

# Bromley Town Centre Area Action Plan





Foreword by Cllr Stephen Carr, Leader

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## Foreword



The adoption by the Council of the Bromley Town Centre Area Action Plan marks an exciting and challenging period in the development of the Town. The AAP will provide a strategic planning framework for development, which will ensure a

long term viable and sustainable future for the Town.

The Area Action Plan (AAP) aims to strengthen the town's competitive standing whilst delivering benefits to the community, identifying specific sites for mixed use redevelopment and ensuring the delivery of supporting infrastructure.

The Council has been committed to involving the community in helping to identify the best possible solutions for the town's strategic development.

Since 2005 there has been extensive engagement with key local stakeholders, businesses and other agencies in addition to two public consultation exercises. Together with technical testing, this participation has helped the Council to develop different approaches to managing change in different parts of the town centre. Sensitively integrated improvements in the Bromley North Village area, for example, will reflect and emphasise the value of its historic buildings while the southern part of the town will embrace more comprehensive change to enable larger scale commercial and cultural uses. While there may be opportunities for the development of taller buildings in some areas, the Council is committed to ensuring that the height and density of new development is, wherever possible, kept to a minimum.

All new development will be required to be of the highest quality and have the least possible impact on the environment and existing community. Development will be accompanied by the timely

provision of community infrastructure - space for new health facilities, contributions to education, highway and traffic improvements – which will, together, help bring the greatest possible benefits to the local community as well as providing an environment in which new enterprise can flourish.

The key proposals will be sequenced over a period of 15 years and the Council will work with stakeholders on specific sites. The current state of the construction industry has a bearing on delivery but we will expect landowners to work with the Council on land assembly to gain mutual benefit from development schemes. The Council is prepared to use compulsory purchase powers to assist with site assembly in view of the need for a comprehensive approach to the renaissance of the town. The process of driving development after land assembly will involve feasibility and design work, further public consultation and planning permission, traffic orders, infrastructure works and a construction programme.

The AAP is an important step in delivering our shared vision for the town centre and I hope that everyone with an interest in the future of Bromley Town Centre

A handwritten signature in black ink that reads "Stephen Carr". The signature is fluid and cursive, with a long horizontal stroke at the end.

Councillor Stephen Carr  
Leader



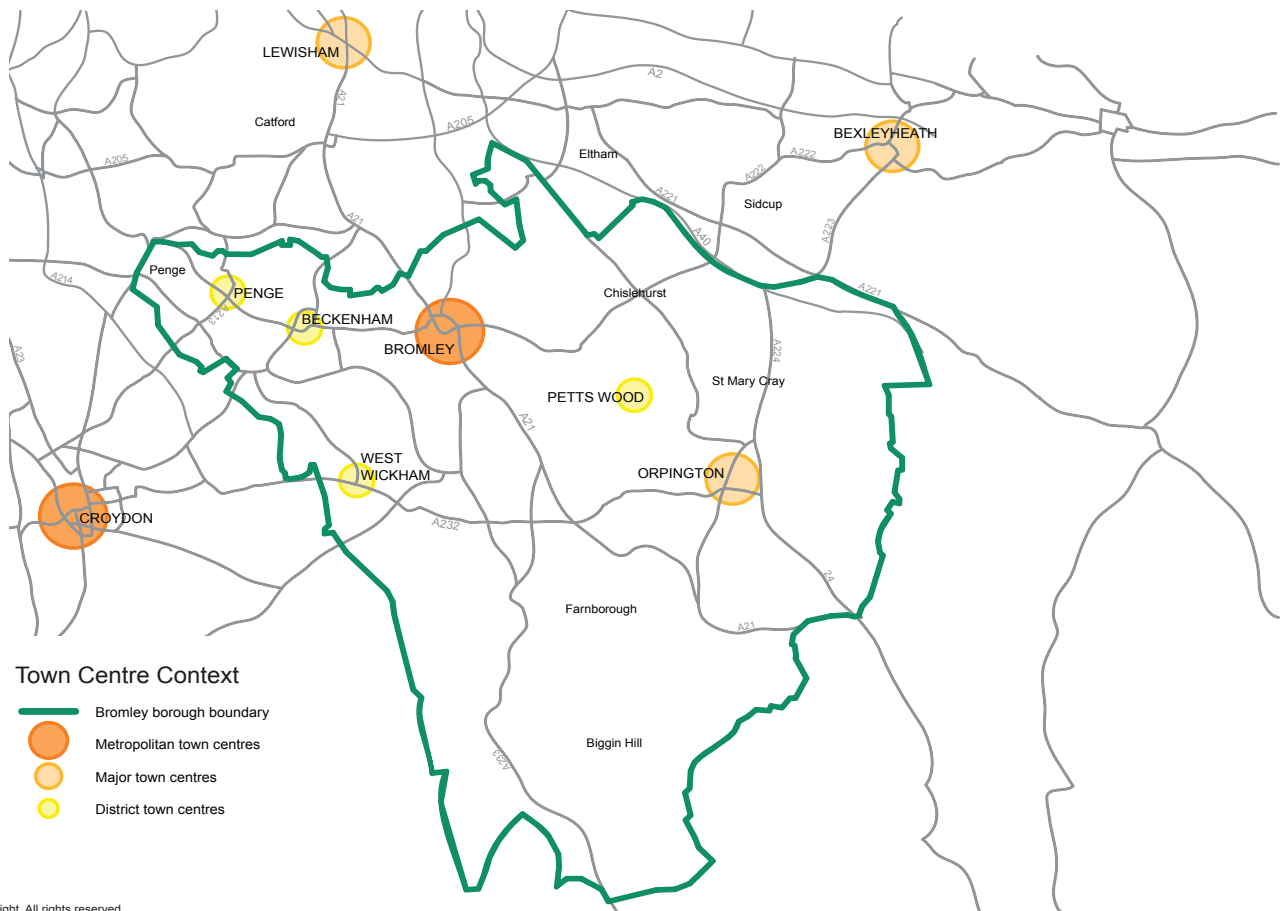
## Introduction

### 1.1. Purpose of the AAP

- 1.1.1 The AAP sets out the Council’s vision for the town centre together with objectives, policies and proposals to guide future development and change. It seeks to enhance Bromley’s character and environment and to promote sustainable development which will improve the quality and range of facilities and services available to residents and businesses.
- 1.1.2 Bromley Town Centre provides employment, retail, services and leisure opportunities for a large number of people and will play an important role in accommodating future development requirements within the Borough. The AAP seeks to ensure that the town centre can accommodate future development requirements in order to maintain Bromley’s competitive position, whilst at the same time respecting the character of the town centre. Some parts of the town centre are in

need of revitalisation and the town centre also offers significant opportunities for new development. Other areas, including Bromley North Village, contain buildings of heritage importance such as Bromley College and the Bishops Palace. These building together with the parks and open spaces have significant cultural and environmental value which must be enhanced for future generations.

- 1.1.3. The AAP provides the framework for managing development and change over the next 15 years. In line with planning guidance, it draws together a land use planning framework for areas where significant change or conservation is required in order to achieve town centre renewal. It identifies the distribution of land uses and their inter-relationships, including site specific allocations and identifies how these proposals will be implemented.



