

Bromley Town Centre Area Action Plan - Appendices 3 & 4 Draft For Comment



October
2008

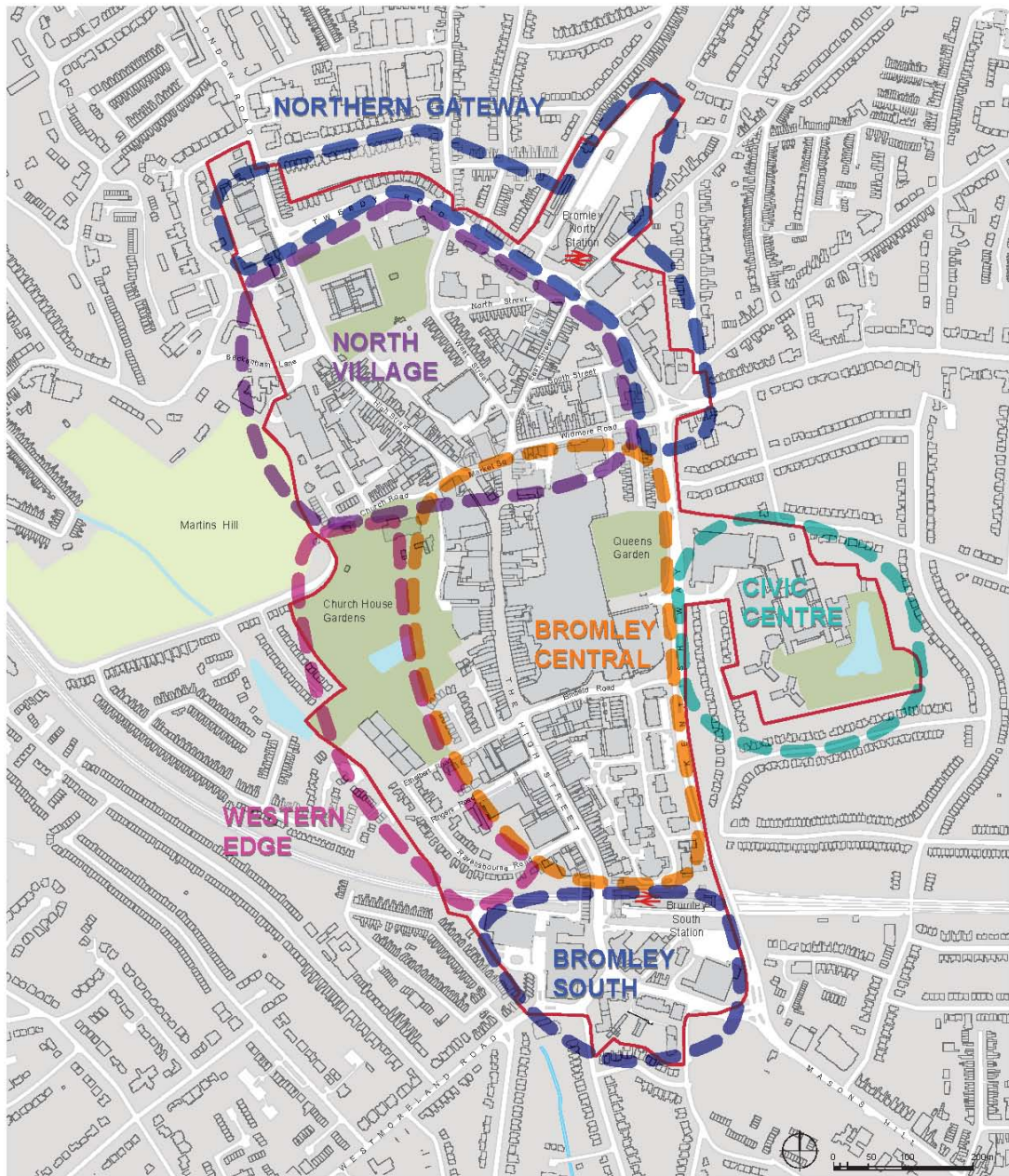
BROMLEY TOWN CENTRE AAP APPENDICES

APPENDIX 3 CHARACTER AREA GUIDELINES




Character Area	Opportunity sites	Key built form considerations	Key landscape considerations
Northern Gateway	A, B	Development should aim to create a strong built edge to Tweedy Road with key frontages addressing the street while also responding to the historic context of the North Village and listed buildings. Additional architectural quality and detail would be appropriate at key "gateway" junctions of Tweedy Road and the pedestrian crossing to Bromley North Station, and Tweedy Road and Widmore Road.	Public realm improvements along Tweedy Road and improved pedestrian crossings at key locations will help reduce the current divisive nature of Tweedy Road. An improved public forecourt is suggested for Bromley North Station.
North Village	P	Low scale buildings that are sensitive to the historic context and build upon dominant existing typologies (i.e. active ground floor uses, narrow fine grained frontages)	The following landscape considerations should draw upon or reference historic precedents for the area: a consistent street furniture family, appropriate materials including paving and public art interventions. Particular attention should be placed upon improving E-W links that connect Bromley North station to the parks.
Bromley Central	M,E,N,G	Encourage active edges to street frontages and discourage internalisation of activity and public spaces (ie active edges should always front onto public streets or spaces). Ensure new development responds to the surrounding heritage buildings and the conservation area. Possible locations to consider taller buildings on the western side of the High Street (subject to an assessment of visual impact on the High Street, the conservation area and residential areas to the west.) Building scale needs to be carefully considered especially on the ridgeline.	Create enhanced E-W links to improve through town pedestrian links and to better connect the town to the surrounding landscape assets (eg Church House Gardens). A major new square is suggested to the south of the Churchill Tower to act as a forecourt to theatre and to create a strong link between the High Street and Churchill Gardens. Preserve and enhance the good quality streetscape of High Street. Better integration of Queens Garden to the broader town centre.
Western Edge	G	New buildings will need to demonstrate that their visual impact and overshadowing are minimised in this sensitive area. Topography should be utilised to conceal parking and services where possible.	New pedestrian links should aim to provide strong links back to the town centre and High Street.
Civic Centre	F	Care should be taken when considering the arrangement of new buildings in the vicinity of the Old Palace and specialist historic knowledge should be sought prior	Improved pedestrian links and at grade crossing over Kentish Way to better integrate the Civic Centre with the town centre. Uses should be provided that are

		to works to ensure this important cultural landscape is not compromised.	compatible to the historic landscape of the Palace and grounds. Accessibility should be improved to this key asset to encourage more people to experience this underutilised space.
Character Area	Opportunity sites	Key built form considerations	Key landscape considerations
Bromley South	K,J,L	An appropriate location to consider taller buildings (subject to an appropriate tall buildings study) and increased density because of the reduced visual impact of the valley, the proximity to the station and the gateway role. Building scale must respond to the surrounding low scale residential areas and the few historic listed buildings in the vicinity.	An improved public forecourt is suggested for Bromley South Station. Improved pedestrian crossings and public realm treatments are desired for the major road junctions.

