



4.0

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 believes 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 4,000 sq m (gross) additional leisure floorspace
- Around 3,500 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.

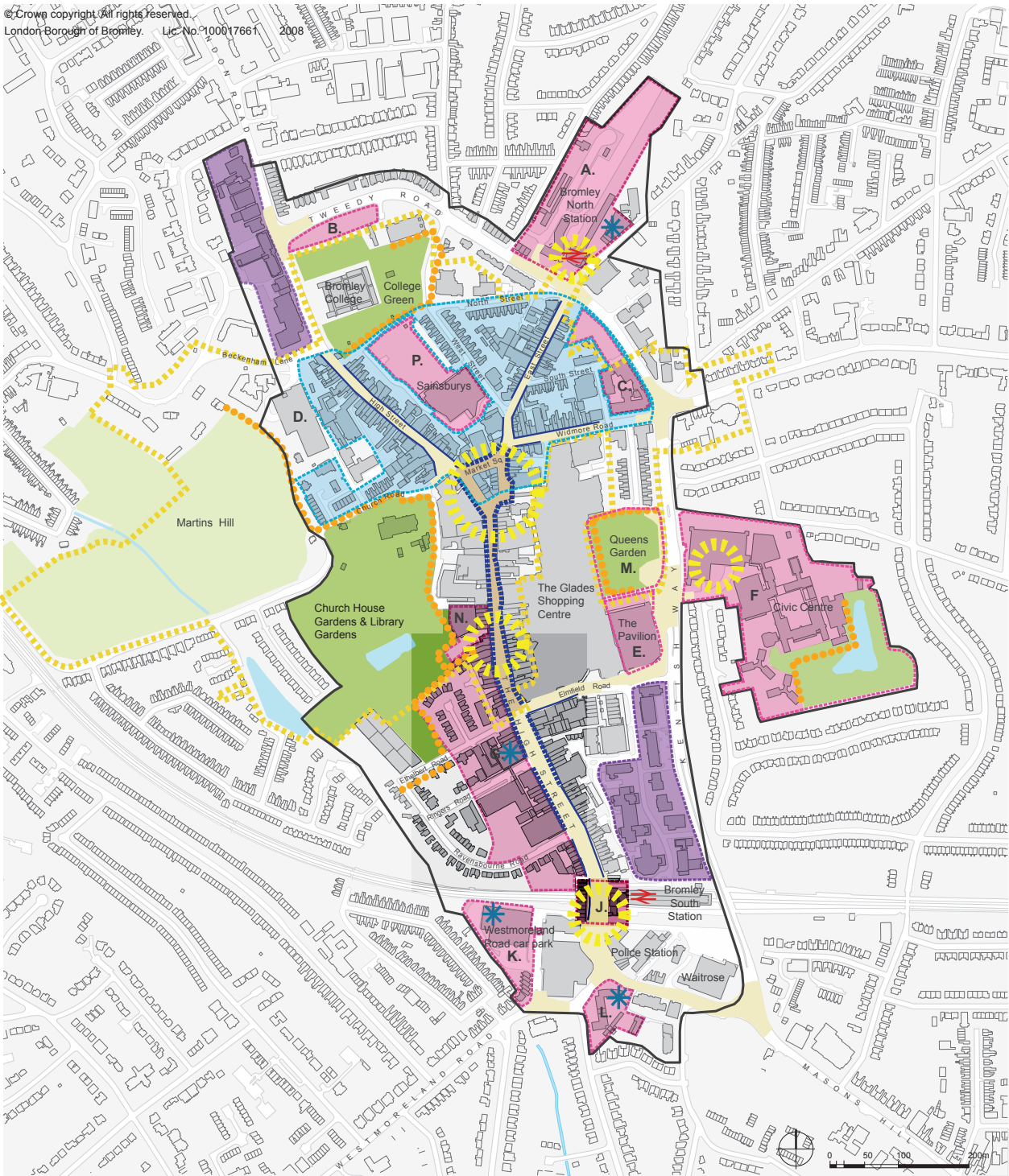
Proposals for development of other sites within the town centre will be considered against relevant planning policies and the cumulative impacts of development taking into account the Opportunity Sites identified in the AAP.

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))