

An aerial photograph of the Bromley Central High School campus. The image shows a large, multi-story school building with a central courtyard, several parking lots filled with cars, and surrounding residential streets. A semi-transparent dark grey rectangular box is overlaid in the center of the image, containing white text. The text reads: "APPENDIX 1", "Bromley Central High Street", "Stage 1 Report", "Studio Egret West", and "July 2015".

APPENDIX 1
Bromley Central High Street

Stage 1 Report
Studio Egret West
July 2015

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01 Introduction

This Stage 1 Design Report captures the main areas which SEW have investigated since the inception of the project in May 2015, and captures the team's site understanding, aspirations, initial design concepts and public consultation feedback.

The report covers each of the above areas and contains an overview of some of our findings which will be used to form the basis of the next stage of work.

02 Site Analysis

Understanding the setting is crucial, which is why we always begin with analysis. Our urban design analysis for this commission includes analysis of past consultation events, microclimate, current uses, current condition and site constraints.

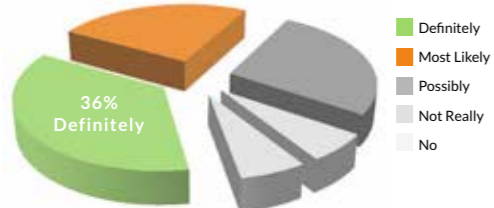
Do you think Bromley's High Street Garden is a positive addition to our town centre?



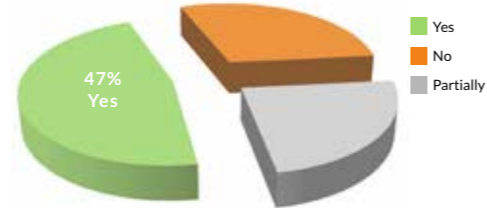
Do think the grass and benches would encourage people to stay longer in the town centre during good weather?



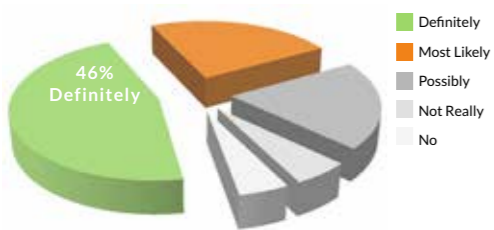
Do activities such as 'Bromley's High Street Garden' help to raise awareness of the town's assets and the changes happening in the town centre?



Were you aware that the High Street is linked to three green public spaces? (Church House Gardens, College Green & Queens Gardens)



Do you think similar interventions can help change people's perception for the better, regarding the town centre?



How frequently should events such as Bromley's High Street Garden occur in the town?



* Data taken from Bromley's High Street Garden: Summer 2013 (150 surveys)

2.1

High Street Garden Survey (Summer 2013)

The High Street Garden Event held in 2013 challenged people's perceptions of how the high street could be used, raising awareness that the high street is actually well linked to a number of greenspaces and that the introduction of grass and benches can actually encourage people to stay longer in the town centre during good weather. During the course of the event a questionnaire was completed by over 300 people. From the responses received we have learnt the following:

Conclusions:

- Green the high street
- Improve connections to Church House Gardens
- Create spaces for people to sit and dwell

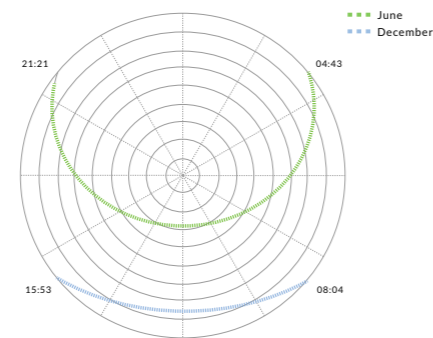
- There was an overwhelmingly positive reaction to greening the town centre;
- People appreciated that grass and benches would encourage people to stay longer in and dwell in the high street;
- The connection to Church House Gardens was welcomed by many;
- For many the event raised awareness of the high streets close proximity to Church House Gardens only half of those surveyed were aware of the gardens.



