Market Square and no. 1 East Street which are both former bank buildings. The tall chimneys and roofline of nos. 171-181 High Street are visible behind.

The character that the Council wishes to preserve in this area is that of a residential road on the edge of the Town Centre with elegant rows of houses either side of Widmore Road.

Bromley North Character Area

The Bromley North Character Area encompasses the northern side of Widmore Road from Market Square to the Junction of Tweedy Road and Kentish Way, Tweedy Road, East Street, West Street, South Street, Court Street and North Street.

Whilst Widmore Road is a long established route into Bromley its earliest buildings are mid Victorian. The north side of Widmore Road has a terrace of two storied stock brick buildings (nos. 1-21) all with shopfronts. No. 17 retains its original ornate shopfront with carved colonettes and mirrored soffit above the recessed door. Some shopfronts have been converted with folding doors or new fronts recessed behind balconies. On the south side near the junction with East Street are a number of well-detailed Victorian buildings including The Compass Public House which is an Arts and Crafts building which sits on the corner of Fyffe Way.

A large block of new development, which is part of the Glades shopping centre and the United Reform Church, is located on the southern side of Widmore Road adjacent to Fyffe Way. The former is a very large building, which has been carefully modelled with a distinctive roofline, and the latter is a red brick building incorporating attractive decorative brick and ironwork. These buildings add variety and quality to the street scene. Two adjoining modern buildings, which fail in this respect, are numbers 24-30 and 33-37 Widmore Road, both dating from the mid-late 20th Century.

Beyond Court Street, at the junction with Tweedy Road stands the Grade 2 Listed Town Hall Extension which is a 1930s neo Georgian building. The view across Kentish Way along the eastern part of Widmore Road shows a road lined with trees and substantial suburban housing. This distinction between leafy suburb and town centre is particularly important illustrating the difference in character between the two distinct land uses.

The Tweedy Road/Widmore Road junction is enclosed by a number of very important landmark buildings and has a spacious character. This area, however has a great deal of street clutter that detract from the attractiveness of this part of the conservation area. Many of the buildings in this character area form part of a civic node, which also extends into South Street. The former Town Hall which was opened in 1907 and the former School of Arts and Science buildings face one another across Tweedy Road. The Bromley Baptist Church is also included in this node. A pedestrian passage separates the former Library/Arts School building on the corner of Tweedy Road and Widmore Road from the adjoining Victorian building stock brick Baptist Church. This building is particularly important as it terminates the view up Tweedy Road from the South.

The civic node at the junction of Tweedy Road and Widmore Road also extends into South Street and Court Street which link back to East Street and Widmore Road respectively. These streets have a quiet and dignified character. The rear and flanks of the former town hall are visible from these streets. The original architecture is attractively detailed and carefully executed. Unfortunately mid-late 20th Century additions have not been to the same standard. That can also be said of Community

House (the former Magistrates Court) on South Street, a symmetrical neo-Georgian building that has been scarred by unsympathetic additions.

The Fire Station is located opposite the former Magistrates Court and is another Edwardian neo-Georgian building. The Fire Station terminates the view up Court Street from Widmore Road and complements the Town Hall and the former Magistrates Court civic grouping.

Further to the west, towards the junction with East Street, is a row of two storey stock-brick terraced cottages. These are of value historically in that one of them was once a school where H G Wells received his early education, and to the streetscape as their residential character adds welcome variety to the street scene in the core of the town centre.

East Street runs north from the junction of Market Square and Widmore Road then north east up to Tweedy Road and the corner of north Street. East Street was laid out in the mid 19th Century and is a narrow street with an assortment of Victorian commercial buildings and premises. Only two modern buildings (nos. 16-20 and 30-36) interrupt this Victorian character of stock brick buildings with traditional timber sash windows and tile or slate roofs. All of the other buildings contribute to the character and appearance of the area including the former Post Office, no. 19 (former Bromley Urban District Council offices), nos. 27 - 29 (former Drill Hall), Market Buildings, and the Railway Hotel.

The former post office building terminates views into Bromley although the junction is cluttered with signage and street furniture. Views out of Bromley from East Street terminate with an oblique view of Bromley North Station.

North Street runs west to east between West Street and East Street. The south side has modest two storey Victorian houses with canted bays and traditional sash windows; unfortunate alterations have marred some of these buildings. Its north side is all modern development. The view west is into College Slip and beyond which is a leafy passage of semi-rural character.

West Street runs north from its junction with East Street and becomes College Road where it meets North Street. The southern part of West Street, nearest the town centre, has two red brick buildings. However, this end of the street is dominated by two large modern buildings, the Sainsbury's Supermarket and nos. 2-12, the former is sympathetic in red brick and sports decorative panels of public art. The latter makes no contribution to the conservation area. The main part of West Street has modest two storey semidetached Victorian houses, many of which have been altered. College Road has a number of similar Victorian houses and the modern Methodist Church on the east side and on the west side is College Green with its mature trees and important glimpse views of Bromley and Sheppards Colleges beyond.