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Diagram 1.1 Context

## 1.2. Policy Context

- 1.2.1. Preparation of the AAP has taken into account national, regional and local planning policies. A summary of relevant planning policy documents is set out in Appendix 1.
- 1.2.2. The Planning and Compulsory Purchase Act 2004 introduced major changes to the way the development plan system operates. It requires the eventual replacement of the Council's Unitary Development Plan (UDP) which was adopted in July 2006 by a new Local Development Framework (LDF). The LDF will comprise a number of Local Development Documents (LDDs), including Area Action Plans (AAPs). Planning Policy Statement 12 (PPS12): Local Spatial Planning sets out the Government's policy on the LDF process. It seeks to ensure place shaping and the delivery of land uses and associated activities are placed at the heart of local planning.
- 1.2.3. Bromley Council is required to draw up a Local Development Scheme (LDS) which sets out how the LDF will be developed over a 3 year period (and beyond). Preparation of the AAP is being brought forward in advance of the Core Strategy because of the need for a comprehensive framework for dealing with development proposals in the town centre. It will be informed by saved UDP policies and will feed into preparation of the Core Strategy.

### National Policy

- 1.2.4. National Planning Policy Guidance promotes high quality and sustainable development. Sustainable communities require sufficient quality housing to meet the needs of the community, a flourishing local economy supported by adequate infrastructure, a high quality safe and healthy environment and the amenities and facilities required to support a diverse and vibrant local community.
- 1.2.5. PPS6: Planning for Town Centres has been a key document in planning for the growth and development of Bromley Town Centre AAP. The Council has followed

the requirements set out in PPS6 to:

- assess the need for further main town centre uses and ensure there is capacity to accommodate them;
  - focus development in and plan for the appropriate expansion of the town centre and identify suitable development sites;
  - identify the appropriate scale of new development;
  - ensure retail expansion is linked to sustainable transport capacity improvements and that locations are accessible
  - promote town centre management, improve and maintain the town centre and manage the evening economy;
  - apply the sequential approach to site selection;
  - assess the impact of development on existing centres; and
  - regularly monitor and review the impact and effectiveness of its policies for promoting vital and viable town centres
- 1.2.6. The Government recently published a consultation document on revised PPS 6 - Planning for Town Centres (July 2008), succeeded by PPS4 (Planning for Sustainable Economic Growth, Dec 2009). This document seeks to strengthen the policy guidance to ensure positive planning for town centres. Planning authorities will be required to assess the impact of development taking account of a broad range of factors from retail diversity to job creation and regeneration and to take account of scale, impact and accessibility considerations as well as the sequential approach in selecting sites for development in development plans. The revised PPS6 will strengthen the importance of planning for sustainable economic growth and the need for flexible policies which are responsive to change whilst taking into account Regional Economic Strategies when planning for town centre uses.



### Regional Policy

- 1.2.7. The Consolidated London Plan (2008) provides the regional planning policy context. The Plan promotes a strong and diverse economy which will have long-term sustainability.
- 1.2.8. The Consolidated London Plan designates Bromley as a Metropolitan Centre and requires local policies to exploit and enhance the town centre’s accessibility, provide for a full range of town centre functions and sustain and enhance vitality and viability. It highlights the need to ensure capacity is available within town centres to accommodate increased demand for retail, leisure, community and business services in order to meet the needs of a growing population.
- 1.2.9. Key strategic priorities of relevance to future development in the town centre may be summarised as follows:
  - Promoting more intensive forms of development in areas well served by public transport
  - Intensifying retail, 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
- 1.2.10. Particular emphasis is placed in the London Plan on ensuring that development proposals achieve the highest possible intensity of use compatible with local context, design principles for a compact city and public transport capacity. The London Plan states that Boroughs should adopt the residential density ranges set out in the Consolidated London Plan Density Matrix. As a Metropolitan Centre, Bromley is classified as a central location where higher densities will be promoted.

- 1.2.11. The South London Sub-Regional Development Framework (SRDF) (May 2006) provides the development framework for South London including Bromley. The SRDF identifies as a strategic priority the promotion and intensification of retailing and other uses in town centres, including opportunities for mixed-use development. It encourages Boroughs within the sub- region to consider how they can consolidate and enhance their town centres to meet increased retail capacity and additional housing.
- 1.2.11. Preparation of the AAP has also taken account of relevant development plan policies and proposals in adjoining Boroughs and proposals for development in Croydon and Lewisham Town Centres.

### Local Policy

- 1.2.12. The AAP is part of Bromley’s statutory development plan along with the Unitary Development Plan (UDP) (July 2006) and the London Plan. The UDP was adopted in July 2006 and under the Planning and Compulsory Purchase Act, the policies were saved for three years. In July 2009, a Direction was received to allow further retention of most of the policies until they are superseded by new policies in forthcoming DPDs.
- 1.2.13. The Core Strategy is a mandatory DPD that will set out the overall context for future development and growth for Bromley, including a Borough wide Spatial Strategy, and a number of Core Policies. Until the formal adoption of the Core Strategy DPD, the saved UDP policies will continue to be the statutory planning document for development control purposes.
- 1.2.14. UDP policies collectively aim to:
  - Ensure high quality development through good and inclusive design and the efficient use of resources;
  - Contribute to economic development;
  - Protect and enhance the natural and historic environment;
  - Ensure that development supports

existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all;

- Promote the use of more sustainable transport modes and to allow for lower levels of off-street parking in association with new development particularly in locations accessible by public transport.

1.2.15. The UDP highlights the key role of vital and viable town centres in creating sustainable communities. It recognises that the growth and development of existing centres should be carefully planned and development should be focussed to encourage a wide range of services in a good environment which is accessible.

1.2.16. The AAP is in full accordance with the vision and objectives set out in the Sustainable Community Strategy for improving quality of life in the Borough (Building a Better Bromley- 2020 Vision (March 2009)) which has been prepared by the Bromley Local Strategic Partnership (LSP), a broad-based partnership of local organisations representing residents and the public, private and voluntary sectors of Bromley. The strategy sets out a shared long term vision for a strong, prosperous and sustainable borough which will be widely recognised as one of the best London boroughs to live in by 2020. The key objective is for the Borough to have a high and improving quality of life where people will choose to live, study and do business; everyone has fair opportunities; people have pride; public services are efficient and effective and what is done locally is sustainable for the future wellbeing of the community. The Bromley Town Centre AAP builds upon these policy objectives to enhance the role of the town centre and its contribution to the local community and its economy. It will have a key role in delivering the Sustainable Community Strategy.