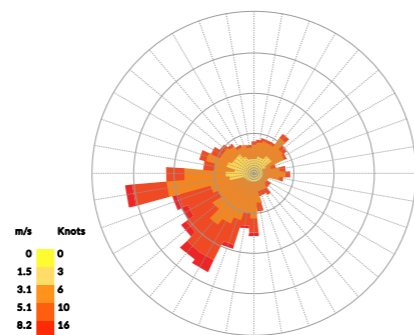
2.2

Microclimate

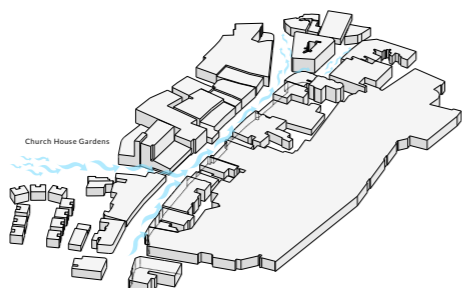
- Sun studies have identified a range of micro-climates along the high street;
- The open nature of the high street and exposure to south westerly winds creates a windswept environment during periods of high wind.



Sun Path Diagram
Showing sun rise and sun set during different times of the year



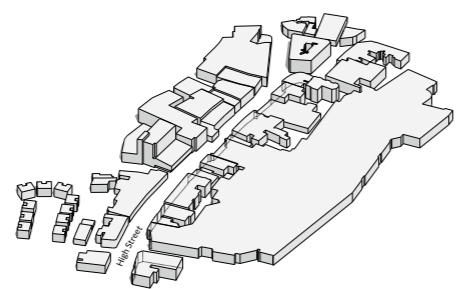
Wind Rose Diagram
Shows that wind prevails from the South-West



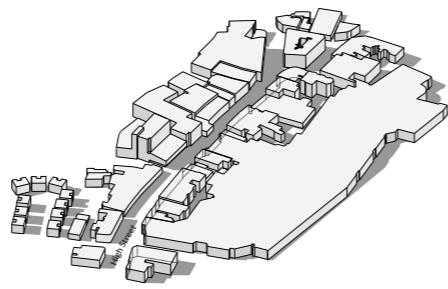
Prevailing Wind

Conclusions:

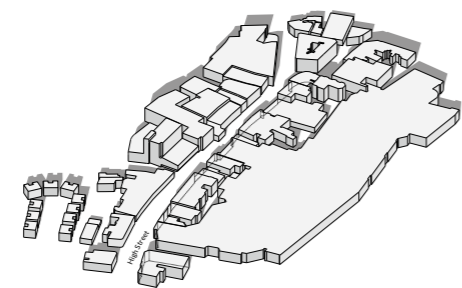
- Consider sunnier locations for seating and dwell spaces
- Introduce shelter within the high street to counter a range of weather conditions



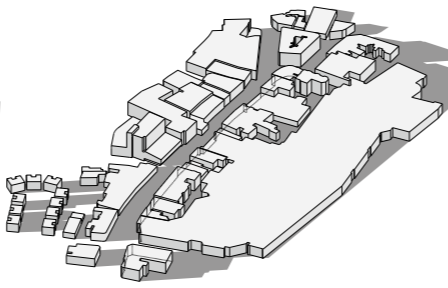
Summer Morning - June 12th 11:00



Summer Afternoon - June 12th 16:00



Winter Morning - November 12th 11:00

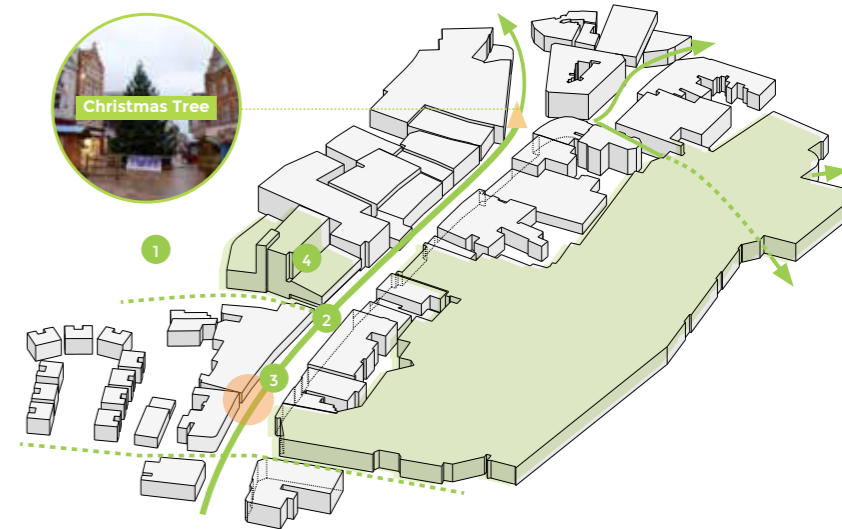


Winter Afternoon - November 12th 16:00

2.3

Current Space Use

- Primarily used as a shopping street and a pedestrian thoroughfare
- There are currently a limited range of programmed events such as 'The High Street Garden' event - or seasonal events such as the Christmas tree
- Markets provide the main programmed use for the high street
- The theatre provides a cultural draw for people coming to the high street