The character that the Council wishes to preserve in this area is that of a village atmosphere with fine grain retail and residential leading to a gateway containing civic buildings and a church at the Junction of Widmore and Tweedy Road.

Queens Gardens Character Area

The Queens Gardens Character Area is located to the east of the Glades Shopping centre and encompasses the Queens Gardens, Queens Road and is contained by Kentish Way to the east.

Queens Road is located to the south of Widmore Road and runs parallel to the Glades Shopping Centre and Kentish way. Queens Road is a remnant of the character of Bromley Town Centre prior to the construction of the Glades and Kentish Way. Queens Road contains pairs of two storey red brick Victorian houses with canted bay windows and ornate detailing. To the south end of the street lies Queens Gardens.

Queens Gardens is an important park linking the town centre and the civic centre. It was originally known as White Hart Field and was linked to Market Square by White Hart Slip. Today the Glades shopping centre is located over White Hart Slip but the right of way has been maintained. Queens Gardens has many mature trees and is enclosed to its west side by the understated rear elevation of the Glades shopping centre. The 18th Century gates that at one time served Plaistow Lodge remain in situ and are Statutory Listed Grade 2.

The Glades Shopping Centre is a substantial structure stretching south from Widmore Road to Elmfield Road. The building has been designed and detailed to complement the town centre with differing but harmonious treatments to the various parts. The building has been excluded from the conservation area but still has an impact on its character as its eastern elevation dominates the Queens Gardens.

Kentish Way is the by-pass for the town centre and links Masons Hill to the South to Tweedy Road in the north. It is flanked by a number of large trees at Queen's Gardens and provides a vista northwards which is terminated by the former Library and the Baptist Church.

The character that the Council wishes to preserve in this area is that of a quiet landscaped enclave with mature trees close to the busy shopping centre.

KEY VIEWS

A number of key views into and out of the Conservation have been identified and are included as figure 10. These include views from Martins Hill out to the Ravensbourne Valley, from Queens mead up to the Parish Church and other views within the Conservation Area.