### The Sustainable Community Strategy

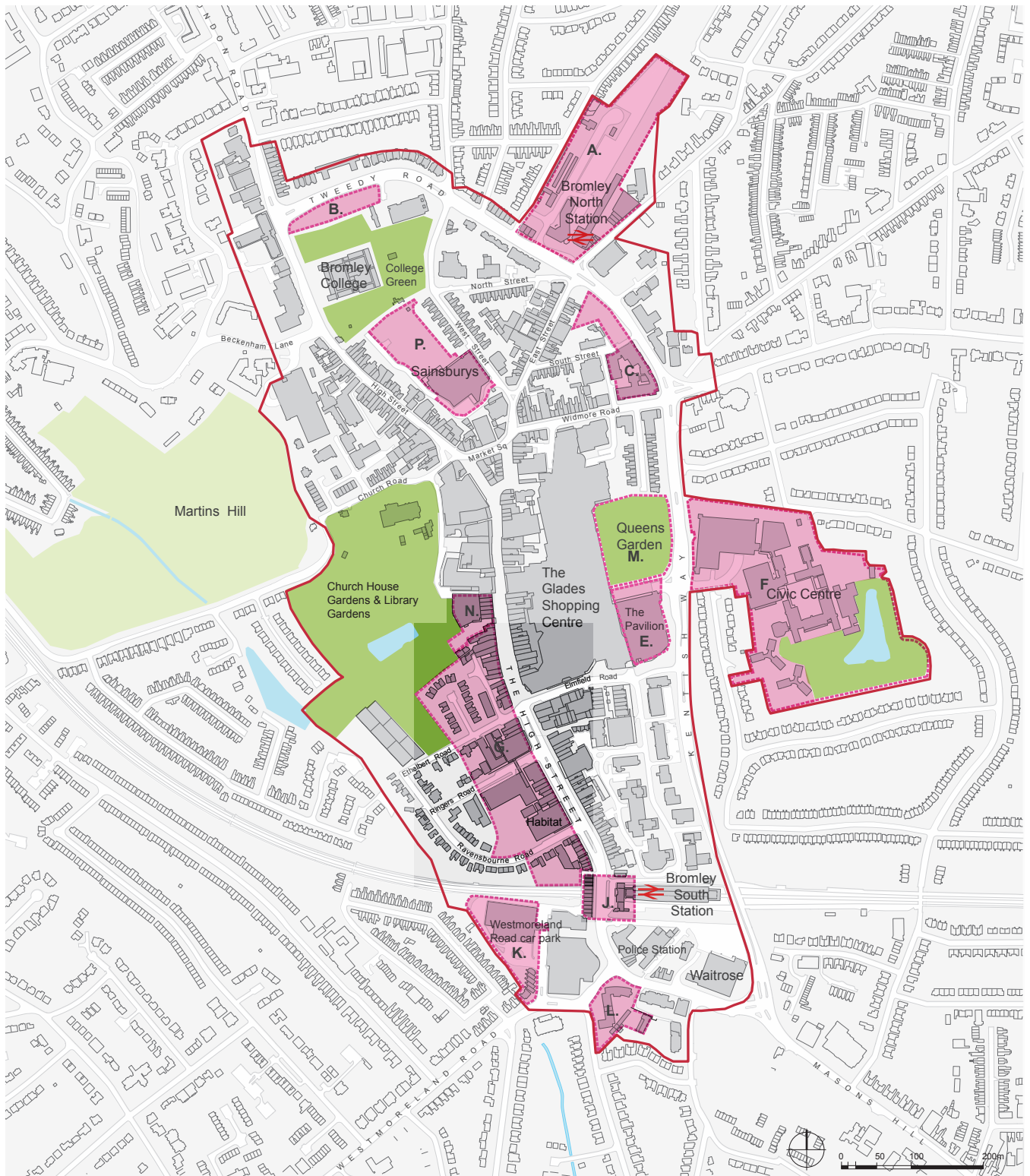
1.2.17. The AAP is in line with the vision and objectives set out in the Sustainable Community Strategy for improving quality of life in the Borough (Building a Better Bromley- 2020 Vision (March 2009)) which has been prepared by the Bromley Local Strategic Partnership (LSP). The strategy sets out a shared long term vision for a strong, prosperous and sustainable borough which will be widely recognised as one of the best London boroughs to live in by 2020. The Sustainable Community Strategy (Building a Better Bromley) is summarised in Appendix 1. The Bromley Town Centre AAP builds upon the objectives of Building a Better Bromley and seeks to enhance the role of the town centre and its contribution to the local community and its economy. The AAP will have a key role in delivering the Sustainable Community Strategy.

### Links with Emerging Core Strategy

1.2.18. Bromley Council has begun preparation of the Borough-wide Core Strategy and this document will ultimately replace the existing UDP. While the AAP is being brought forward ahead of the Core Strategy, which will set the strategic policies for the borough.

1.2.19. Furthermore, the evolution of the AAP since 2004 has resulted in extensive public participation and as a result has raised expectations for the early adoption of policies and development guidance for the town centre. The AAP meets a current and defined need and to lose impetus now by waiting for the Core Strategy is likely to result in lost opportunities for renewal of the town centre.

1.2.20. The outcomes of the Core Strategy process will inform the monitoring and subsequent review of the AAP.



### Town Centre Area Action Plan Location

- AAP / town centre boundary
- Opportunity sites

Diagram 1.2 Area covered by the AAP

### 1.3. Sustainability Appraisal

- 1.3.1. The AAP is accompanied by a Sustainability Appraisal (SA), which assesses the likely social, economic and environmental effects of the plan. The SA has been an integral part of preparation of the AAP to ensure that necessary mitigation measures are incorporated to minimise the impacts of proposals. The SA builds on the earlier SA prepared at the Preferred Options, Revised Preferred Options and Consultation Draft Stages and incorporates the responses to consultation on both these documents.
- 1.3.2. The findings of the SA indicate that overall the proposals set out in the AAP will have positive social and economic benefits and that the environmental impacts can be successfully mitigated through appropriate measures such as the implementation of a comprehensive transport strategy, protection and enhancement of the historic and natural environment and public realm improvements. These mitigation measures are set out in the AAP and it will be necessary to demonstrate that the necessary mitigation measurements can be secured before any development proceeds.

### 1.4. Equalities Impact Assessment

- 1.4.1 The AAP is accompanied by an Equalities Impact Assessment (EqIA), which assesses the likely effects of the plan on equalities issues. The EqIA has been an integral part of preparation of the AAP to ensure that necessary measures are incorporated to address equalities issues and to minimise the impacts of proposals.



## 2.0

### Context and Issues

## 2.1. Bromley Town Centre Today

2.1.1. Bromley Town Centre's retail and leisure offer has declined in recent years and technical studies and consultation with key stakeholders during preparation of the AAP have both highlighted the need to enhance the quality of the town centre. Change is therefore required if the town centre is to realise its full potential and provide a more attractive place to shop, work, live and visit, whilst protecting the essential character of the historic parts of the town.

### Historical Development

2.1.2. Bromley's historical development has played a very important part in establishing its character. Bromley has a very strong architectural heritage which is reflected in and around the designated conservation area in the north and central parts of the town centre. There are a number of listed and locally listed buildings, along with key public open spaces. Whilst the buildings of heritage importance contribute to the character of the town centre, there are a number of poor and under utilised buildings and a lack of distinctive landmark buildings which have an adverse effect. The boundary of the conservation area is illustrated in Diagram 2.1.

### Issues

The protection and enhancement of features of heritage importance in particular Bromley North Village, the Conservation Area and listed buildings through the sensitive design of new development.

The capacity of the town centre to accommodate new development whilst protecting residential amenity and the character of the historic parts of the town centre.