Conclusions:

- Introduce a hierarchy of public space to encourage a range of daily, weekly and monthly high street uses
- Introduce opportunities for pedestrian dwell to encourage people to sit and use the high street rather than pass through
- Engage the theatre with the high street creating better connections
- Rethink the markets configuration



2.4

Current condition of the High Street

- Seating opportunities are limited, poor quality, uncomfortable and inflexible
- Paving is poor quality, a dated design and undulates in areas
- There is currently no sense of arrival when approaching from the south and poorly defined connections to Church House Gardens
- There is currently a minimal amount of planting
- The high street is currently open and windswept, there is very little shelter from the elements

Conclusions:

- Introduce more seating throughout the high street, that can be flexible to change, positioned in the sunniest locations and comfortable
- Revamp the paving palette throughout the high street
- Define key spaces and create better connections to greenspaces
- Introduce more planting
- Create shelter within the high street for year round use



2.5

Services

A variety of services are present within the pedestrian high street. Stat surveys show indicative locations of the various services throughout the street. The implications for the evolving design will be limitations on foundations, planting bed depths and access requirements to service covers and manholes for future maintenance.

Further investigations will be required in order to fully understand the exact locations of service runs. Engineering input will also be required to guide and inform the emerging design as well as detail the appropriate foundations.



Theatre

No sense of arrival when approaching the culturally renowned Churchill Theatre



Seating

Limited Opportunities
Poor Quality
Uncomfortable
Inflexible



Paving

Dated Design
Poor Quality
Undulating Levels



Connections

No sense of arrival when approaching from the south; poorly defined connections to Church House Gardens



Planting

Currently a minimal amount of planting



Shelter

The High Street is currently open and windswept, there is very little shelter from the elements

03 Emerging Design Principles



Following site analysis of the High Street and feedback from the High Street Garden public engagement we have established the following design principles to guide the emerging high street design.

- 1.** Introduce a hierarchy of public space where people can dwell
- 2.** Green the high street
- 3.** Create shelter within the high street for year round enjoyment
- 4.** Create better links to Bromley's greenspace
- 5.** Encourage street activity & enhance pedestrian experience





1. Introduce a hierarchy of public space where people can dwell

The high street currently feels like one long space and more of a through route than a place to sit and dwell. We think it needs a hierarchy of spaces to create attractive arrival plazas, legible connections to church house gardens and to create opportunities for seating and programmed events on the high street.



2. Green the high street

Bromley is often described as a green and leafy London suburb. The high street however is currently a large expanse of paving we want to soften this impression by creating opportunities for planting throughout. We believe there are opportunities to green areas of the street to create a setting more in keeping with the overall reputation, character and ambience of Bromley.



3. Create shelter within the high street for year round enjoyment

Microclimate analysis has highlighted the high street's susceptibility to prevailing winds, this combined with the unreliable British climate has identified a need for shelter within the high street in order to provide a public realm that people can enjoy all year round. We think there is an opportunity to create sheltered seating areas and café kiosks.



4. Create better links to Bromley's greenspace

Bromley High street is in touching distance of Church House gardens but currently lacks a positive connection to it. A lot of people aren't even aware that its there! We think this link needs to be strengthened to engage the park and the theatre with the high street and encourage people to explore the park or sit in front of the theatre.