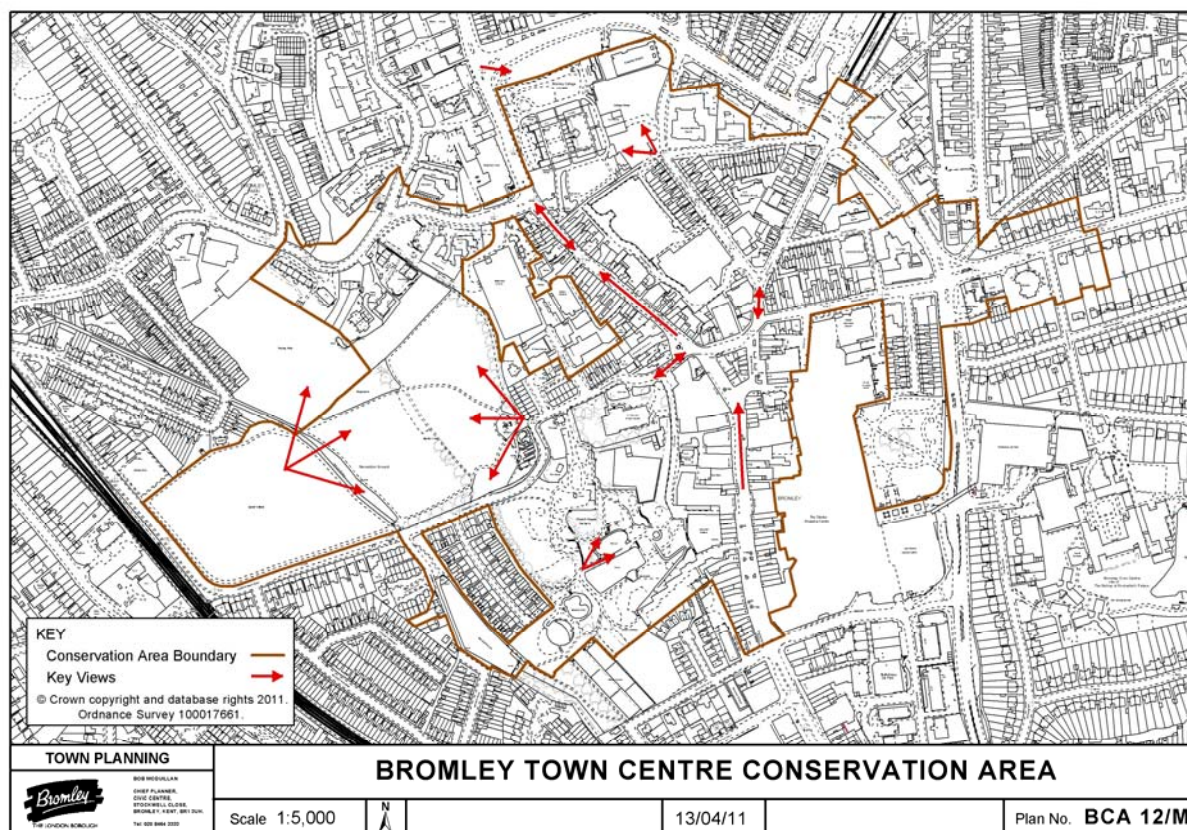


Figure 10: Key Views

2. Management Plan

Policies & Guidance

Any new development should have regard to national, regional and local planning policy. The following policies will assist the consideration of any applications required for planning permission or consent, which may impact upon the Conservation Area. They also provide guidance to property owners and others in encouraging approaches and methods, which will assist the conservation and enhancement of the character and appearance of the Conservation Area. The policies are supplementary to the more generalised heritage conservation objectives and policies detailed in the Borough's Unitary Development Plan and the Bromley Town Centre Area Action Plan. This document also reflects the government guidance given in Planning Policy 5 – Planning for Historic Environment published by the department of Communities and Local Government (DCLG) in 2010 and the Historic Environment Planning Practice Guide published by DCLG, English Heritage and the Department of Culture, Media and Sport in March 2010.

At the national level, the Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on the London Borough of Bromley to designate Conservation Areas in “*areas of special architectural or historic interest*”, and to formulate and publish proposals for the preservation and enhancement of its Conservation Areas. National policy for planning and the historic environment is set out in Planning Policy Statement 5 (PPS5) and the accompanying Historic Environment Planning Practice Guide.

Planning Policy 5 – Planning and the Historic Environment (PPS 5) was published in 2010 and is the Government's Planning Policy for the historic environment. Policy HE6 of PPS 5 states that all applications affecting heritage assets (including conservation areas) *'should be accompanied by a description of the significance of the heritage assets affected and the contribution of their setting to that significance. The level of detail should be proportionate to the importance of the heritage asset and no more than is sufficient to understand the potential impact of the proposal on the significance of the heritage asset. As a minimum the relevant historic environment record should have been consulted and the heritage assets themselves should have been assessed using appropriate expertise where necessary given the application's impact'*. These descriptions will be referred to in this document as 'Statements of Significance'. Policies HE9.2 and HE9.4 are also relevant to development within conservation areas and should be referred to when making applications.

At the regional level, policy 4B.11 of the London Plan: Spatial Development Strategy for Greater London states that *"The Mayor will work with strategic partners to protect and enhance London's Historic Environment"*.

At the local level, the policies saved in July 2009 from the London Borough of Bromley Unitary Development Plan (UDP) 2006 contains policy BE11 Conservation Areas which is as follows:

'In order to preserve or enhance the character or appearance of conservation areas, a proposal for new development, for engineering works, alteration or extension to a building, or for change of use of land or buildings within a conservation area will be expected to:

- (i) respect or complement the layout, scale, form and materials of existing buildings and spaces;*
- (ii) respect and incorporate in the design existing landscape or other features that contribute to the character, appearance or historic value of the area; and*
- (iii) 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.'*

Policy BE 12 of the London Borough of Bromley UDP is concerned with Demolition in Conservation Areas, Policy BE 13 is concerned with Development Adjacent to a Conservation Area and Policy BE 14 is concerned with Trees in Conservation areas.

Bromley Town Centre Area Action Plan

The Bromley Area Action Plan is scheduled to be adopted on at a Full Council meeting on 25 October 2010. The Conservation Area Statement expands upon and in some cases subdivides those character areas identified in the Area Action Plan which lie within the Conservation Area.

Preservation and Enhancement

The primary purpose of designation of a Conservation Area is to identify "*areas of special architectural or historical interest the character and appearance of which it is desirable to preserve or enhance*" [Section 69(1) of the Planning (Listed Building and Conservation Areas) Act 1990]. It is adopted policy of the Council "*to preserve and enhance the character or appearance of conservation areas...*". [UDP Policy BE.11]

This demonstrates a strong commitment to the conservation and enhancement of the character and appearance of designated conservation areas. The above statement defines that character and appearance, whilst the following policies and guidance provide more details as to how this may be achieved.

Threats

There are numerous potential threats to the character of the Conservation Area including:

- New out of scale development
- Economic recession resulting in vacancy and lack of maintenance of buildings.

The guidance in this document addresses these threats and if followed will lead to an enhancement of the area.

Demolition

Proposals for the demolition of structures within the conservation area will normally be assessed against the contribution of the structure in question and against Policy BE 12 of the UDP. This contribution could be on an individual basis or as part of a group of buildings. This will normally be assessed on a case by case basis in the context of specific circumstances.

Some buildings and structures are individually designated through statutory or local listing and these are strong contributors to the character and appearance of the Conservation Area. However, non-listing by no means implies that a building is non-contributory, and there should be no presumption of this. The character and appearance of a Conservation Area is frequently embodied in buildings, which are not in themselves exceptional, but are contributors to the Area's noteworthiness. A Heritage Statement as outlined in policy HE6 of PPS5 should be provided with any application for demolition in the conservation area. The Heritage Statement should outline the contribution that a building or buildings makes to the Conservation Area.