### Bromley Town Centre

### Historic Context

- Listed buildings or locally listed buildings
- Buildings considered of townscape value
- Conservation area boundary
- Existing open space

- Distinctive building group

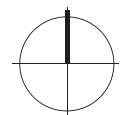


Diagram 2.1 Historic Context of Bromley Town Centre

## Retail

- 2.1.3. Bromley performs an important role as a metropolitan centre and is a principal shopping centre in Greater London. Bromley's primary function is as a comparison goods shopping destination and the town centre has two managed shopping centres, namely The Glades and The Mall.
- 2.1.4. There has been little new retail development since the completion of The Glades in 1991 and with the recent closure of two department stores, the Council is concerned that the town centre may be losing its attractiveness to shoppers in the face of the expansion of competing centres.
- 2.1.5. Recent research undertaken by DTZ on behalf of the Council (April 2009) indicates that Bromley has slipped down the ranking of retail centres and is now 33rd out of 2000 centres which represents a drop of 4 places.
- 2.1.6. There has been a decline in retailer requirements which coincides with the economic downturn but Bromley Town Centre's score in terms of requirements has fallen sharper than other similar centres. Croydon is ranked 24th, up seven places over the same period (Venuescore ranking, 2008) and the slippage in ranking that indicates retailers and investors are looking at competing centres instead. This shows that Bromley Town Centre still needs to remain competitive in terms of retailing even in the current economic climate.

- 2.1.7. The retail sector plays an important role in maintaining a healthy local economy and is a major contributor to the local employment market. The promotion of retail development will assist in strengthening the range and type of jobs available in the retail sector.

### Issues

The recent loss of two of the town centre's three department stores and the need to attract major retailers into the town centre to maintain its competitive position by increasing the capacity and quality of the retail offer.





## Employment and Economy

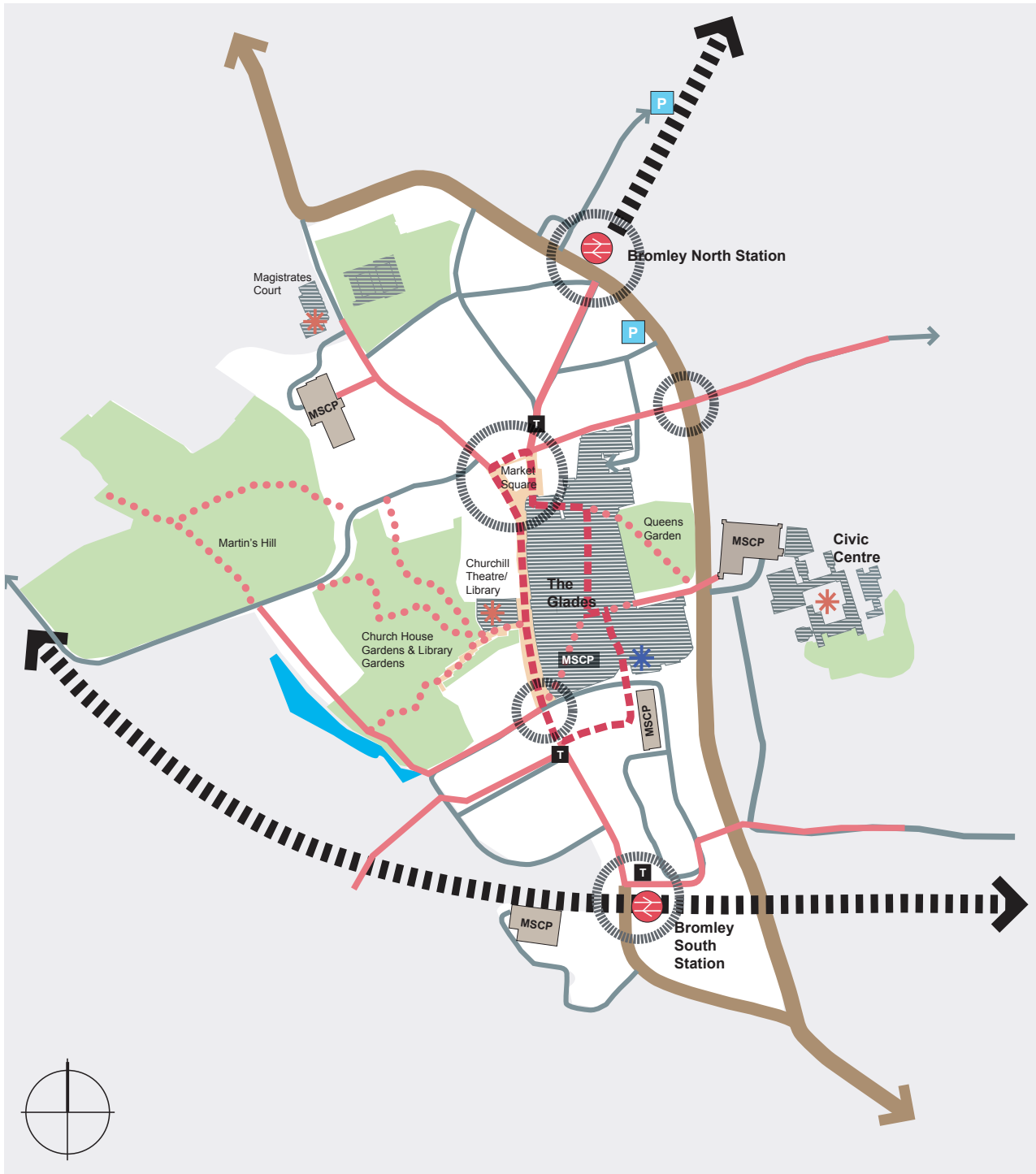
- 2.1.8. The town centre contains a large number of business registrations. Bromley Town Ward has 1,574 registered businesses, the highest in the Borough. The Annual Business Inquiry (ABI) recorded that in 2005 there were 25,415 jobs in Bromley Town Ward, accounting for 23.3% of the jobs in the borough as a whole.
- 2.1.9. The occupational structure of the area's residents is driven by Bromley's status as a commuter area, along with the high proportion of retail and property and business services. About three quarters of those living in the study area are employed in either managerial, professional, associate/technical or administrative occupations. This is 21.2% higher than the national average and is 9.2% higher than the average for London as a whole.
- 2.1.10. Bromley is very much a secondary office location compared to Croydon. It has a cluster of office accommodation which is predominantly located around Bromley South Station. There is also a secondary office area in the north of the town centre on London Road. While there is some good quality stock, other areas could be improved both in terms of public realm and building fabric. However, the draft of an 'Economic Development & Employment Land Study' (March 2009) which was commissioned to underpin the Local Development Framework, has highlighted the importance of reinforcing the role of the office sector and the quality of accommodation in town centres.

### Issues

The need to provide improvements to existing employment space and business areas and to allow for growth of existing businesses, advance new employment and business opportunities and maintain a healthy local economy.

## Transport

- 2.1.11. Bromley Town Centre has good rail and bus linkages and two railway stations at Bromley North and Bromley South. However, the quality of public transport facilities is generally poor and there is a need for improvements to the facilities at both stations. There is also a requirement to improve the quality and management of existing parking to meet the needs of shoppers and visitors. Diagram 2.2 Access and Movement identifies the existing transport infrastructure within the town centre.
- 2.1.12. Access is a major issue for the town centre. The two dynamics impacting on the town centre are high levels of car ownership, leading to increasing congestion, and relatively easy access to competing centres, such as Croydon and Bluewater. Croydon and Lewisham have also benefited from significant investment and improvements to public transport in the form of the Tramlink and the Docklands Light Railway respectively. Bluewater benefits from direct access from the major strategic road network and the availability of large numbers of free car parking spaces.
- 2.1.13. Public Transport Accessibility Levels (PTALs) are a measure of the relative level of access provided by public transport at a particular location. The PTAL value for Bromley Town Centre is mostly 6a. This represents a very high value and is only exceeded by a PTAL of 6b which is representative of accessibility levels at major public transport termini such as Victoria Station in Central London. However, the derivation of the PTAL value does not take account of the quality of public transport facilities and it is recognised that there is a considerable need for improvement.