Character Areas Diagram



Character Areas

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

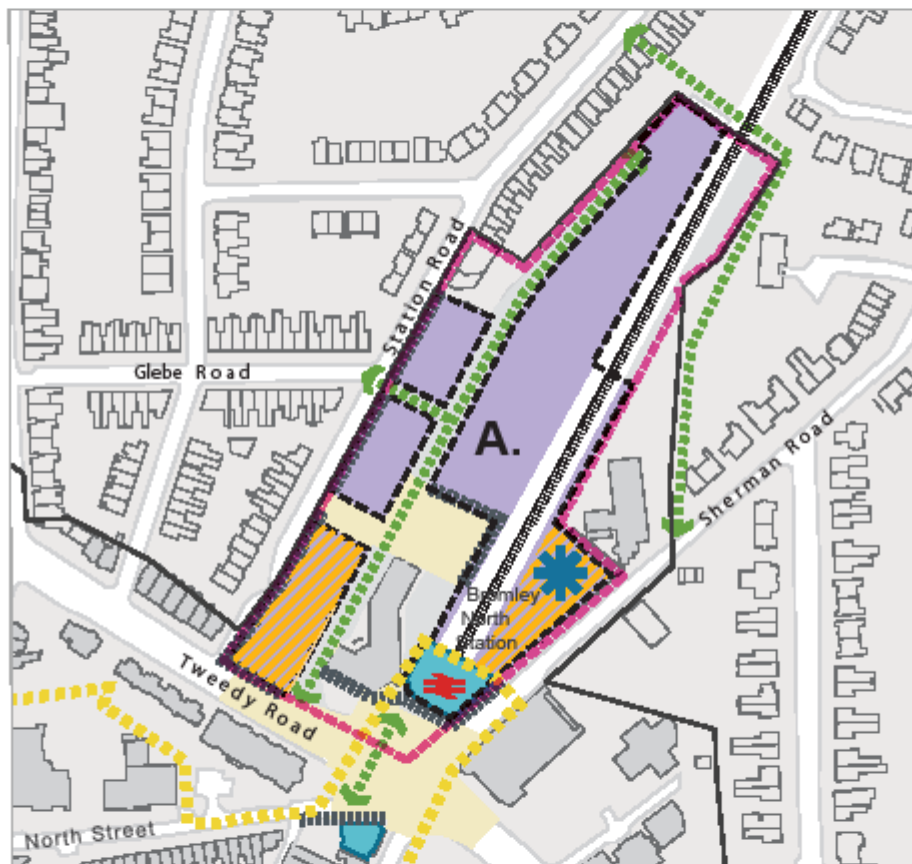
APPENDIX 4 – OPPORTUNITY AREA DESIGN PRINCIPLES – NEEDS UPDATING

SITE A BROMLEY NORTH

Existing Situation

- The northern part of the site shares its eastern interface with fine grained and attractive residential properties dating from the early 19th century. Development along Tweedy Road contains some larger commercial units
- The site presently accommodates the Charter Market in a covered market hall. Redevelopment will need to consider re-provision of space for the market either on or off site.
- The scale of Bromley North Station is typical of the town centre’s statutory listed buildings where sensitive design of the form and arrangement of new development will be crucial to preserve and enhance their setting. Legibility of the listed station building is compromised by the large scale and massing of more recent development on adjacent plots and poor quality station forecourt and surrounding public realm
- Connectivity to town centre is weak due to poor pedestrian crossings and a generally poor quality pedestrian environment along Tweedy Road
- The Tweedy Road frontage is in need of enhancement to create a more attractive edge to the town centre.

Key Design Principles



Opportunity Site A



- | | | | |
|--|---|--|---|
| | AAP / town centre boundary | | Railway station |
| | Site boundary | | Improved public realm and / or building frontages |
| | Improved pedestrian connection (crossing) and bus stand | | Possible locations for tall buildings |
| | Key frontages | | Bromley north conservation area boundary |
| | Development areas | | |
| | Commercial development | | |
| | Protection and enhancement of listed or locally listed building | | |

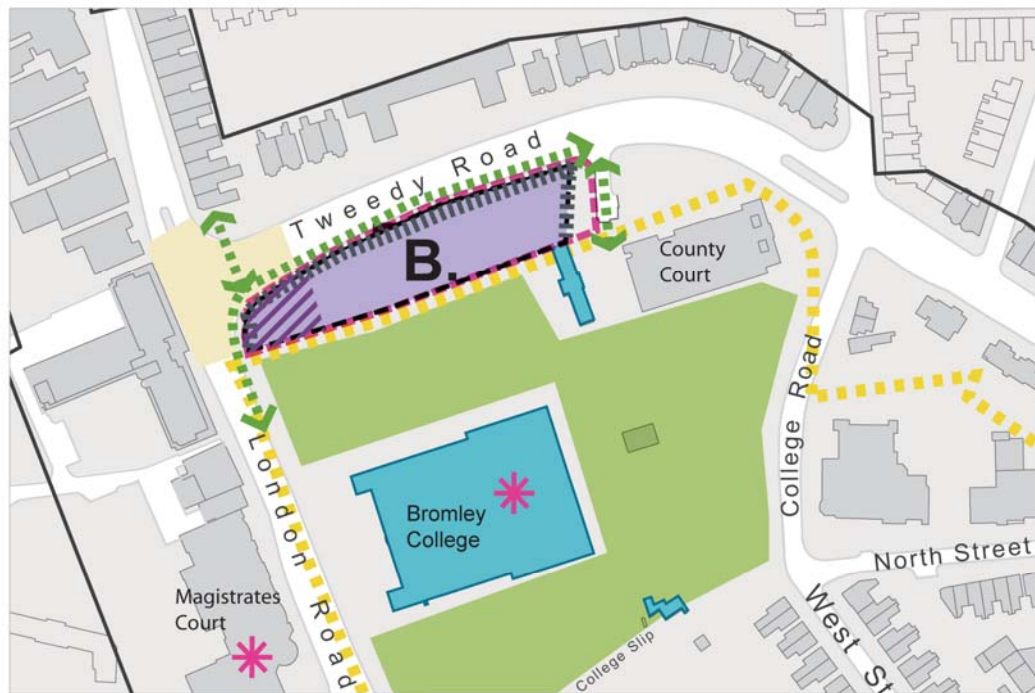
- The existing listed station building should be retained and refurbished with an improved forecourt and setting. Proposals must include sensitive reuse of the station buildings even if the rail facilities and ticket office are moved
- The design of new buildings should respond to the listed station in terms of scale and form, future redevelopment of the insensitively scaled massive red brick 'Northside House' immediately to the east of the station would provide an opportunity to improve the relationship between this cluster of buildings.
- Provision of a high quality public realm particularly an improved pedestrian link and visual connection between North Village and the station. This would include the removal of street clutter and an improved pedestrian crossing.
- Mixed use development should be clustered around the station and Tweedy Road with increasing residential component and reduction in scale the further north one moves through the site.
- The incorporation of a central public space that could potentially accommodate the Charter Market (if it does not move off-site).
- Potential for taller buildings on the central eastern part of the site next to the railway (responding to the existing 15 storey tower east of the Opportunity Site.
- Possible introduction of future transit system to be safeguarded in consultation with TfL/Network Rail/LB Lewisham
- Any decked car park must be designed to minimise adverse visual impact upon the surrounding area. Edges that front public spaces including the street should be 'wrapped' with development to conceal blank edges.
- The site needs to continue to operate as a bus interchange, however, to meet the requirements of the AAP, bus parking may have to be found off-site.
- Car parking access to the site will need to be determined to minimise congestion on surrounding roads. Provision will need to be made for long and short stay parking. Short stay to service health and other mixed use facilities and long stay for commercial units and potential park and ride provision.