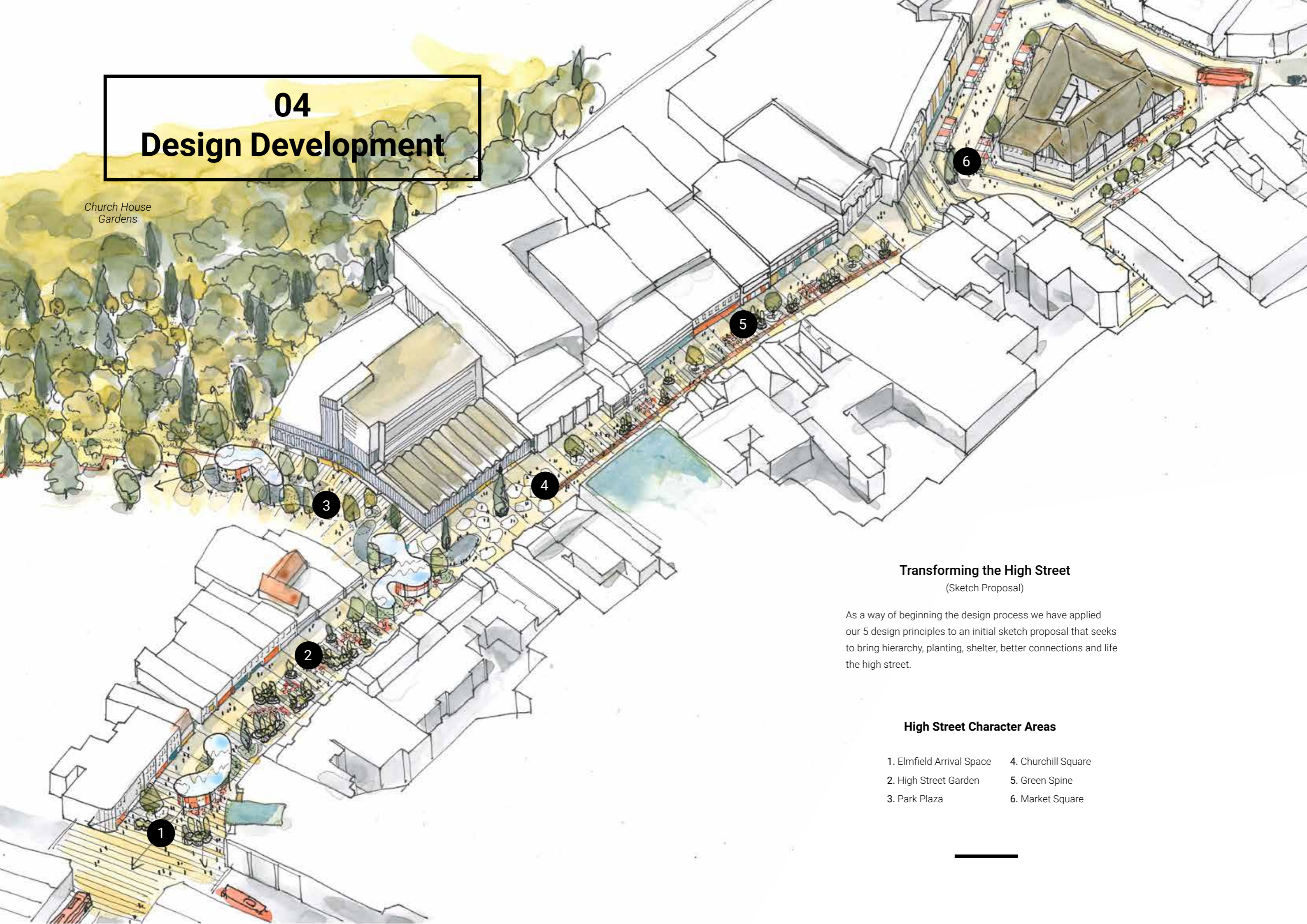
5. Encourage street activity & enhance pedestrian experience

With the exception of shopping there is currently little more going on in Bromley High Street. Where is the pedestrian experience? Water features, seating areas, planting could all add an element of surprise and variety. We want people to enjoy coming to Bromley not just for the shops but for the whole pedestrian experience.



04 Design Development

Church House
Gardens



Transforming the High Street (Sketch Proposal)

As a way of beginning the design process we have applied our 5 design principles to an initial sketch proposal that seeks to bring hierarchy, planting, shelter, better connections and life the high street.