- Bromley Town Centre
- Key existing buildings
- Existing multistorey car parks
- Existing parks/ open spaces
- Key pedestrian nodal points

- Existing primary vehicular route
- Primary pedestrian routes
- Pedestrian routes within mall or across open space
- Existing retail core circuit
- Existing access roads
- Railway lines

- Existing civic/cultural anchors
- Existing bus set down/pick up locations
- Existing surface car parking locations
- Existing taxi ranks
- Existing retail anchors

## Bromley Analysis- Access and movement

Diagram 2.2 Access and Movement

### Issues

The adequacy of public transport facilities, especially the key public transport hubs at Bromley South and Bromley North stations, in terms of encouraging travel choice, improving key gateways, improved interchanges and user satisfaction;

The need to improve the management and provision of public parking to ensure appropriate capacity and the attractiveness of the town centre to users.

### Housing

- 2.1.14. The town centre contains a relatively small proportion of the Borough's housing stock. Overall only 3.35% of the housing stock is located within the town centre area.
- 2.1.15. Bromley Town Centre has a lower level of home ownership than that of the Borough as a whole and Bromley Town Ward. It has a relatively high rate of private rented accommodation in comparison to the Borough as whole and a relatively low proportion of affordable housing comprising social rented and intermediate housing such as shared ownership and intermediate rented housing. The town centre is an excellent location for new housing supply of all tenure types.
- 2.1.16. The average house price in Bromley is currently significantly higher than in Croydon and Lewisham. There is a significant demand for new housing and a need to deliver more sustainable patterns of development.

### Community Facilities

- 2.1.17. There is a need to provide necessary community facilities and services to support a growth in population in the town centre. In addition, there will be a need to provide the type and quality of leisure facilities that will be attractive to residents as well as a draw to people who live outside the town. These facilities should include a modern multiplex cinema and a more appropriate range of restaurants, bars and cafes.

### Issues

The importance of providing additional housing to create a balanced mix of uses in the town centre, improve safety and security and meet housing needs.

The need to secure the provision of appropriate health, education and community facilities to meet the needs of existing and new residents.

### Leisure and Culture

- 2.1.18. Leisure and entertainment facilities and sport and recreation uses represent an important function of a thriving town centre. At present, these facilities are limited in their offer and appeal due to the quality of existing provision and the over-emphasis on public houses and bars which dominate the evening economy.
- 2.1.19. The Pavilion Leisure Centre is an important and popular facility but is in need of modernisation and improvements to meet current/ future requirements. The operators are keen to bring forward improved leisure facilities for all age groups.
- 2.1.20. The existing leisure offer in Bromley is relatively limited. The main leisure focus is the mass pub trade predominately aimed at the younger end of the market. This has given rise to a poor perception of the town centre at night and to concerns about safety and security. The narrow evening and entertainment provision is likely to be leading to other elements of consumer expenditure being lost to competing centres, which offer a more diverse range and better quality of activities. Cinema provision is very limited, consisting of the Bromley Empire (4 screens). However, there has been strong interest in a cinema-led mixed development on the Westmoreland Road Car Park site.

- 2.1.21. In terms of hotel accommodation, Bromley is underrepresented. There are few quality hotel operators in the area with the vast majority of provision comprising smaller scale establishments.
- 2.1.22. Culture and the arts perform an important town centre role. Bromley has two theatres (the Churchill Theatre and Bromley Little Theatre) and a popular library but the existing facilities are not well integrated with the town centre. The town lacks a strong focus for community activity and the arts.
- 2.1.23. The Churchill Theatre, which is situated off the High Street, offers a wide variety of plays, musicals and comedy shows. The auditorium seats about 780 people with two bars and a foyer area. However, there is a need for improvements to the public areas and facilities and to the general environment to attract a larger audience. The Bromley Little Theatre is a successful 113 seat amateur theatre and a popular feature in the town centre's cultural offer.
- 2.1.24. The library is currently very well used. However, the existing facility is in need of upgrading and refurbishment in order to accommodate the changing role and function of modern libraries to include information technology, education, cultural and leisure facilities. At present the library has no frontage or ground floor facilities which may deter visitors and provides inadequate access to the library.

### Issues

The potential to create distinctive zones of activity including leisure/ culture which will add diversity and create new destinations within the town centre.

The relocation of the existing Pavilion Leisure Centre to a suitable new site and the development of a new leisure centre could provide an opportunity to significantly enhance the leisure and cultural offer in the town centre.

The need for a more diverse range of activities which will meet the requirements of all age groups and the need to manage the evening economy to attract a wider range of visitors including families with children.

The need to diversify uses to meet concerns about safety and security in the town centre particularly at night.

## Faith Groups

- 2.1.25. Faith groups form a strong and cohesive element within the town's social fabric and it is important that this continues to be the case. Two churches are within the boundaries of Site G and reference is made within the development principles for these uses to be re-located, either within the site or elsewhere in the town centre.

### Issues

The need to ensure continued provision of accommodation for different Faith Groups to reflect the diverse needs of the community.

## Green Spaces & Public Realm

- 2.1.26. Diagram 2.3 sets out an overview of Bromley's existing urban structure. The town centre contains a number of attractive green spaces which are largely hidden from public view but contribute to its character and distinctiveness. These green spaces provide a range of important environmental functions and recreational uses.