To avoid vacant or derelict sites and consequent uncertainty about the future of a site, demolition will not normally be permitted prior to secure commitment to a specific form of redevelopment. Where appropriate the use of legal or financial securities will be considered to ensure fulfilment of such commitments.

Siting of New Development

New buildings in a conservation area will normally only be considered:

- on a site created through demolition of an existing building;
- on a currently vacant plot; or
- as an additional building on a plot presently accommodating a building (where appropriate opportunities can be identified).

The characteristics of the relevant character area as described in the Appraisal section of this document should be a starting point for the conception of design concepts for any new development in the Conservation Area.

The established density and layout in the area will provide a guide to the appropriate scale and positioning of any new development. Insertion of new structures within already developed plots will generally require constraint in scale and careful positioning to ensure that they do not detract from the established character and appearance.

Layout

The siting and layout of new structures must be respectful of the character and appearance of the Conservation Area. This requires recognising and responding to the predominant scale, form and detailing of contributory buildings, and reflecting the bulk and spatial composition of structures and intervening spaces.

Spaces around and between buildings are often an important part of the character and appearance of an area, and the setting of principal contributory buildings. In particular in the town centre, the composition and relationships between buildings and open spaces (both public and private) is an important element of character and appearance. The conservation area contains numerous alleys, yards and slips. These are often representative of historic plot patterns and thoroughfares and it is expected that they are maintained to a reasonable standard. These alleys, yards and slips should not be closed off by new development that would obstruct permeability or negatively affect important views.

Design of New Buildings

Where new buildings are deemed to be appropriate, attention is required to ensure their compatibility with the Conservation Area, which should result in a positive contribution to the area both in its own right, and as an element in the urban form. As well as buildings, this relates to the spaces and relationships between buildings, and the treatment of the site and surroundings.

In particular, new buildings should not become dominant elements or overwhelm existing structures and spaces. For example, it is good practice for new buildings to keep within the typical height of existing buildings, ideally remaining slightly lower than adjacent buildings. Building frontages and bulk should be addressed similarly. Attention should also be paid to the articulation, fenestration and break up of existing buildings, and the scale at which this occurs, avoiding visual massing out of scale with established and contributory elements.

The adoption of scale, forms and materials characteristic of the Conservation Area is appropriate. (the underlying principles are similar to those relevant to alterations and additions, which are detailed below). However design which attempts "mock historic" replication of buildings from earlier eras is discouraged, as this lacks authenticity, dilutes the Area's significance, and can confuse interpretation of the Area's historical development. An exception may be justified where reinstatement of an important missing element of the built form will repair a jarring gap and can be based on detailed historical records. In these cases, clues to the building's more recent origins may be provided by restrained detailing and a date stone where appropriate.

It requires considerable design skill to introduce a building, which is recognisably and unashamedly new, yet respectful of and complementary to the character and appearance of the Area. Such a design challenge deserves the involvement of specialist, experienced professionals.

English Heritage and the Commission for Architecture and the Built Environment (CABE) have produced guidance entitled "Building in Context: New Development in Historic Areas" and it is available at <http://www.building-in-context.org> . Full use should be made of such resources and reference should be made any the Design and Access or Heritage Statement that accompanies an application.

Alterations and Extensions

The Conservation area is not a museum, but a living part of the urban area, particularly the central retailing and business functions. Changing business and administrative needs, lifestyles and expectations will result in pressure for adjustments to existing buildings to respond to this. Such modifications can frequently be achieved without diminishing the character and appearance of the Area, but care is required.

The Historic Environment Planning Practice Guide for Planning Policy Guide 5 (PPS5) provides guidance on the alteration of Heritage Assets. As Conservation Areas are considered to be Heritage Assets, the principles and guidance detailed in this document are also applicable to any building that within a Conservation area. The advice contained in the Practice Guide for PPS5 along with this Management Plan will be utilised when considering proposals to alter a building that is considered to contribute to the Conservation area.

Location and Form of Extensions

Extensions and additions should reflect the forms, materials, textures and finishes of the host building, along with the design philosophies underlying its style. These vary between individual buildings in this Conservation area, and will need to respond to the specific building. The proportions, positioning and integration of an extension to the host building should be designed to safeguard not only the building's contribution to the public realm, but its enduring value to the owner. It should not be so large as to dominate or compete in visual terms with the host building.

Materials and Methods

Materials utilised in additions and alterations should match those of the host building, by the reuse of reclaimed materials where possible, or by careful matching of new materials. Care should be taken with details such as the matching of brick bonds and continuation of stringcourses or lintels.

Shopfronts

Original shopfronts are very important to the character of commercial areas. Retention and reinstatement of original frontages and/or details will be strongly encouraged. Where introduction of new shop fascias is appropriate, the Council encourages these to be designed in a manner to enhance the street scene and to be no larger than those of neighbouring shops. Many retail chains have a corporate or house style. However, this approach will only be acceptable where it is in accordance with the design standards expected in the conservation area.

