

## Policy BTC17 Design Quality

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

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

The Council will require new development to:

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

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

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

## 4.7. Design and the Public Realm

### Design Quality

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

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

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

## Public Realm

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

## Policy BTC18 Public Realm

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

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