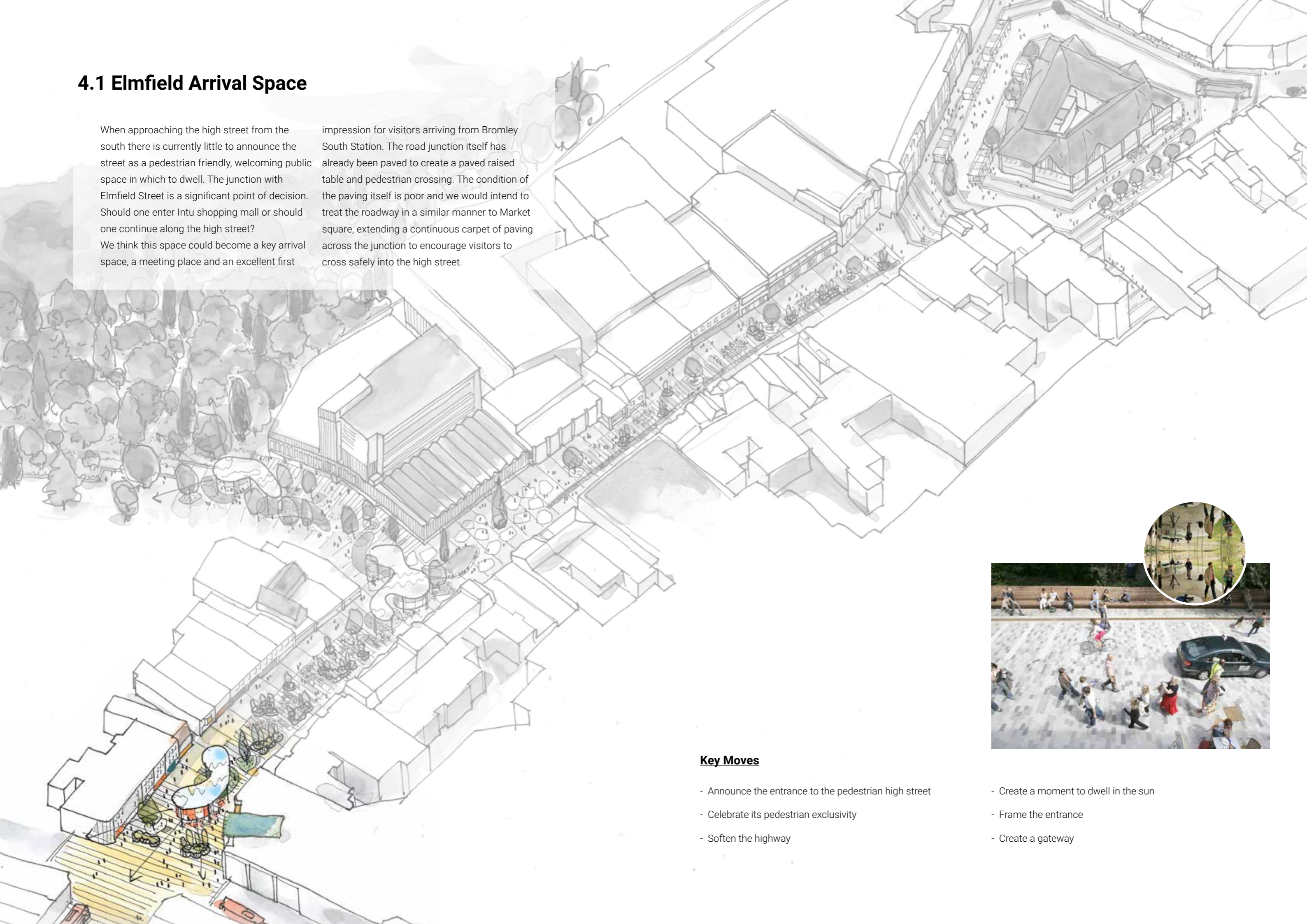
High Street Character Areas

- | | |
|---------------------------|---------------------|
| 1. Elmfield Arrival Space | 4. Churchill Square |
| 2. High Street Garden | 5. Green Spine |
| 3. Park Plaza | 6. Market Square |

4.1 Elmfield Arrival Space

When approaching the high street from the south there is currently little to announce the street as a pedestrian friendly, welcoming public space in which to dwell. The junction with Elmfield Street is a significant point of decision. Should one enter Intu shopping mall or should one continue along the high street? We think this space could become a key arrival space, a meeting place and an excellent first

impression for visitors arriving from Bromley South Station. The road junction itself has already been paved to create a paved raised table and pedestrian crossing. The condition of the paving itself is poor and we would intend to treat the roadway in a similar manner to Market square, extending a continuous carpet of paving across the junction to encourage visitors to cross safely into the high street.



Key Moves

- Announce the entrance to the pedestrian high street
- Celebrate its pedestrian exclusivity
- Soften the highway

- Create a moment to dwell in the sun
- Frame the entrance
- Create a gateway

4.2 High Street Garden

There are currently few opportunities to sit and relax within the high street. Based on the success of The 2013 High Street garden event and our microclimate studies we think that this could be the prime position for both seating and planting.



Key Moves

- Encourage a cafe culture
- Make the most of the micro-climate
- Create shelter from the wind between two pavillions structure
- Introduce sensory planting to soften the high street and encourage people to sit

4.3 Park Plaza

Church House Gardens and Churchill Theatre currently sit behind the high street. We think they should be more visible, better connected and celebrated as positive elements of the town centre pedestrian experience. Park plaza would create a more generous setting for the

Theatre and Library as well as encourage greater movement through the park. Seating, water features and an array of different street trees would bring some of the park's key features closer to the high street whilst adding an element of fun and animation.