The installation of permanently fixed, or external steel roller shutters, deadens the streetscene and attracts graffiti. Where it is considered that security shutters are appropriate, Council strongly encourages the use of toughened glass. This minimises visual impact and maintains an active and interesting street scene, important to ensuring active pedestrian usage out of trading hours, with consequent security benefits.

Where security shutters are to be used, policy BE20 of the UDP requires that open mesh or lattice shutters are preferred as they allow a clear view into the shop and maintain a visible window display, and are considered to provide adequate protection to most shop fronts

As shopfronts are replaced, particularly in 19th century buildings, the Council will encourage enhancement through the reinstatement of traditional design elements, such as stall risers and pilasters of painted timber construction that are more appropriate to the age and form of the host building.

Policy BE19 of the Bromley UDP requires that all replacement shopfront proposals should be well-related to its context whether this is the host building, parade or wider street scene as a whole; of a high quality of design and use appropriate materials. Period design shopfronts and existing or original features are retained or reintroduced where appropriate. It also requires that deep or uninterrupted fascias, or those which extend above first floor level should be avoided and that stallrisers

should be provided, and are well-related in scale and height to the host and, where appropriate, neighbouring properties;

In addition, in Conservation Areas, the retention of shopfronts that contribute to the street scene even when the commercial use has ceased is required.

Exterior Details

Details characteristic of the building type and era should be retained wherever possible. Alterations to the exterior form and detailing of a contributory building should respond sensitively to the significant elements of the building. In particular attention should be paid to protecting and reflecting element of the original design detailing, such as chimneystacks, ridge tiles, lintels, and stringcourses. Every effort should be made to retain and repair such original details. Regular and timely maintenance is preferable to the difficulty and expense incurred by belated repair or, ultimately, replacement.

Windows and Doors

Original window and door proportions, materials and detailing should be retained. Repair of original joinery is desirable where practical, with any necessary new work matching in materials and detailing. Insensitive replacement doors and windows can seriously detract from the character of a building and, in turn, the conservation area.

Mass produced standard components (particularly those made in UPVC) can rarely reflect the carefully considered proportions and detailed mouldings of original doors and windows, and their use is discouraged. Whilst their installation may be cheaper, they are visibly inappropriate to a period building, and can seriously detract from the value of a property.

Dormers and Roof Lights

The desire to increase useable areas in a dwelling often lead to the conversion of attic and roof spaces into rooms. This results in the requirement for natural lighting where none, or insufficient, is available at present. The most common responses are to insert dormer windows into the roofline, or to install roof lights. The appropriateness of either approach will depend upon the individual circumstances of each building, and should not begin with a presumption that either approach will necessarily be compatible to a particular case.

Dormer windows are a component part of some architectural styles. However, in other cases the introduction of dormers will be inappropriate, particularly on prominent front or side rooflines. Close attention to the style of the host building can indicate whether appropriate opportunities exist. Where an opportunity is identified, the scale of a dormer should respond to traditional styles, usually requiring some restraint of the urge to maximise internal spaces to avoid adversely impacting upon the appearance of the building and Conservation area. If installation of dormers is appropriate, they should be set below the ridgeline of the host building.

Roof lights must be sited sensitively to avoid detracting from important views of the building. Where roof lights can be demonstrated to be compatible, they should be mounted flush with the roofline rather than in a raised box, which emphasises their presence. Normally, placement in rear elevations is preferable to the front elevation.

Satellite Dishes, Domestic Microgeneration Equipment and other Plant

The location and appearance of plant, extractors and other equipment such as satellite dishes on properties, should be carefully considered. All plant should generally be placed out of view from the public realm.

Satellite dishes must not be placed on a chimney, roof or wall that is visible from a highway. As such, any satellite dishes should be located in rear gardens or another service should be used. For further information on the regulations governing the size and location of satellite dishes see 'A householder's Planning Guide for the Installation of Antennas, including Satellite Dishes' produced by the Department of Communities and Local Government (2008).

Under the General Permitted Development (amendment) Order 2008, solar panels and solar thermal equipment are not permitted in a Conservation Area if they are to be installed on a wall forming the principal or side elevation of the dwelling house and would be visible from a highway or on a wall of a building within the curtilage of the dwelling house and would be visible from a highway.

More information about adapting to climate change and increasing energy efficiency can be found at www.climatechangeandyourhome.org.uk.

Hardstandings and Driveways

Frequently, proposals for hardstandings and driveways are generated by the desire to accommodate motor vehicles on the plot, or to increase the capacity for this use. This mainly occurs in the more residential areas on the fringe of the Conservation Area.

Recent changes to the General Permitted Development Order have restricted the amount of hard surfacing allowed within the curtilage of a dwelling house. Where that hard surfacing would exceed 5 square meters planning permission is now required unless that surfacing is made of porous materials which will allow for a better thought out landscaping scheme in front gardens incorporating hard standing and porous materials without diminishing the setting of the building or adversely affecting the character and appearance of the conservation area.