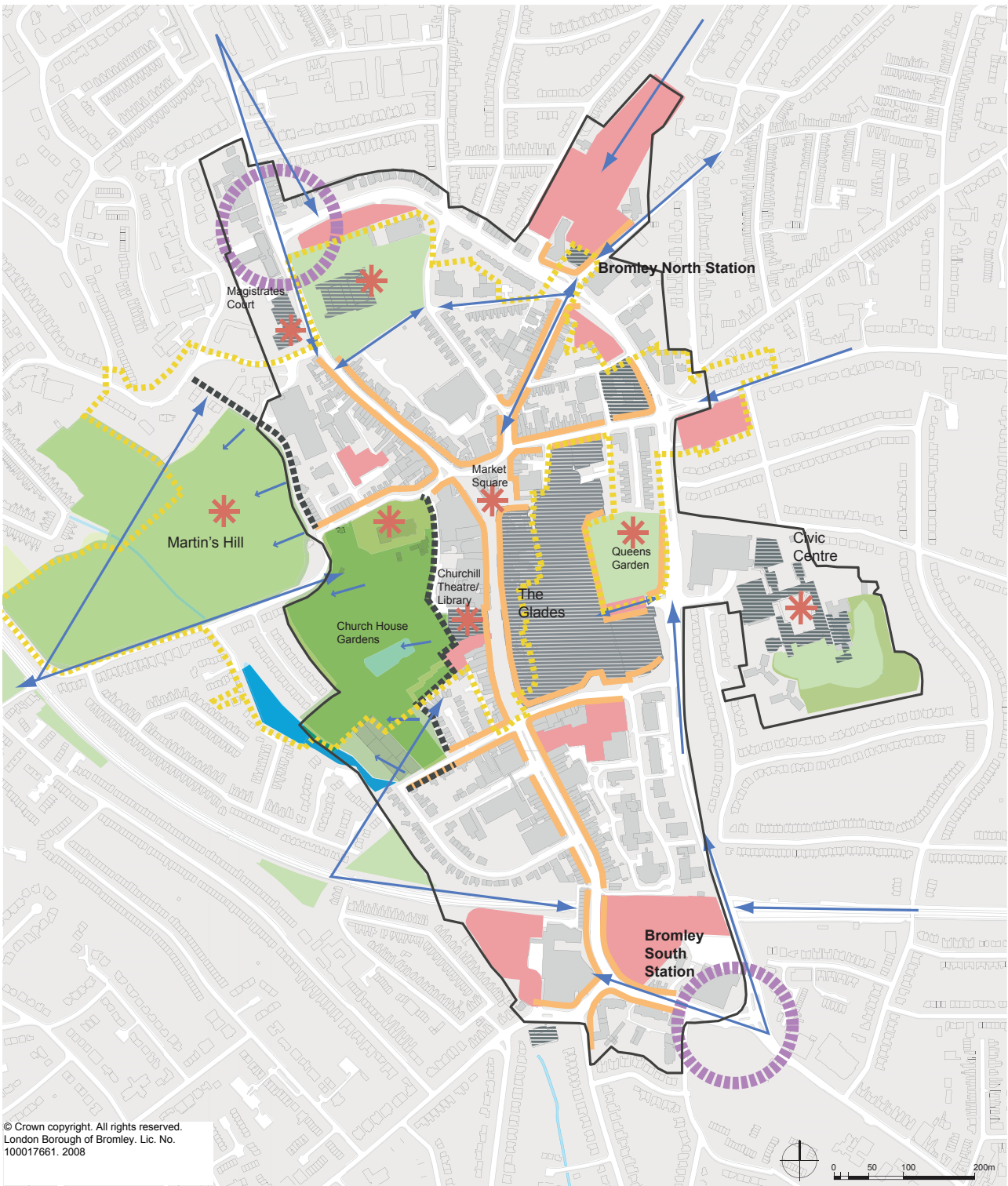
- 2.1.27. PPS 9: Biodiversity and Geological Conservation sets out guidance and principles to ensure that the potential impacts of planning decisions on biodiversity and geological conservation are fully considered. The quality of the public realm and pedestrian environment has declined and whilst improvements have been undertaken to the High Street, there is a need to enhance the overall appearance and image of the town centre.

- 2.1.28. Whilst the town centre contains a number of high quality buildings, there are also a number of poor and under-utilised buildings and a limited number of distinctive landmark buildings.

- 2.1.29. The AAP has sought to address these issues in a comprehensive manner in order to create a town centre to be proud of.

### Issues

It will be important to protect and enhance the environment of the town centre. The overall quality and appearance of the public realm and existing facilities needs to be improved to support a pedestrian friendly environment and attract new residents, businesses and shoppers to the area. Well planned and designed commercial uses such as restaurants and cafes can make a positive contribution to the improvement and appeal of the public realm and should be encouraged in appropriate locations within the town centre.



- |  |   |                                     |
|--|---|-------------------------------------|
| Existing development                                   | Existing parks/ open spaces               | Key active frontage locations       |
| Key existing buildings                                 | Town centre approaches                    | Key frontage to park and open space |
| Development opportunities identified in the UDP (2006) | Existing landmark buildings and/or spaces | Conservation area                   |
| Key views and vistas                                   |   |                                     |

Diagram 2.3 Urban Context and Structure



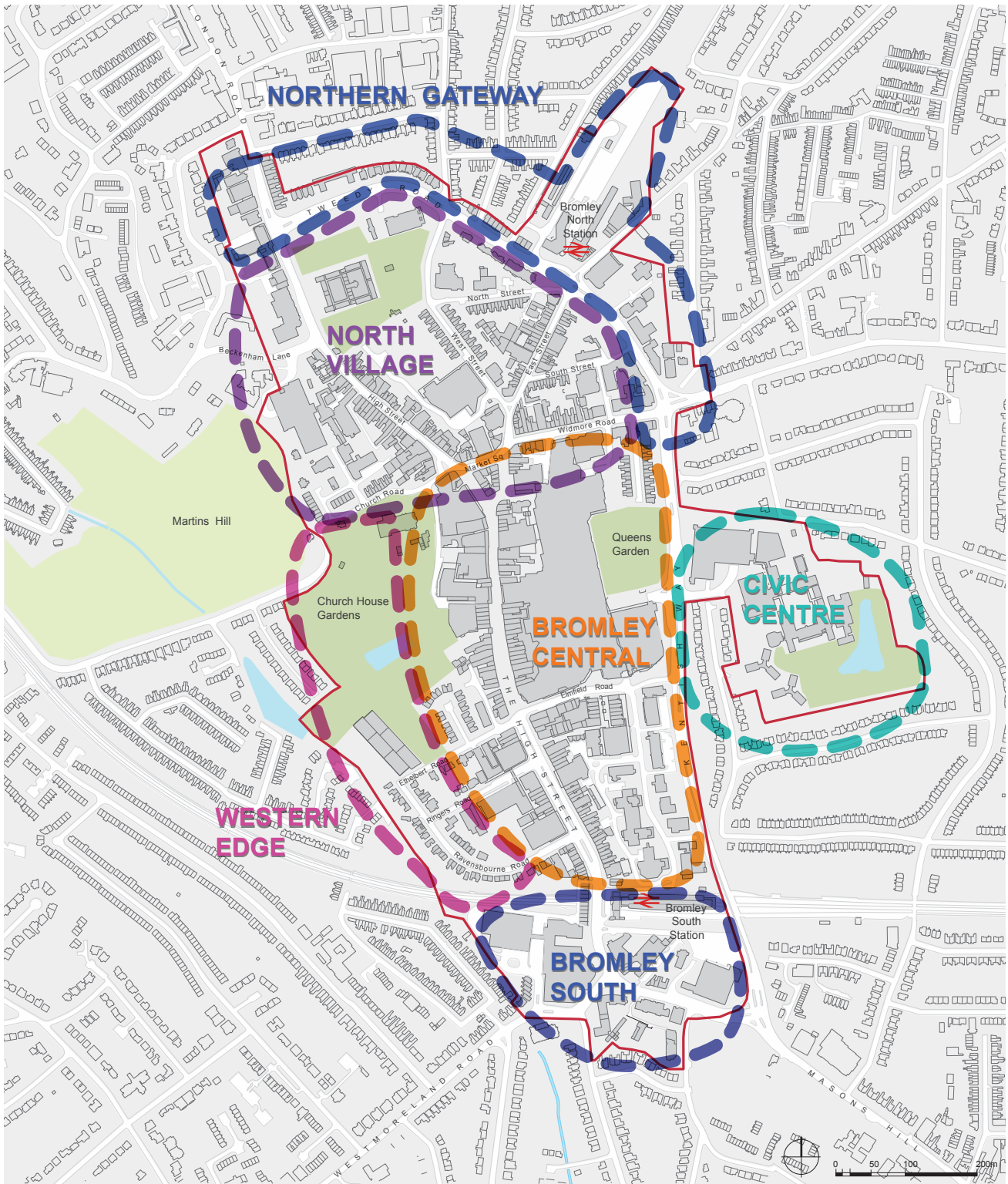
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## The Vision and Spatial Strategy