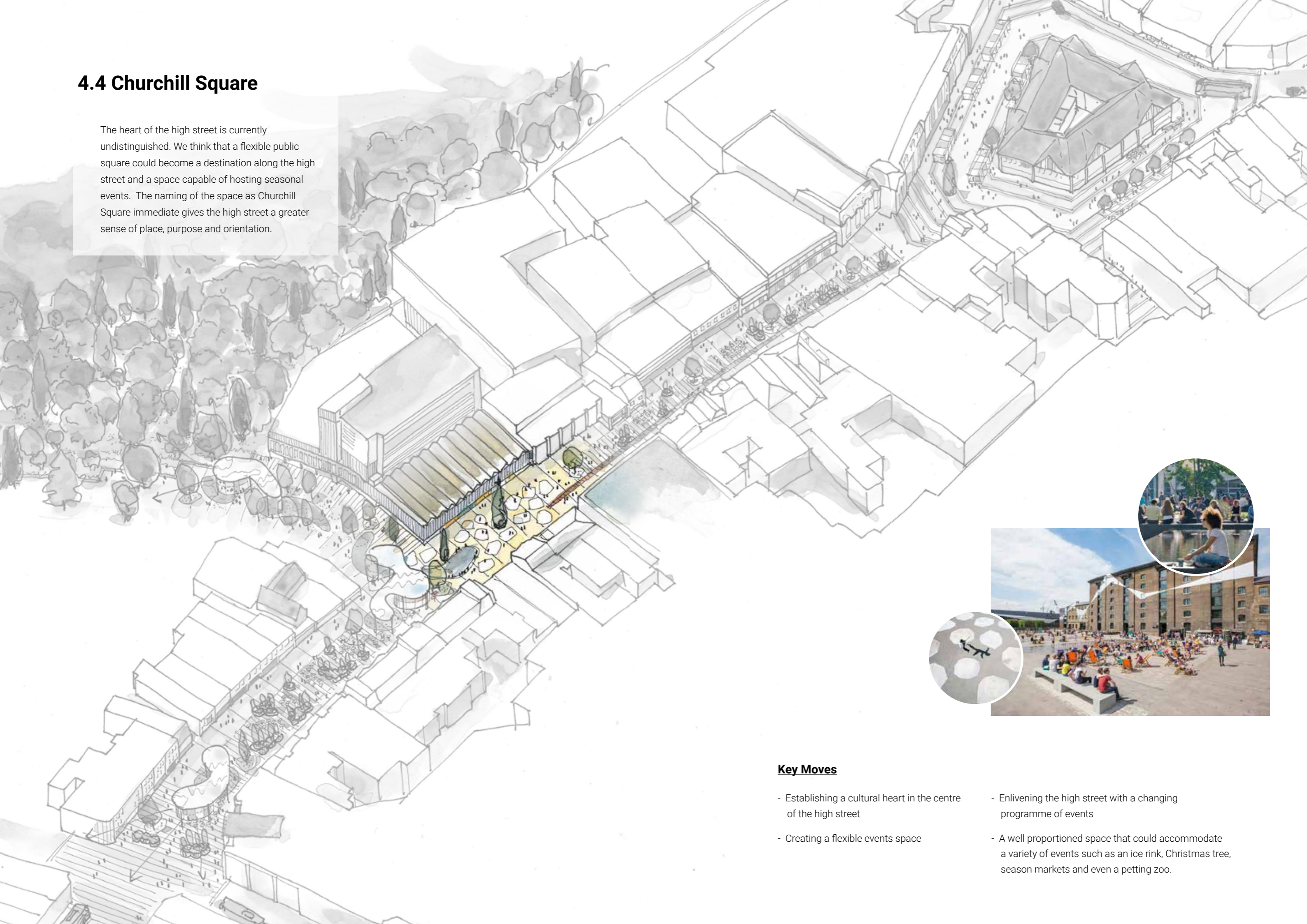


Key Moves

- Connecting to the Park
- Encourage people to enjoy a quieter greener environment that exists so close to the shopping street
- Create an urban arboretum
- Appreciation of the variety of different tree species
- Enhance the atmosphere and the beauty of the existing trees with reflective water features
- Introduce a pavilion overlooking the park announcing the connection with the high street

4.4 Churchill Square

The heart of the high street is currently undistinguished. We think that a flexible public square could become a destination along the high street and a space capable of hosting seasonal events. The naming of the space as Churchill Square immediately gives the high street a greater sense of place, purpose and orientation.