Where opportunities do exist, minimising the width of the opening in a front wall will reduce the impact upon the streetscene whilst retaining some screening of the front garden. Paving may be addressed as a component part of a comprehensive design treatment, so visually remains part of the garden, rather than appearing as an area deducted from it. Retention of border planting can avoid starkness caused by paving to wall or building edges.

Garages

In residential sections of the Conservation Area, the introduction of garages needs to be sensitive to the building forms of the area. In some situations, a single level wing at the side of a larger dwelling may fit the general form of development, whilst in others it may detrimentally alter the built form, such as by blocking openings

between buildings, which may be characteristic of the area. Traditional garages may be too small to accommodate modern vehicles. If enlargement or replacement can be sensitively achieved, it may be possible to borrow design elements from the original to retain compatibility. Rarely will enclosed parking forward of the primary frontage of the main building be appropriate or supported.

Trees, Gardens, Hedges

Established trees and gardens play an important contributory role to the character of most Conservation Areas. Within the Bromley Town Centre Conservation area the pockets of parkland and incidental trees and gardens are a vitally important relief to the intensive urban character of the town centre.

Changes of Use

The commercial centre of the Conservation Area is, by its nature, at the forefront of evolving demands and pressures for change. The challenge is to absorb change whilst retaining the essential character which links the centre with the richness of its past and sustains the spirit and identity of place.

The viability of a significant building's retention can sometimes be assisted through finding a new use which might return it to an economic function which can support maintenance, repair and conservation works. This must be balanced with other considerations, including the potentially reduced significance of a building, which no longer performs the role for which it was established.

Consideration also needs to be given to consequential pressures, which may flow from a change of use which may include the potential of increased demand for car parking, either on site or in the locality. On site parking can often impact adversely upon open spaces which are contributory to the character and appearance of the Area, such as through the loss of garden settings. Where parking is on street, the presence of many cars for much of the time can detract seriously from the appearance of an area.

Advertising and Signage

The Council wishes to ensure that businesses in the commercial sections of conservation areas are able to effectively advertise their goods and services. However, it also wishes to reduce the visual clutter that poorly designed, located or oversized advertisements can cause. Advertisements which are seen to detract from the character of the area will be resisted or made subject to discontinuance action where necessary.

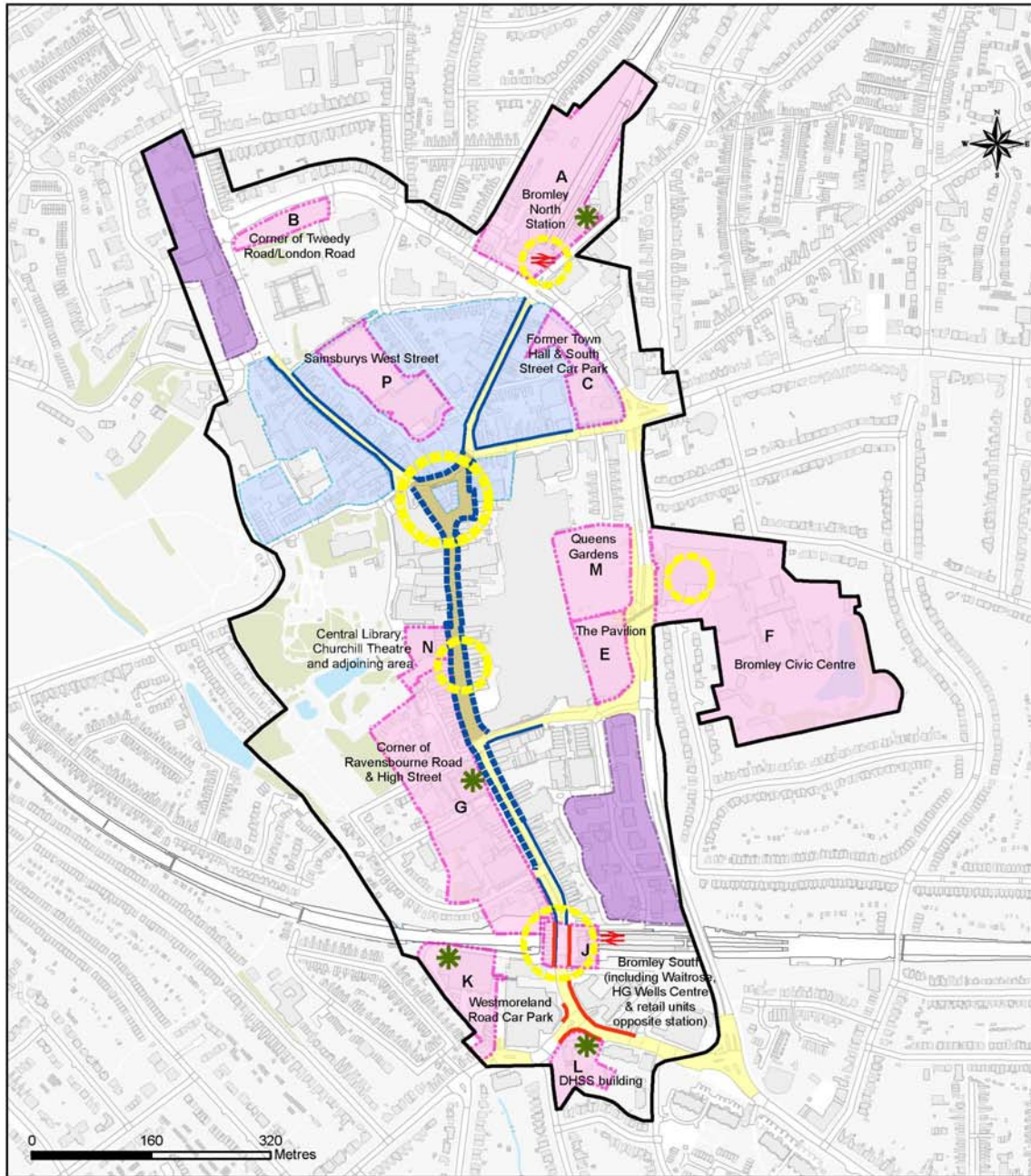
Retail units will often be able to make use of front window space and window fascias to advertise goods or services. A carefully designed and painted fascia, combined with a good window display is an excellent advertisement for a shop and will contribute to the character of the conservation area. Where this opportunity is available, the Council will normally resist the placing of advertisements on other parts of a building. The practice of painting out of shop windows as a form of display