SITE B CORNER OF TWEEDY ROAD/LONDON ROAD

Existing Situation

- This narrow site shares a long frontage with Tweedy Road and its western edge occupies a highly visible corner at the junction of Tweedy Road and London Road. No building currently occupies the site. The listed Bromley College lies immediately to the south.
- The site represents an opportunity to create an improved street edge along Tweedy Road and a gateway entrance feature to the town centre.
- The interface with the listed college to the south and listed Sheppards College to the immediate south east needs to be sympathetic to this important heritage building and landscape through appropriately scaled built form and possible planted screening.

Key Design Principles



Opportunity Site B

	AAP / town centre boundary		Key frontages
	Site boundary		Improved public realm and / or building frontages
	Bromley north conservation area boundary		Protected parks and open spaces
	Protection and reuse of listed or locally listed building		New/ improved pedestrian connection
	Existing landmark		
	Development areas		
	Area to remain in open use		

- Development is to respond positively to the Tweedy Road frontage and not 'turn its back to the street'. Development will need to have direct access to the footway along Tweedy Road.
- New development should provide an attractive, human scaled frontage that is sensitive to the busy roadside location.

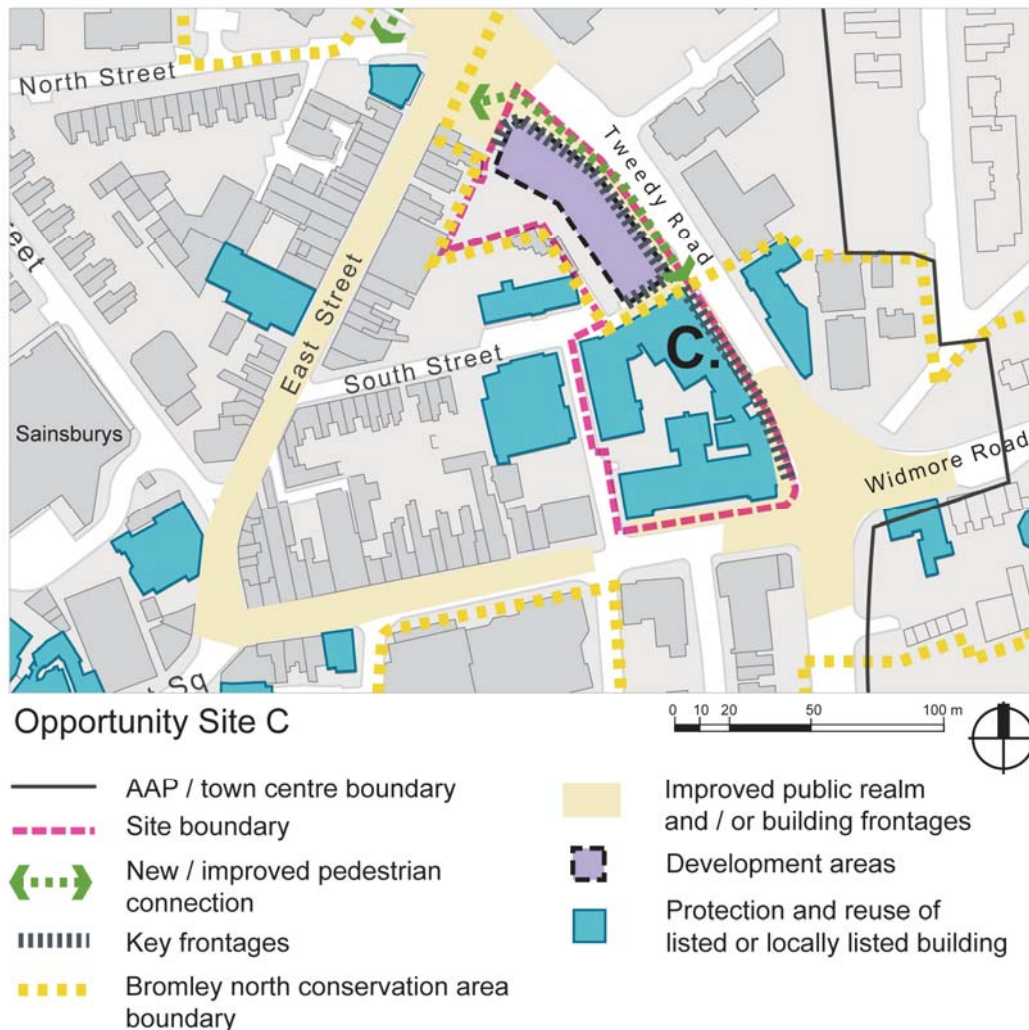
- Development must respect the character and setting of the historic colleges with walled gardens and trees to the south through appropriately scaled building form. Sensitive design with regard to scale, aspect and configuration will be important to minimise the impact on the setting of all adjacent listed buildings and to enhance appearance of the gateway junction.
- Development of the site should be taken as an opportunity to improve the quality of the pedestrian environment at the junction of Tweedy Road and London Road – this should include both the quality of the public realm and pedestrian connections
- The eastern edge should be set back to allow clear site lines to the listed buildings associated with the County Court.
- Development to address the road frontage and be in keeping with the scale and character of the surrounding development
- Development to respect and enhance setting of listed building
- Preparation of Design Guidance
- Residential development at appropriate urban density

SITE C TWEEDY ROAD EAST TO WIDMORE ROAD (INCLUDING FORMER TOWN HALL)

Existing Situation

- Site C is split into two areas by South Street, the northern area consists of a surface car park, while the southern part contains the listed building former Bromley Town Centre Hall.
- A suitable use must be found for the adaptive reuse of the former Bromley Town Centre Hall that will see this landmark building revitalised.
- Redevelopment of the car park should respond sensitively to the historic buildings immediately adjacent to it (including the fire station to the east).

Key Design Principles



- Development on the surface car park north of former Bromley Town Hall must present a sensitive scale, massing and edge condition to the adjacent listed and locally listed buildings (Community House, the former Town Hall and the fire station).
- Key frontages along Tweedy Road need to present an attractive street edge. Treatment should avoid dull uninteresting facades such as developments immediately opposite the site on Tweedy Road.
- Attractive and active frontages should also be provided at the corners facing East Street and South Street. The grassed area at East Street may provide the opportunity for more active public use. Both frontages should respond to the heritage buildings opposite.

- Opportunities exist to improve the pedestrian environment across East Street and South Street and this might include raised tables and other traffic calming measures that improve pedestrian movement along Tweedy Road and enhance the environmental quality of North Village.
- Public realm improvements to the Widmore Road and Kentish Way junction are required. Improved crossing will improve pedestrian accessibility between residential areas to the east and the town centre. Similarly public realm improvement north of the site at the East Street and Tweedy Road junction will need to improve pedestrian connectivity to Bromley North Station.
- Development must be in keeping with the scale and character of surrounding buildings and spaces especially the listed and locally listed civic group including the Town Halls, former Magistrates Court, Fire Station and recent housing refurbishment scheme at the former School of Arts and Science, all of which are located within the Bromley town centre Conservation Area.
- Development to respect listed status of buildings on site and to identify appropriate new uses.