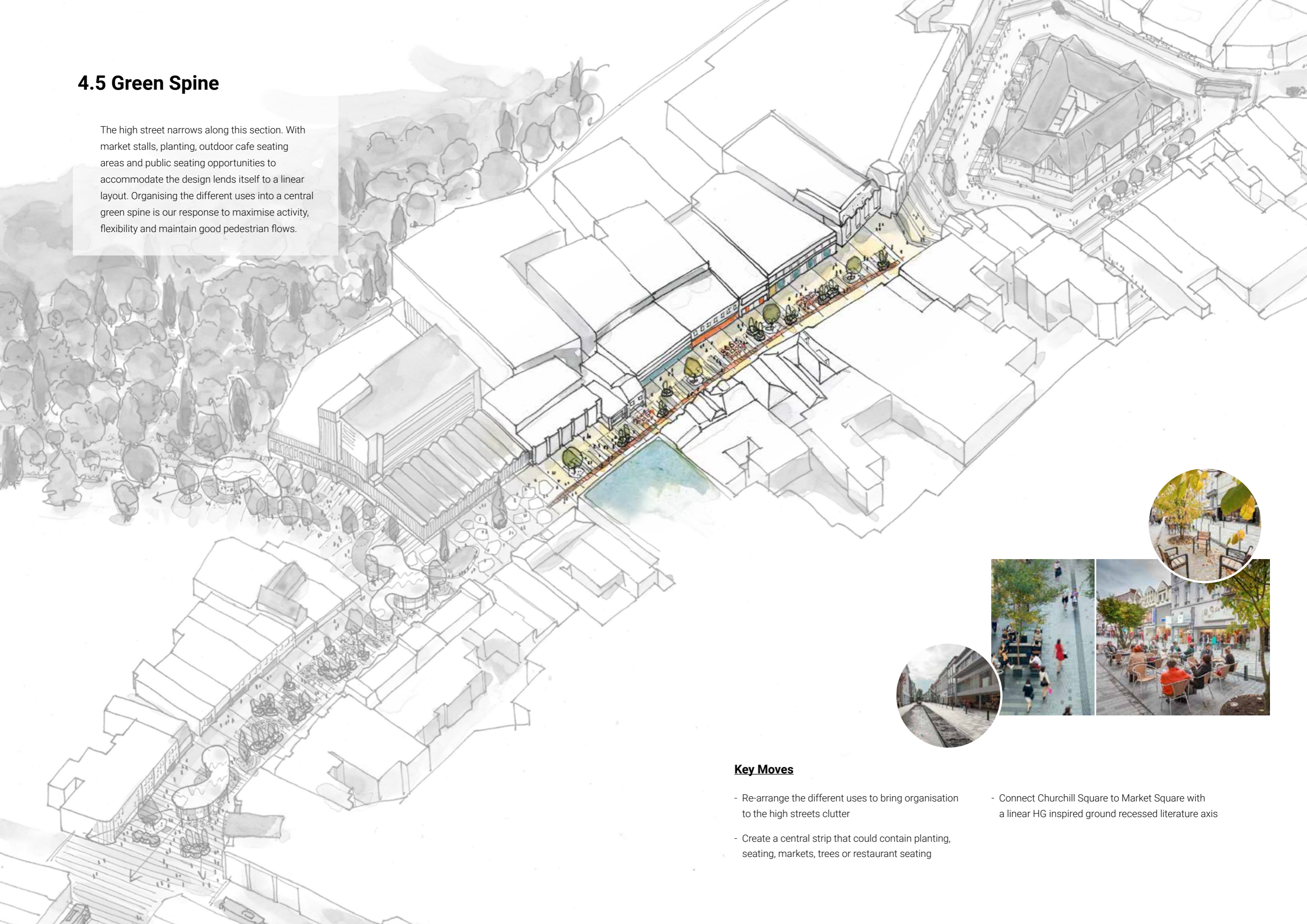


Key Moves

- Establishing a cultural heart in the centre of the high street
- Enlivening the high street with a changing programme of events
- Creating a flexible events space
- A well proportioned space that could accommodate a variety of events such as an ice rink, Christmas tree, season markets and even a petting zoo.

4.5 Green Spine

The high street narrows along this section. With market stalls, planting, outdoor cafe seating areas and public seating opportunities to accommodate the design lends itself to a linear layout. Organising the different uses into a central green spine is our response to maximise activity, flexibility and maintain good pedestrian flows.