or advertising is also discouraged, stifling the contribution which the display or goods and visibility of inside activity contribute to the overall sense of vitality and interest.

New and replacement signs should be designed in a way that minimises their impact: they should not be displayed at first floor level or above, especially on exposed flank walls. External illumination is preferred over internal illumination on traditional shopfronts. However, light fittings should be small and low key. New fascia signs should not exceed the depth of the fascia.

Within residential areas, every attempt should be made to keep advertising material to the smallest possible scale. Illuminated advertisements will not be acceptable in residential locations.

Bromley Town Centre Area Action Plan



Legend

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| <ul style="list-style-type: none"> Town Centre Boundary ★ Possible Locations for Taller Buildings — Land Safeguarded for Transport Schemes Retail Frontage — Primary Retail Frontage — Secondary Retail Frontage btc aap prop sites AAP 09 | <p>Improvement Areas</p> <ul style="list-style-type: none"> Business Improvement areas Improved Public Realm and/or building frontages North Village Area Improvement Pedestrian Area Improvement New / Improved public spaces | <ul style="list-style-type: none"> A Bromley North Station B Corner of Tweedy Road/London Road C Former Town Hall and South St car park E Pavilion F Bromley Civic Centre G West of High St J Bromley South K Westmoreland Road car park L DHSS building and Bromley Christian Centre M Queens Garden N Central Library / Churchill Theatre P Sainsburys, West St D Hill St car park (former opportunity site) |
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Data Source: Ordnance Survey / Bromley Borough Council / AECOM

Map Source: © OS Crown copyright. All rights reserved. London Borough of Bromley (LA100017661 2009).

● Last Updated: October 2009

Figure 10

An Area Action Plan (AAP) for Bromley Town Centre has been prepared and a submission document was published in November 2009 following public consultation. The AAP seeks to ensure that the town centre can accommodate future development requirements in order to maintain Bromley's competitive position. The Key Strategic Priorities of the AAP can be summarised as follows:

- Promoting more intensive forms of development in areas well served by public transport;
- Intensifying retails, services, employment, leisure and housing in town centres;
- Promoting use and improvements to public transport;
- Sustainable, safe and well designed development;
- Realising the value of open space;
- Promoting high quality architecture and design;
- Heritage Conservation (AAP 1.3: 2010)

A number of the proposed development sites are either in, or adjacent to, the Bromley Town Centre Conservation Area. Additional site specific guidance is provided below for a number of the opportunity sites. Where any of the proposals involve demolition of existing structures, their contribution should be addressed through a Heritage Statement as outlined in Policy HE6 of PPS 5.

Guidance contained in the AAP highlights key issues of:

- Permeability and attracting footfall to area,
- Active frontages to pedestrian routes,
- Building heights

The following site specific notes should be read in addition to the guidance given in the AAP:

Site A:

Site A is located adjacent to and including Bromley North Train Station which is a Grade II Listed Building. The station is currently poorly maintained, underused and not reaching its potential in terms of its contribution to the Conservation Area. Any development in site A should therefore include proposals to enhance this facility through repair of the building, forecourt improvements and upgraded passenger facilities.

Site B:

Site B is located on Tweedy Road adjacent to the Grade I listed Bromley College, and Grade II listed Sheppard's Colleges. As such, the impact of any development on the setting of the listed buildings is of primary importance. The relationship of any new development with Sheppard's College in particular should also be handled carefully, in terms of bulk, scale and proximity. Any proposed development should also include a visual assessment showing the impact of the development on views into and out of the Conservation Area.

