

ALTERNATIVE ARRANGEMENTS FOR WESTMORELAND ROAD CAR PARK CLOSURE

As has been widely reported the redevelopment of the Westmoreland Road Car Park will represent an important first stage in the Council's ambitious development programme to secure the future prosperity of Bromley town centre. Since planning permission was granted in March 2012 the Council's project team have been working closely with the selected developer, The Cathedral Group, to conclude the outstanding contractual and financial requirements of the development agreement. However, as you can appreciate this has been challenging for the developer in the current economic climate and our shared aspiration to commence work in the early autumn has been delayed. However, the developer has indicated that they are confident of resolving the outstanding issues to allow us to shortly set a commencement date for the development programme, which would then trigger the closure of the Westmoreland Car Park after the busy Christmas period.

To minimise any likely disruption we are finalising a communication plan which aims to provide residents and users of the car park with targeted information on the programmed closure and proposed mitigation measures. The Council is already implementing a series of improvements before the car park is closed to increase the capacity of car parking in the town by a minimum of 345 spaces in the short term, with the scope to add an additional 200 in the medium term if required. An electronic Variable Message Signage system, consisting of seven signs located at the main vehicular entrances to the town, is also due to be installed by the start of December 2012, which will show parking space availability in all of the town car parks to assist motorists find free parking spaces.

For commuters we proposed to provide a series of flyers which will detail alternatives parking choices both in existing car parks and on street. We have already written to all the season ticket holders and business contract users to inform them of these alternative arrangements. As soon we have a confirmed commencement date from the developer we can activate the rest of the awareness campaign. Please note there is likely to a minimum period of six weeks between the serving of the required notices and any actual closure of the car park. The wider information campaign is still being developed and will consist of a series of targeted flyers in the car parked aimed at the retail and more casual users and further press release such as the attached which was released on 17th September 2012. As information becomes available we will also be updating the information on the Council website http://www.bromley.gov.uk/news/article/13/westmoreland_road_car_park_redevelopment