SITE E THE PAVILION

Existing Situation

- Site E is currently wholly occupied by the Pavilion Leisure Centre.
- The Pavilion currently presents a blank façade to Kentish Way and Elmfield Street that detracts from these street edges. The frontage to Queens Park is also poor but pedestrian movement along the upper terrace and visual permeability through the large glass windows creates a slightly better edge condition than experienced on the adjoining streets.
- The historically significant former boundary marking Bromley Oak is on the footpath, between the Pavilion and Kentish Way.

Key Design Principles



Opportunity Sites E, F, M

	AAP / town centre boundary		Development areas
	Site boundaries		Key frontages
	Bromley north conservation area boundary		Improved public realm and / or building frontages
	Protection and enhancement of listed or locally listed building		New / improved pedestrian connection
	Existing landmark		Protected parks and open spaces
	Protection and retention of the 'Bromley Oak'		

- Redevelopment of the Pavilion will permit an improved street edge and frontage to Queen's Garden.
- The redevelopment of the site to provide a quality department store will increase the retail offer in the town centre.
- Active edges to Queen's Garden and the street will animate the space and bring vitality and interest to these currently 'dead' edges.
- Any redevelopment of Site E should be considered in conjunction with and proposed or anticipated improvements to connections across Kentish Way

to the Civic Centre. Ideally good at grade provision should be provided to create a strong physical and visual link between these two destinations either side of Kentish Way.

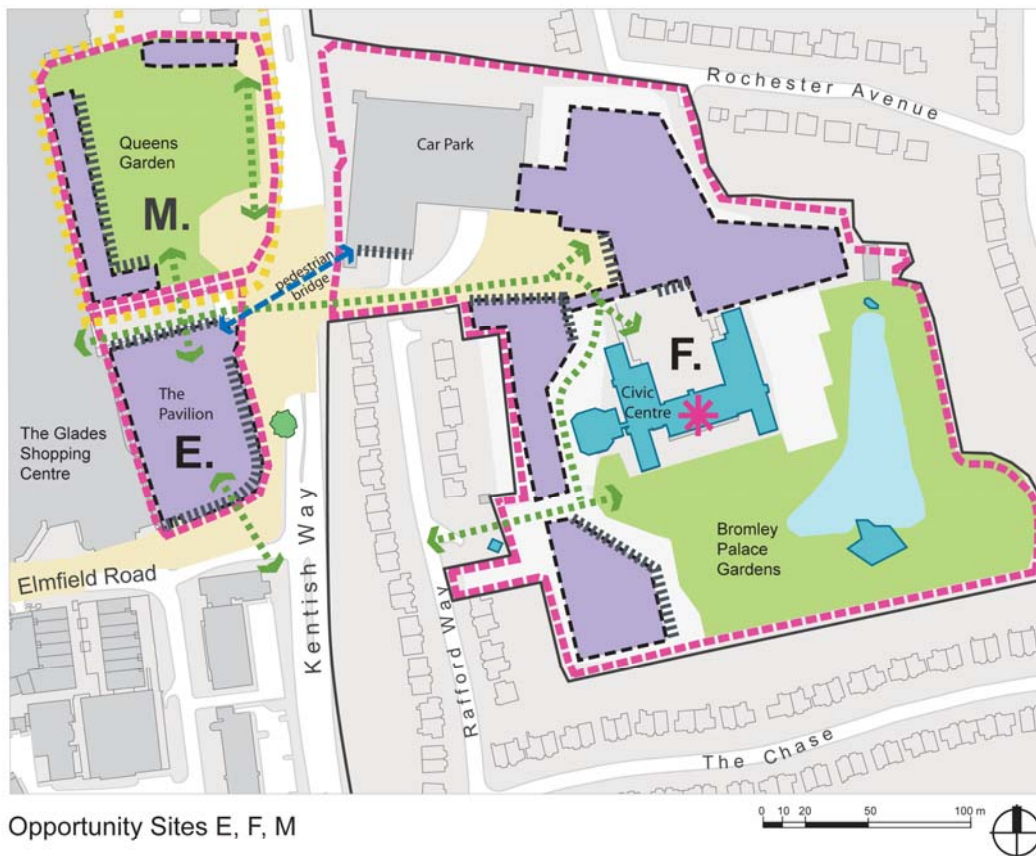
- The Bromley Oak must be protected during future works and new development will need to respect the historic significance of this important tree.

SITE F BROMLEY CIVIC CENTRE

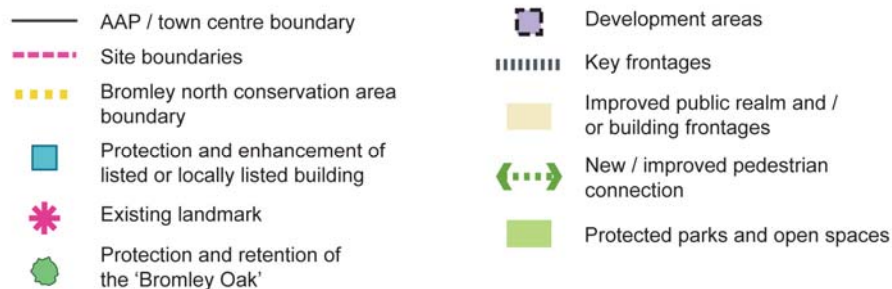
Existing Situation

- Site F includes the Civic Centre administration buildings and the Civic Centre MSCP
- The listed Old Palace (1775) forms a quadrangle with more recent civic buildings. Unfortunately this arrangement conceals the heritage building deep within the Civic Centre reducing its exposure.
- The whole site is currently divorced from the town centre by Kentish Way.
- Most pedestrians cross via the bridge connecting the raised terrace adjacent the Pavilion and the Civic Centre MSCP. This effectively 'swallows up' pedestrian activity from the street and the also creates an unpleasant pedestrian experience.
- The Old Palace is part of a broader cultural landscape including a significant, but currently underutilised, public open space that includes a lake, a large lawn area with mature trees and rose bushes and shrubs to the rear.
- The gardens include a number of listed structures including the palace and connected wings, Pulham Rocks, a waterfall and fernery to the lake and a Victorian folly near the Rafford Way entrance.

Key Design Principles



Opportunity Sites E, F, M



- New development needs to respect and enhance the scale, architecture and landscape setting of the Palace. If a new leisure centre is to be provided it could act to draw people deeper into the site to take advantage of the amenity provided by the Palace and gardens, the edge condition could provide large windows that capitalise on this outlook.
- Where development backs onto neighbouring residential areas it should ensure compatible uses and sympathetic scale and form. Lower scale and density would be expected along the interface with residential areas.