Site C:

Site C includes the Grade 2 Listed former Town Hall building and the South Street Car Park. Any proposals to reuse the Grade 2 Listed Town Hall should be sympathetic to the internal and external fabric and features of the structure. As such, only uses that can be proven not to damage the special interest of the Listed Building will be considered.

Sites G, H and N:

Sites G, H and N comprise the western side of the High Street and reaches from the Churchill Theatre south to Bromley South Station.

Sites N and part of G are located within the Conservation Area. As such, redevelopment may include the demolition of a number of structures south of the Churchill Theatre. Therefore, a Heritage Statement should also be provided with any proposal to develop this area, this assessment would allow for the contribution of the existing structures to the conservation area to be fully understood.

Site M:

Site M comprises the Queens Gardens a public open space on the eastern side of the conservation area. In addition to the guidance contained in the AAP, measures should be taken to protect the listed iron gates to the southern section of Queen's Gardens as well as the openness of the park.

Site P:

Site P comprises the Sainsbury's building and is near the oldest part of the Bromley Town Centre. Development must integrate with surrounding properties, complement the existing character of the Bromley North Village, improve views from adjacent rear elevations, upgrade the site perimeter and create better pedestrian flows to the town centre. As such, any development proposal should be accompanied by sufficient contiguous elevations in order to assess the impact on adjacent historic buildings.

Enhancement Action by the Council

The Council has a diverse variety of statutory and administrative responsibilities, which can impact in a variety of ways upon the integrity and vitality of the conservation area. Street works, traffic management and placement of infrastructure components will attempt to reconcile conservation area objectives with wider functional objectives.

The Council owns or manages a number of properties within the conservation area, and as a responsible landowner and manager will attempt to pursue the objectives for the conservation area outlined in this document as part of its responsibilities.

Advisory Panel for Conservation Areas

The Council will ensure that development control in conservation areas is undertaken with care and sensitivity to the character and appearance of the area. This is achieved by referring applications to the Council's Conservation Officer, Tree Officers as appropriate and the Advisory Panel for Conservation Areas (APCA). The Advisory Panel for Conservation Areas consists of independent representatives of relevant professions (such as architecture & town planning) and interest groups such as Local Civic Societies and Residents' Associations. Each conservation area is entitled to an APCA representative, usually nominated by the local residents' association.

Contact Us

If you have a wider planning or conservation problem or you need help or advice, let us know. We will try to resolve problems as quickly as possible.

There is further advice about what to do if you have a problem or a complaint in the leaflet "**Getting it Right**" which is available at the Planning and Engineering Reception in Bromley Civic Centre; Telephone 020 8313 4595.

If you have a conservation area question or wish to make a development proposal in a conservation area, the Council will be happy to advise you on an individual basis. For further assistance, please contact:

Renewal and Recreation Department
London Borough of Bromley
Civic Centre
Stockwell Close
Bromley
Kent BR1 3UH

For advice or information on **Listed Buildings, Locally Listed Buildings and buildings in Conservation Areas:**

Conservation Officer	020 8461 4664
Conservation Officer	020 8313 7532

For advice or information on **planning applications and policy** in this conservation area:

Development Control	020 8313 4956
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For advice on **trees or landscape** in this conservation area:

Principal Tree Officer	020 8313 4516
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For advice on **environmental improvements** and **enhancement projects:**

Urban Designer	020 8313 4573
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Other Useful Contacts

ENGLISH HERITAGE

The Government's adviser on the historic environment

1 Waterhouse Square,
138 - 142 Holborn
London
EC1 2ST

Telephone: 0870 333 1181

Email: customers@english-heritage.org.uk

Website: <http://www.english-heritage.org.uk/>

DEPARTMENT OF COMMUNITIES AND LOCAL GOVERNMENT (DCLG)

The Government Department with responsibility for planning

Eland House
Bressendon Place
London
SW1E 5DU

Telephone: 0303 444 0000

Email: contactus@communities.gov.uk

Website: <http://www.communities.gov.uk/>

THE TWENTIETH CENTURY SOCIETY

70 Cowcross Street
London
EC1M 6EJ

Telephone: 020 7250 3857

Email: coordinator@c20society.org.uk

Website: <http://www.c20society.org.uk/>

THE VICTORIAN SOCIETY

(A charity promoting the retention and appreciation of Victorian buildings)

1 Priory Gardens
Bedford Park
London
W4 1TT

Telephone: 020 8994 1019
Email: admin@victoriansociety.org.uk
Website: <http://www.victoriansociety.org.uk/>

SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

(A charity providing advice on the repair and restoration of old buildings)

37 Spital Square
London
E1 6DY

Telephone: 020 7377 1644

Telephone Technical Enquiries
Technical Advice Line:
Monday, Tuesday, Thursday and Friday
(9.30am - 12.30pm): 020 7456 0916

Wednesday
(9.30am - 12.30pm): 020 7043 1075

Email: info@spab.org.uk
Website: <http://www.spab.org.uk/>

BROMLEY CIVIC SOCIETY

Website: <http://www.bromleycivicsociety.org.uk/>