## 3.1. The Vision

- 3.1.1. The adopted UDP seeks to promote Bromley Town Centre's strategic role while protecting the essential character of the historic parts of the town and providing opportunities for modern high quality development to attract retailers and create a safer and more attractive environment.
- 3.1.2. Change is essential if Bromley is to realise this vision and attract new residents, retail and employees to the town centre. This will require the town centre to grow and for this step change to be effectively managed. As such, the AAP sets out proposals to realise the full potential of the town centre.
- 3.1.3. The Vision for Bromley Town Centre has evolved through the AAP process. The principal objectives are detailed below:
- A more vibrant and competitive town centre with an extended offer as a place to shop, work, spend leisure time and live. A step change will be required to raise the profile of Bromley;
  - A more sustainable centre, ensuring capacity for planned growth, with minimal environmental impacts and local energy networks. A town centre which meets the needs of the 21st Century;
  - A high quality safe environment, especially in the evenings. A successful day and night time centre;
  - An attractive and distinctive centre with high quality buildings, public spaces and strong east-west connections;
  - An accessible and inclusive centre, which promotes travel choice and supports the needs of all;
  - A Bromley that looks to the future whilst protecting and enhancing the heritage of Bromley North Village and other important areas.
- 3.1.4. The shape of the town centre and its relationship with the main road network has made the northern and southern end of the High Street key gateway points into the town centre. However, the absence of landmark buildings at both ends mean the experience at these important junctures is poor. Furthermore, the town centre's retail activities and focus has become increasingly concentrated around The Glades, leading to the continued decline of the southern part of the High Street and to a secondary retail role in North Village. The character areas, which are set out in Diagram 3.1 and in Table 3.1. Further details of the Character Areas are provided in Appendix 3.
- 3.1.5. The vision for Bromley Town Centre is based on the principle of enhancing the distinctiveness of these Character Areas and the creation of zones of activity which will add to the diversity of the town centre and create new destinations. These destinations may be summarised as follows:
- Northern Gateway - a transport hub and enhanced gateway to the town
  - Bromley North Village - the historic core of the town centre and a focus for small scale retail and a range of leisure activities such as cafes and restaurants and arts venues
  - Bromley Central - the primary retail area extending down the High St from The Glades to Bromley South and including an enhanced cultural quarter around the Churchill Theatre
  - Civic Centre - the civic focus of the town centre
  - Bromley South – a new entertainment/leisure focus and southern gateway to the town centre.





### Character Areas

-  Town centre boundary
-  Character area boundaries
-  Existing parks and open spaces

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Diagram 3.1 Character Areas

3.1.6. The vision has provided the basis for the development of the Spatial Strategy and the policies and proposals set out in the AAP. Key elements of the vision may be summarised as follows:

- Renewal of the High Street (including western and southern parts and north of Market Square) - to extend the success of the retail core focussed on The Glades and to enhance the function and appearance of the rest of the High Street;
- Consolidation of the Civic Centre site - the opportunity to consider the rationalisation of existing uses on the Civic Centre site and to make more effective use of this attractive site;
- Extension of The Glades Shopping Centre/ relocation of the Pavilion Leisure Centre - to accommodate large scale retail uses and extension of The Glades subject to the development of a high quality new leisure centre;
- Creation of a more balanced mix of uses including significant new housing and leisure facilities - successful town centres have a diverse mix of uses and there is a requirement to enhance the mix of uses in Bromley to create greater vitality and a more vibrant and attractive centre;
- Distinctive architecture and potential for some taller buildings in appropriate locations - recent development has not made a significant contribution to the

Character Area	Description and Key Characteristics
Northern Gateway	Transition zone between residential areas and the Town Centre. This Character Area is dominated by arterial roads and includes major arrival points (station and road).
Bromley North Village	The historic nucleus of Bromley. Bromley North Village was absorbed into the wider London conurbation during the mid-nineteenth century but still exhibits a village character. The village character is further enhanced by the numerous parks and gardens within and adjacent to the Town Centre's historic buildings, along with its Conservation Area status. Future development within the Bromley North Village should enhance the character of the area. Typical characteristics include fine grained, low scale (2-3 storeys) architecture, shop frontages and a pedestrian scale public realm.
Bromley Central	The main retail and commercial core focussed around the continuous retail frontage of High Street and the covered Glades Shopping Centre. Queens Garden is an important open space but is poorly integrated with the surrounding town centre. There is a strong concentration of activity and retail uses within Bromley Central but limited activity outside standard retail hours.
Western Edge	Transition zone between Bromley Central and the residential areas to the west. Steep topography and the extensive parkland including Church House and Library Gardens and Martins Hill are major features of this character area.
Civic Centre	A transition zone delineated by Kentish Way which severs the Civic Centre site from Bromley Central. The site is characterised by the Bishops Palace and lake and grounds which are important assets but and are poorly integrated with the rest of the town centre.
Bromley South	The principal gateway into the Town Centre including Bromley South Station and the major vehicular approaches of Westmoreland Road and Masons Hill.

Table 3.1 Character Area: Description and Key Characteristics

character of the town centre and there is a lack of distinctive design. The promotion of high standards of design and the consideration of the possible role of taller buildings in appropriate locations could add to the distinctiveness of the town centre;

- A new town square and network of high quality public spaces - the town centre has a number of high quality spaces but there is a need for improved linkages and integration. The town centre lacks a strong civic focus and this could be addressed by the creation of a town square;
- Mixed use development to include retail and residential to west of the High Street - the promotion of mixed use development to the west of the High Street would assist in the renewal of this part of the town centre and improve the linkages between the High Street and Church House and Library Gardens;
- Enhancement and diversification of Bromley's attractions as a centre for culture, entertainment and leisure and to maintain and improve facilities for the faith and community sectors;
- Promotion of a comprehensive transport strategy to encourage and promote an improved balance between car usage and more sustainable modes of transport and to mitigate the impacts of new development. This will include improvements to Bromley South and Bromley North stations to fulfil their roles as high quality public transport hubs and gateways to the town centre and an appropriate level of parking provision to serve new development.

## 3.2. The Spatial Strategy

3.2.1. The Spatial Strategy provides a framework for future development and change in the town centre and takes forward the AAP vision. The Spatial Strategy is illustrated in Diagram 3.2

3.2.2. The Spatial Strategy is based on the following underlying principles:

- Promotion of balanced mixed use development to include retail, leisure, business and residential uses;
- Promotion of high quality design and townscape improvements;
- Promotion of improved accessibility and public transport
- Protection and enhancement of the environment;
- Improvements to east- west pedestrian linkages;
- Inclusive design and improved pedestrian environments for all including those with impaired mobility throughout the town centre.

3.2.3. The Spatial Strategy is based on the six character areas identified in the AAP vision. These areas will promote a range of facilities and activities and protect and enhancing existing character. The areas are interlinked and contain complimentary facilities and land uses. The key proposals are set out below:

### Northern Gateway - the area around Bromley North Station and Former Town Hall and South Street Car Park

- A High density/ mixed use transport hub to include residential development in close proximity to public transport facilities;
- Improved pedestrian connections to the town centre.