- New development should be within the existing footprint with no loss of open space. Reconfigured development plots could provide a more appropriate setting for the palace and courtyard.
- Surface car parking should be reduced or reconfigured to improve the quality of the open space provision.
- Reprovision of the council buildings from directly to the east of the Palace, further to the north, would allow additional open space to create a more appropriate setting for the Palace.
- Pedestrian connections and the quality of the public realm across Kentish Way need to be greatly improved to reintegrate the Civic Centre and an important destination within the broader town centre
- Key improvements to the public realm include an improved at-grade pedestrian crossing over Kentish Way (as a wide and generous ‘scatter crossing’ that stretches from Queen’s Gardens to The Pavilion provided as part of the signalised junction movement phasing).
- Improved pedestrian connections along Stockwell Close to allow pleasant and direct pedestrian movement between the Kentish Way crossing and the Civic Centre Administration buildings.
- Explore opportunities to provide active frontage or environmental corridor improvements along the Kentish Way or along Stockwell Close.
- Provision of an improved forecourt to the administration buildings lined by active frontage.

SITE G WEST OF HIGH ST

Existing Situation

- Site G presents a key opportunity afforded by the potential scale and critical mass of development to create a 'step change' in the retail character of the High Street. The site, together with Site N, represents a critical interface between the High Street and Church House Gardens to the north east and residential areas to the east and south east.
- The underlying topography of the site is that of a ridge sloping to the south and falling away more steeply to the west. Any development on the ridge edge is likely, therefore, to be very prominent particularly in views from the west of the town centre.
- Existing development along the High Street forms a continuous but varied building frontage curving gently down towards the southern end. The building frontages, all with active ground floor uses, vary considerably in height, age and quality. Almost all have been much altered since original construction and some are in poor condition. Whilst some attractive shop fronts remain they do not maximise potential for retail floorspace.
- Part of Site G north of Ethelbert Road and Elmfield Road falls within the Bromley Town Centre Conservation Area. Few of the buildings in that part have any merit and at best have a neutral effect on the character and appearance of the conservation area.
- Existing footpaths are appropriately wide along the High Street. The streetscape is well paved and well lit and avoids excessive signage railings and other street clutter.
- The northern edge permits limited views from within the existing theatre forecourt to the west over the Church House Gardens. The interface between the existing residential development of Ethelbert Close and the Church House Gardens, however, does not maximise this opportunity.

Key Design Principles



- Development of site G presents a singular opportunity for improving and enhancing the whole of the west side of the High Street from the Churchill Theatre to the railway line. A comprehensive approach to development is required to be considered together with site N. New development should follow the existing High Street building frontage with active uses at ground floor level, entrances being clearly identified, separate retail units clearly demarcated and visually permeable (transparent).
- Development must endeavour to avoid uniform swathes of large scale external cladding and glass. Different styles, heights, treatments and materials should be used to introduce variety.
- Given the potential size and scale of development it will be important to avoid continuous un-relieved blocks arranged along the ridge. The profile, form and detailing of new development will require imaginative and compelling design quality to fit successfully within the existing town fabric.
- Development within the conservation area will be required to preserve and enhance the character and interest of the area. Development here should be designed with respect for the context of existing buildings, particularly those on the east side of the High Street.
- There is potential for taller buildings on the site. Because of the potential visual impact of buildings on the ridgeline. However it is important that the scale and massing of any future development is assessed with particular regard to views from residential areas to the west, views from the High Street, views from Church House Gardens and from the proposed new public space in site N. Excessive overshadowing should be avoided where possible.
- Development should provide permeability and create a sensitive but active frontage onto Church House Gardens and present an imaginative high quality design both to the new public space, the gardens and to the High Street. There should be no unsightly 'rear elevation'.
- The north west edge of the site provides the potential for views over Church House Gardens that are currently constrained by service and rear parking yards and residential development around Ethelbert Close which currently enclose vistas and obstruct access.
- All residential uses need to be sensitively integrated with adjoining residential areas.

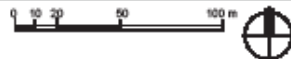
- Opportunities for public art should be encouraged particularly in the new square / theatre forecourt.
- Creation of a secondary street parallel to the High Street fronted by cafes, restaurants and bars and that connects directly into the new public space adjacent the Church House Gardens would help connect the town centre to the park and could also help create a leisure focus in this area.
- Further south there is the potential for a new residential street parallel to the High Street – this should have a quiet residential character with appropriate traffic calming.
- New development must ensure primary active frontages along the High Street and secondary residential frontages along Ravensbourne Road.
- Ravensbourne Road would benefit from streetscape improvements in particular street tree planting and rationalisation of street signage.
- Development should focus on intensity of activity generating uses along High Street, commercial or retail activity could extend to the west but entrances should be discouraged from drawing activity too far to the west along Ravensbourne Road.
- The scale, height and massing of new development should be greatest along the High Street (subject to assessment) reducing towards the west.

SITE N CENTRAL LIBRARY AND CHURCHILL THEATRE

- Site N currently consists of the forecourt to the Churchill Theatre. Despite the prominence of the Churchill Theatre the forecourt is obscured from the High Street by an unattractive portico and the quality of the public realm is also uninspired and dated.
- Pedestrian linkages to the High Street are poor and the gardens are not well integrated with the rest of the town centre.



Opportunity Sites G,N



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|---|--|
| <ul style="list-style-type: none"> — AAP / town centre boundary --- Site boundary --- New / improved pedestrian connection --- New residential street --- Residential frontage --- Key frontage --- Bromley north conservation area boundary | <ul style="list-style-type: none"> Protected parks and open spaces Improved public realm and / or building frontages Pedestrian area improvement Development areas Protection and reuse of listed or locally listed building Possible locations for tall buildings |
|---|--|

Key Design Principles

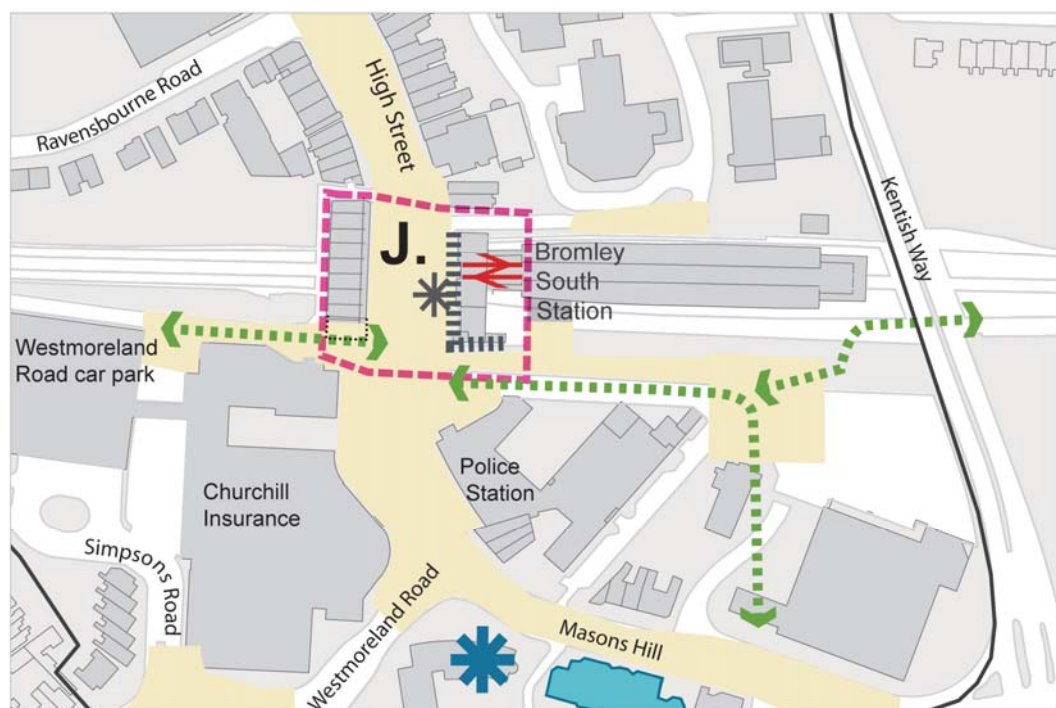
- Proposals for the area around the Library and Theatre will be required to create a high quality pedestrian environment and focus for the town centre.
- Proposals for Site N should form part of a comprehensive masterplan for the western side of the High Street with Site G.
- Development should not extend into the parkland or result in any loss of trees.
- Improved connections between Church House Gardens and the High Street and other open spaces in the town centre should be promoted.
- Improve connectivity between Bromley Central and the adjoining landscape amenity of Church House Gardens.
- Improvements to the eastern and southern edges of the Churchill Theatre building need to provide active edges to increase the attractiveness and vitality of this already busy area. The aspiration is for this area to become a major node within Bromley, incorporating a new public plaza of the highest quality in terms of design and materials. The plaza should incorporate public art and an appropriate lighting strategy, activity from the surrounding edges should be encouraged to spill out into the open space.
- Opportunities for vistas to the green spaces when viewed from the High Street or from site G will help reveal the 'hidden green space' of Church House Gardens. Inclusion of planting within the plaza could bring the park to the High Street.
- New uses brought into any redevelopment should build upon the existing cultural, educational and civic strengths of this location. New uses such as restaurants and cafes should aim to lengthen the hours of activity at this location which currently sees activity wane after closure of the Council facilities.
- The removal of some retail units to the south of Site N could help open up the connection between the High Street and the park.

SITE J BROMLEY SOUTH STATION

Existing Situation

- Building quality both within and outside the station is poor. The site includes Bromley South Station and buildings opposite the station on the western side of High Street.
- New development may be hampered by the configuration of the railway bridge deck
- Station forecourt improvements have provided safe space for pedestrian movement. These principles should be embraced in any future schemes to promote the integration of public transport services related to a station development.
- The quality of the public realm is poor in terms of consistency, interest and usable public space. The absence of street 'clutter' along Masons Hill Road and High Street are positives but overall vehicular priority over pedestrian focus (along street edges and cross-site) is an issue future development must address.
- The Mason's Hill junction has been designed to maximise vehicle priority but does so to the detriment of pedestrian movement. Future development must address the quality of public space.

Key Design Principles



Opportunity Site J

	AAP / town centre boundary		Railway station
	Site boundary		Improved public realm and / or building frontages
	New / improved pedestrian connection		Transport interchange
	Key frontages		Possible locations for tall buildings
	Protection and reuse of listed or locally listed building		

- Development should seek to engender a major town centre gateway location including a new improved station (with suitable disabled access to the platforms), space for transport interchange facilities and key redevelopment of the western bridge deck allowing direct access to Site K.
- Development should seek to provide buildings and spaces that create a sense of arrival.
- Redevelopment of the station could provide scope for retail uses on the ground floor and/or a taller building with mixed uses on upper floors.

Access and active frontage could be considered from both the north and south sides as well as from the station forecourt. Consideration must be given to appropriate building heights and bulk in relation to developments such as the police station and RBS offices to assess the collective effect of these groups in relation to the streetscape and views south.

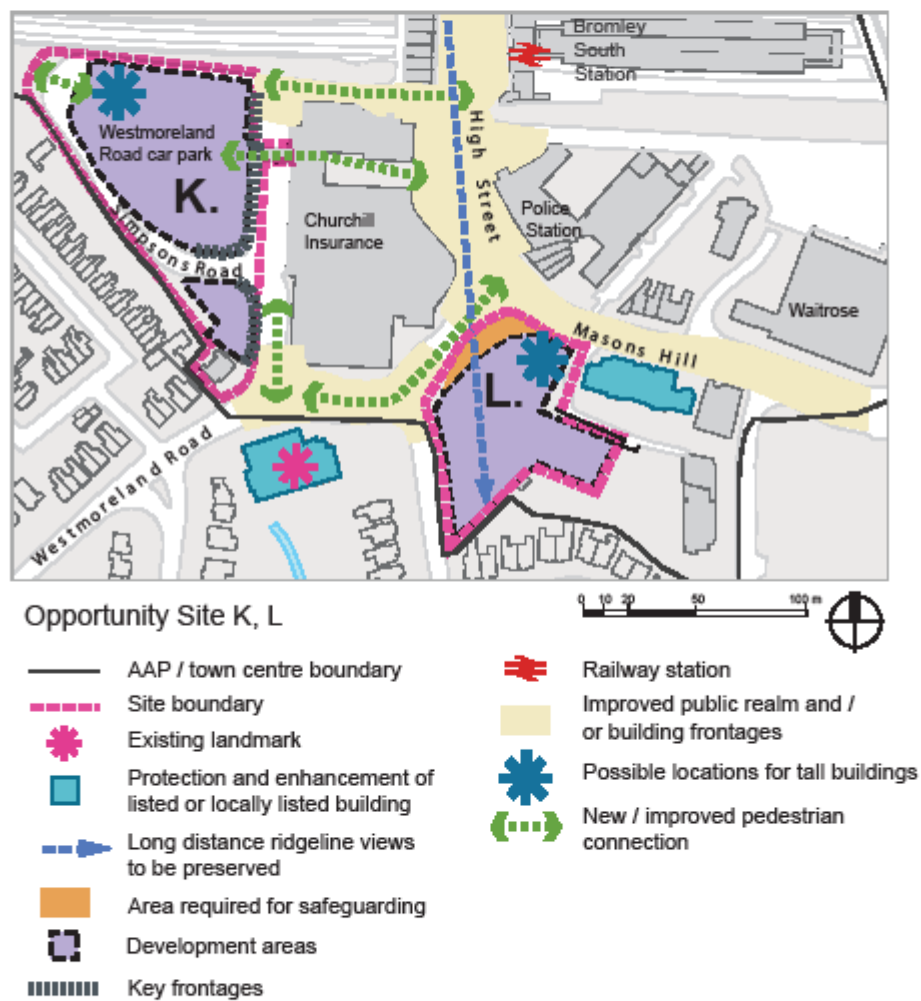
- Pedestrian connections must be considered a high priority if a public interchange is located on the site, particularly links between the station and bus interchange and routes to the east of the town. Improved pedestrian movement should include matters of disabled access.

SITE K WESTMORELAND ROAD CAR PARK

Existing Situation

- The site is dominated by the Westmoreland MSCP which is highly visible on approach from London by train,
- The site includes buildings of significant bulk and scale and further taller buildings could be located to create a higher density 'town centre' group without compromising surrounding buildings, spaces and views.
- There is a substantial level change across the site which sees a drop of relatively even gradient from the high point in the NE to a low point in the SW.
- Locally listed St Marks Church is an important building at the southern edge of the town. The Church tower is significant in street views along Westmoreland Road and development should not dominate but complement its setting.
- Simpson Road lacks a strong street frontage, with the current service entrance to the RBS building and the MSCP access dominating, the overall sense of continuity and cohesion is poor and could be greatly improved.
- Vehicular dominated streets and service access areas make the pedestrian environment poor. Ease of movement with safe, comfortable and attractive pedestrian access through the site must be the aim.
- Building arrangement has been designed to ensure ease of vehicular movement at the expense of pedestrian movement. Pedestrian movement corridors are interrupted by poor building arrangement and servicing, routes are currently unpleasant and disconnected.
- The site represents a transition zone between surrounding land uses, proposed future uses should respond to the adjacent land uses.