### Bromley North Village - the historic core of the town centre west to Martins Hill

- Enhancement of Bromley North Village by building on the distinctive character/ heritage of this area and protecting and enhancing its heritage importance;

- Accommodating new residential units as part of mixed use schemes.

#### Bromley Central - west and east of the High Street including the Glades

- An extended primary retail area and redevelopment of the western side of the High Street to create an enhanced retail offer/ extended retail core to accommodate future requirements for growth in retail capacity;
- Extension to The Glades to accommodate future requirement for growth in retail capacity;
- An enhanced cultural quarter around the Churchill Theatre/ library to create a stronger arts/ community focus;
- Creation of new active frontages onto the parks and gardens to integrate the open spaces with the rest of the town centre and to provide an attractive setting for new development;
- Accommodation of residential units as part of mixed use schemes.

#### Civic Centre - the existing civic centre site including the multi-storey car park and listed Palace

- Rationalisation of the Civic Centre to include civic offices and functions and other appropriate uses which respect the setting of the Palace;
- Replacement leisure centre to facilitate extension of The Glades and improve the leisure and cultural offer and attractiveness of town centre.

#### Bromley South - the area around Bromley South Station including Westmoreland Road car park

- High density mixed use residential development in close proximity to public transport facilities;
- A new entertainment/leisure focus at Bromley South;
- Provision for future hotel development;

- Improvements to the existing business areas to accommodate the needs of existing employers and to attract new investment and high quality business development and employment opportunities. Improvements will include environmental and townscape improvements, improved access to business premises and linkages to town centre functions and promotion of high quality design in new business development.

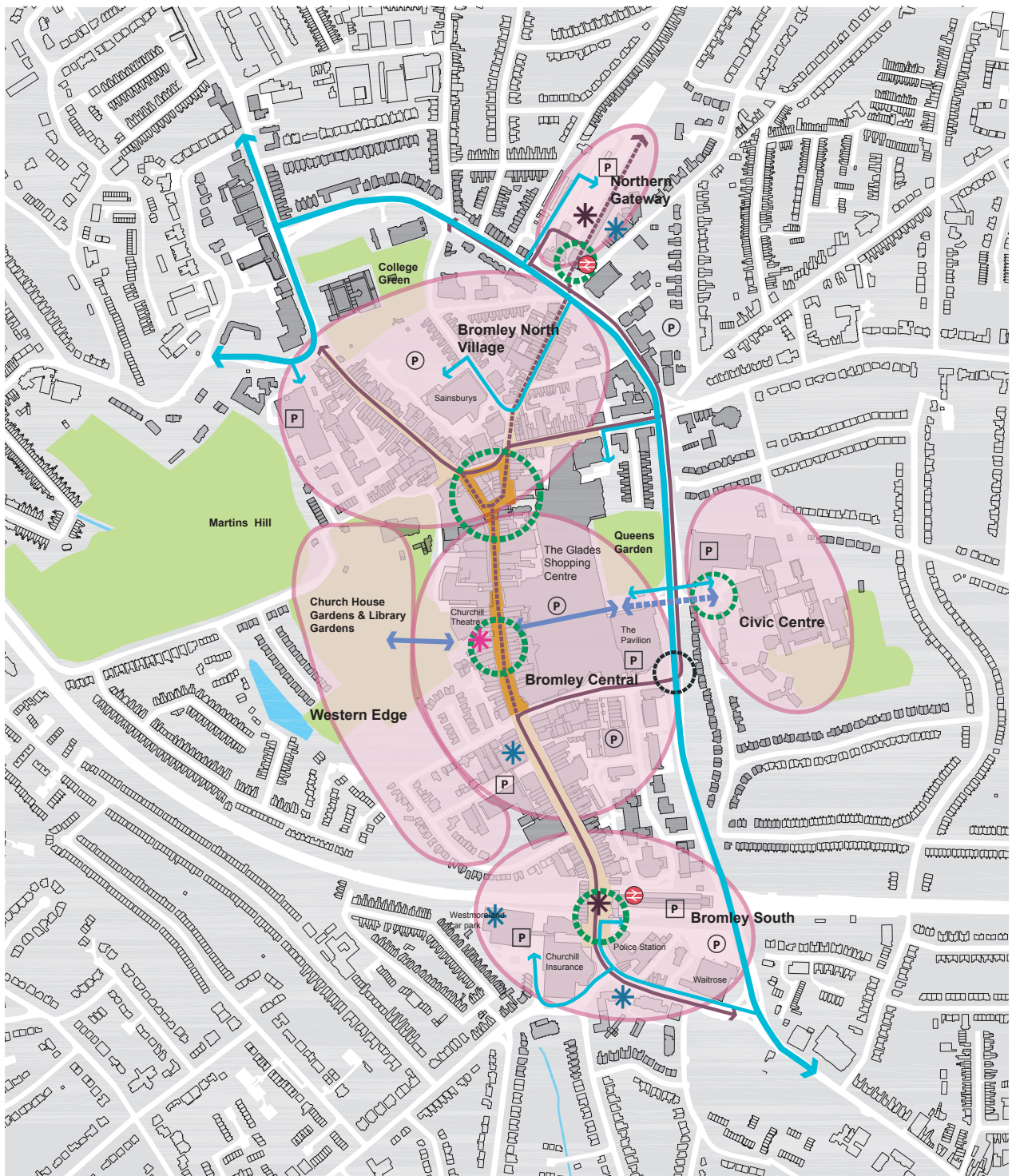
#### Western Edge – the area to the west of the town centre including Church House and Library Gardens

- Creation of new active frontages onto the parks and gardens to integrate the open spaces with the rest of the town centre and to provide an attractive setting for new development. Well planned and designed uses such as restaurants and cafes can make a positive contribution to the improvement and appeal of the public realm and will be encouraged in appropriate locations.

- 3.2.4. The Character Areas have informed the preparation of development and design guidelines for the Opportunity sites identified in this AAP. The preparation of development proposals will be required to be in accordance with these guidelines. Detailed guidelines are set out in Appendix 7.

#### The Transport Strategy

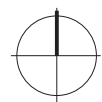
- 3.2.5. Critical to realising the vision for Bromley Town Centre is the need to address transport and movement in a comprehensive and sustainable way. The Bromley Town Centre Transport Strategy underlies the vision and spatial strategy, supporting an increase in the town centre's retail, commercial and residential functions through the promotion of travel choice, effective management of existing assets and capacity building. The strategy sets out how the vision and spatial strategy can be delivered through a phased approach linked to key infrastructure and behavioural change. It is an enabling document that supports the growth set out in the AAP.



### Bromley Town Centre

### Spatial Strategy

- Extended pedestrianisation and improvements to the public realm
- Improved public realm treatment
- Existing open space
- Key areas of change
- New/ reconfigured car parking
- Existing Car Parking
- New/ improved public spaces
- Improvements to existing junction
- Possible locations for tall buildings
- Possible interchange locations
- Cultural Hub
- Primary bus route
- Possible future guided PT route
- Improved pedestrian access
- New /improved pedestrian crossing
- General traffic routes and access to car parking
- Railway station



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Diagram 3.2: Spatial Strategy