Key Development Principles



- Building heights should respond to surrounding scale but could include a taller landmark tower with a reducing scale towards the residential properties in Newbury Road and the locally listed St Mark's Church.
- Façade treatments must address the need to provide a series of high quality elevations sympathetic to their context creating an attractive development solution.
- The potential size of development places an emphasis on using the external façade to increase efficiency and moderate impact using areas of living walls and green roofs.
- Redevelopment must seek to create a strong connection to the station and the High Street possibly including removal of one or more building onto the High Street (in conjunction with Site J)
- Development at Westmoreland Road and Simpson Road must address the impact on street views and the relationship with St Marks Church.
- The scheme must seek to improve the pedestrian environment including solutions to reduce visual impact of adjacent service yards, storage areas and plant. The scheme must seek to create a new public space within the development that gives access to the new cinema and other leisure facilities being provided.
- New pedestrian links should be sought to improve access to residential areas beyond. This could incorporate improvements to playground in Newbury Road.
- Adequate facilities must be provided for bus turning and standing.
- Mitigation measures must be incorporated in response to findings of flood risk assessment.

SITE L DHSS BUILDING AND BROMLEY CHRISTIAN CENTRE

Existing Situation

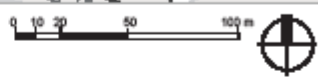
- The current building is of modest quality and does not meet the potential of this prominent site. Development can improve townscape by creating a strong visual termination of the High Street marking the southern limit of the town centre in a group with the police station and RBS office block. The site represents a very prominent location that has great townscape potential.
- The site stands on the edge of a residential street to the south so consideration must be given to the impact on residential amenity.
- The planted landscape surrounding the site and public realm are generally uninspiring. Development can include improvements to public space including upgraded facilities for pedestrian movement at the traffic junction.
- Development will allow for junction improvements as part of a safeguarding line that creates more capacity for traffic.
- The design of the building has resulted in a lack of activity and vitality particularly important at the ground floor level. New development should consider a mix of uses
- Vehicular movement is given a distinct priority at this location. High traffic volumes make N-S pedestrian movement across Westmoreland Road difficult but crossings do exist at the High Street and Simpson Road junctions.

The current use of the site results in a lack of street activity at this location.

Key Design Principles



Opportunity Site K, L



- | | | | |
|-------|---|--|---|
| — | AAP / town centre boundary | | Railway station |
| - - - | Site boundary | | Improved public realm and / or building frontages |
| | Existing landmark | | Possible locations for tall buildings |
| | Protection and enhancement of listed or locally listed building | | New / improved pedestrian connection |
| | Long distance ridgeline views to be preserved | | |
| | Area required for safeguarding | | |
| | Development areas | | |
| | Key frontages | | |

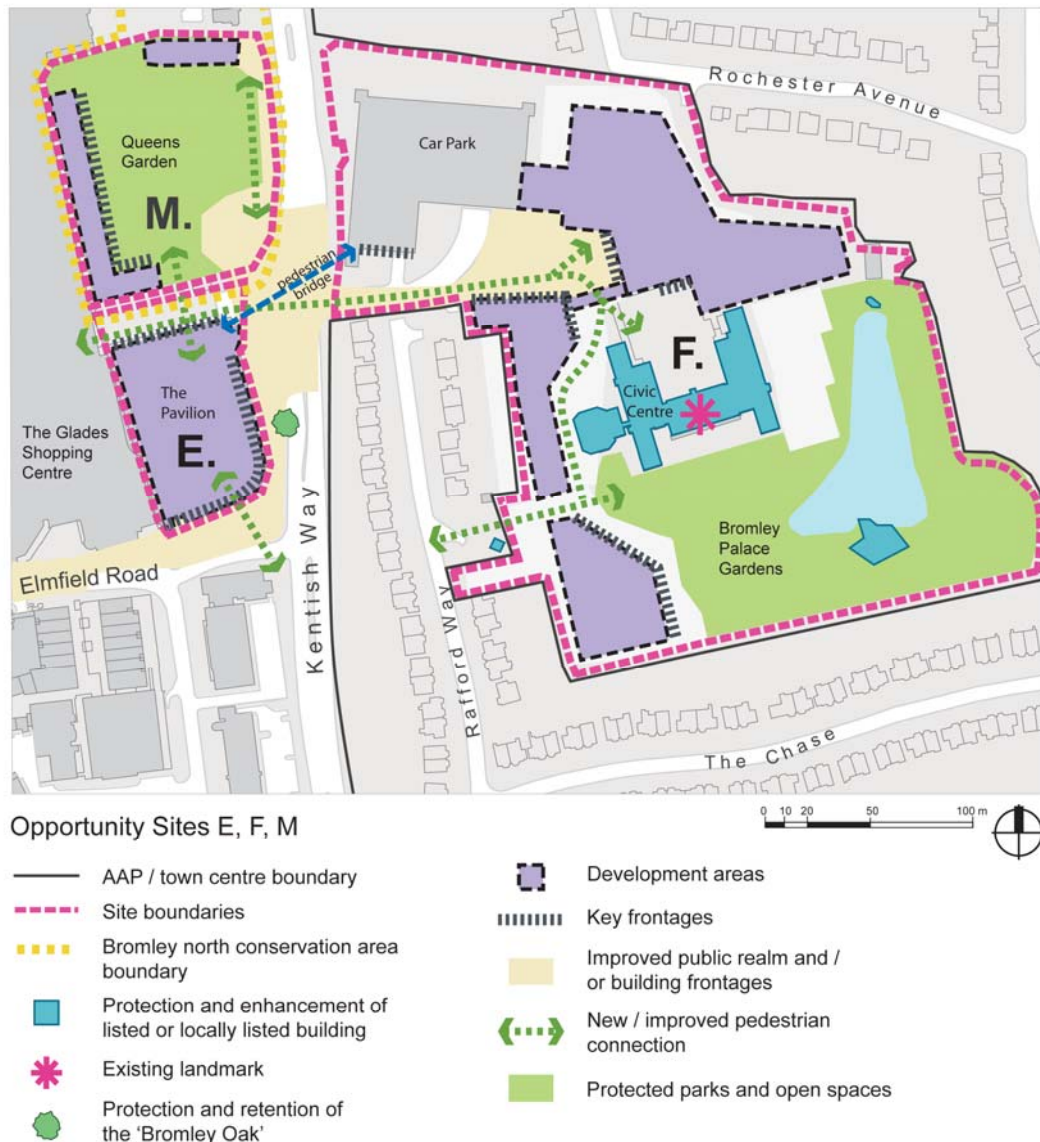
- This site presents a great opportunity to create a strong wayfinding focal point to assist with orientation and a visual feature to terminate the vista south along High Street and from South Bromley Station.
- The scale and height of new development will need to respond to the surrounding development. Taller elements must not obstruct views from the High Street toward the wooded ridge to the south or overpower St Mark's Church and surrounding residential areas
- Improve public realm particularly through the provision of improved pedestrian environments along key routes (ie Westmoreland Road and Masons Hill Road). The wide footpaths should accommodate street tree planting and street furniture drawn from a consistent family of elements.
- An at grade single-phase pedestrian crossing should be considered to allow easy crossing of Westmoreland Road subject to an appropriate study, this might include a raised table and other traffic calming measures.
- New development should respect the townscape value of St Mark's Church and buildings along Westmoreland Road.
- New mixed use development should include active ground floor uses and a strongly articulated entrance to create a positive street presence along Westmoreland Road and Masons Hill Road.

SITE M QUEENS GARDENS

Existing Situation

- The Garden is an asset to the town centre but the area is underused and the surrounding built environment does not encourage active use of the space.
- Kentish Way acts as a barrier to movement between the Garden and Civic Centre and MSCP. To a lesser extent, the design of the Terrace does not encourage pedestrians to cross the Garden to the southern entrance of The Glades.
- The internalised nature of both the Glades and the Pavilion means that activity in these two major attractors does not spill out into the Gardens leaving the Gardens.

Key Design Principles



- Westmoreland Road and Masons Hill Road junction.
- Future development around the perimeter of the Queens Gardens should aim to provide active frontages to the park edge thereby animating this space.
- New development should ensure attractive frontages to Garden
- Imaginative solutions are required to create opportunities for activity possibly via temporary, demountable or more permanent structures to include bars, restaurant and cafes opening onto the Garden area

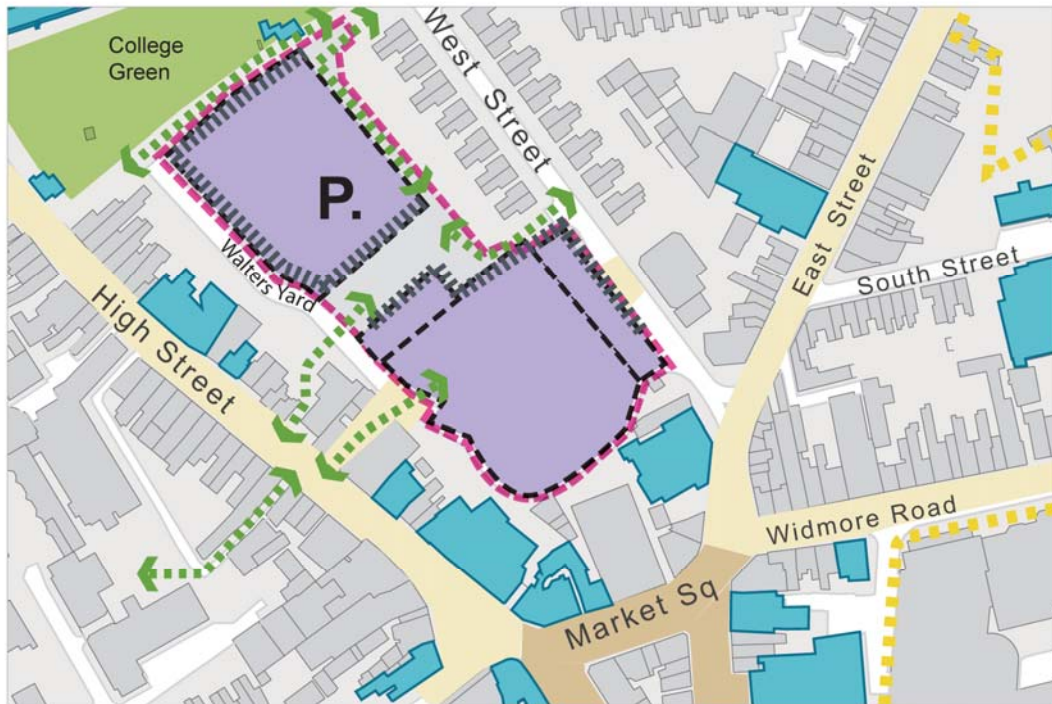
- In the event of proposals for development of the eastern edge of The Glades, improved visual and permeable links must be provided between the shopping centre and Queens Garden.
- Garden design should include opportunities for accommodating events, activities and public art.

SITE P The Supermarket, West Street

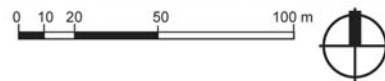
Existing Situation

- Although the supermarket is located in the North Village and surrounded by the town's conservation area, it has little visual connection with the town centre due to siting and design orientation inward across the car park. The result is a lack of articulation and interest along West Street frontage.
- The supermarket does front onto West Street but the form it takes is relatively sensitive, in terms of scale and massing, if somewhat bland in terms of surface articulation, decoration and fenestration, with the notable exception of the ceramic murals that adorn sections of the otherwise blank facade.
- The northern edge runs along College Slip a public thoroughfare that shares an edge with Bromley College.
- The dominance of the vehicular service access along Walters Yard reduces the potential to create a 'backs of Bromley' atmosphere of rear courts and yards, severs integration with the town and does not provide attractive routes for pedestrian movement.
- Vehicular access to the car park is via West Street to the north of the supermarket building while loading is from West Street to the south of the supermarket building.

Key Design Principles



Opportunity Site P



- | | | | |
|---|---|---|---|
|  | Site boundary |  | Improved public realm and / or building frontages |
|  | Bromley north conservation area boundary |  | Pedestrian area improvements |
|  | Protection and enhancement of listed or locally listed building |  | New / improved pedestrian connection |
|  | Existing landmark |  | Protected parks and open spaces |
|  | Development areas | | |
|  | Key frontages | | |

Key Design Principles

- Future development should be of a scale and height that does not impact on the visual quality of the North Village.
- Development should aim to compliment the existing character of Bromley North Village with its fine grained dense pedestrian and vehicular routes that are lined by active uses. The incorporation of mixed use development should consider active ground floor uses wrap some internal car parking.
- Redevelopment of Sainsbury should create an active frontage on West St.
- Through links from the High Street should be reinforced and the creation of an internal pocket of public open space fronted by active uses will encourage the draw of footfall from the High Street into and through the site.
- Development of the northern edge should provide primary frontages that provide passive surveillance of College Slip while ensuring buildings do not present a blank façade to this pedestrian link. At the same time the scale of development at the northern end should not be such that there is major overlooking the grounds of the listed Bromley College.
- The scale of built form fronting College Slip should be dictated by the visual impact redevelopment will have upon views from the College. It is unlikely that buildings over 2 storeys would be appropriate for this edge. Taller elements might be appropriate more centrally within site P if it can be demonstrated no adverse visual impact to the college or surrounding North Village streets.
- Pedestrian links from the High Street should be upgraded with a single surface paving treatment to the store and work with building owners to assess options for improving the built fabric of frontage properties.
- The northern edge should provide an attractive elevational form to College Slip without dominating the walk. Treatment might include a green wall or other semi-natural style solution that retains and reinforces a quiet leafy character, well lit and inviting for users after dark.
- Development must integrate with surrounding properties, improve views from rear elevations, upgrade the site perimeter and create better pedestrian links with the town centre.