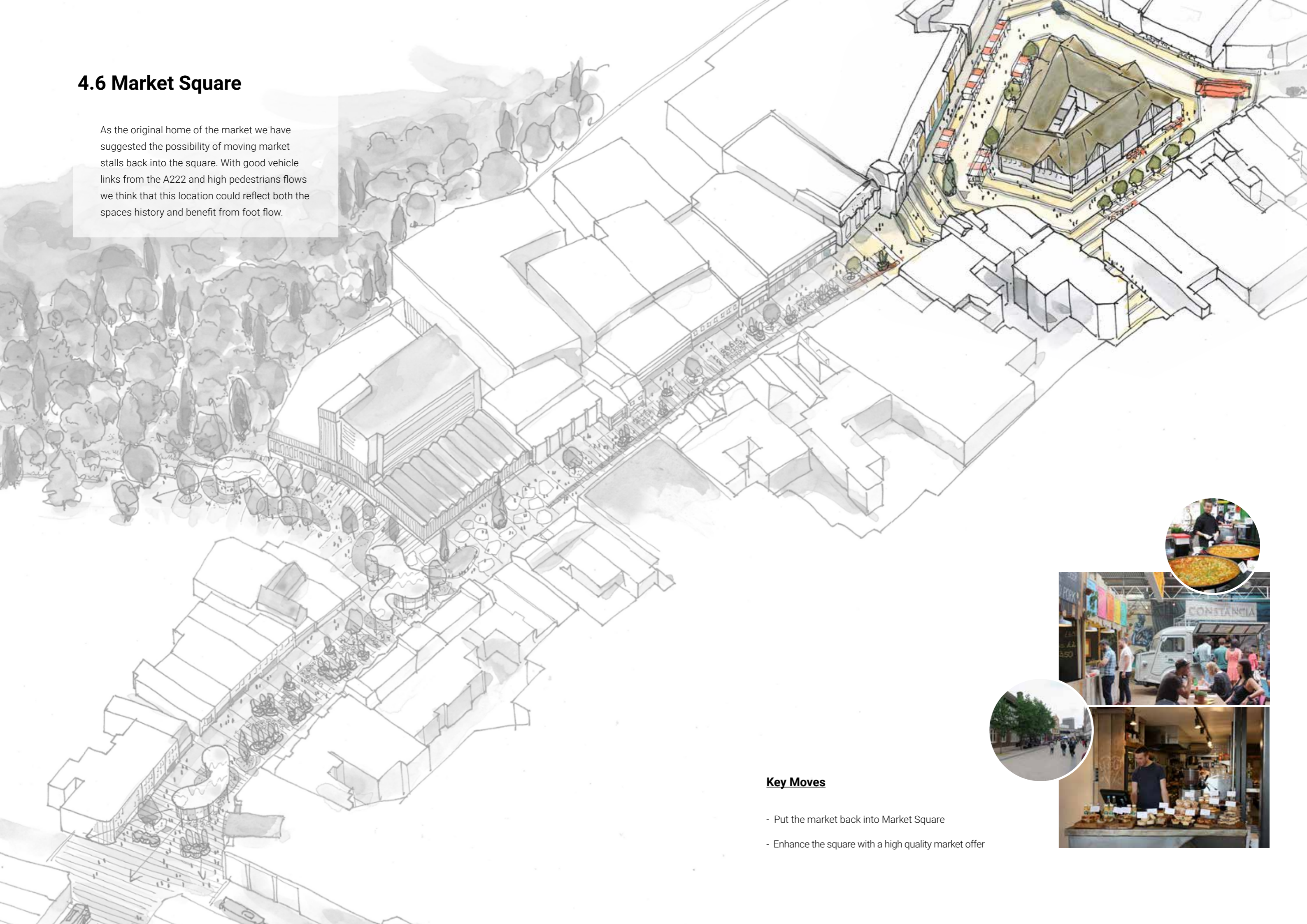


Key Moves

- Re-arrange the different uses to bring organisation to the high streets clutter
- Create a central strip that could contain planting, seating, markets, trees or restaurant seating
- Connect Churchill Square to Market Square with a linear HG inspired ground recessed literature axis

4.6 Market Square

As the original home of the market we have suggested the possibility of moving market stalls back into the square. With good vehicle links from the A222 and high pedestrian flows we think that this location could reflect both the spaces history and benefit from foot flow.



Key Moves

- Put the market back into Market Square
- Enhance the square with a high quality market offer

Elmfield Arrival Space



Entrance to the High Street



Raised planters with integrated seating enclose a public plaza announcing the entrance to the High Street

A permanent kiosk with a reflective canopy creates shelter and encourages dwell

Planting greens softens the highway edge framing the view towards an arrival kiosk

Shared space encourages free pedestrian movement into the High Street

- ✓ Introduce a hierarchy of public space where people can dwell
- ✓ Green the High Street
- ✓ Create shelter within the High Street for year round enjoyment
- ✓ Create better links to Bromley's greenspace
- ✓ Encourage street activity & enhance pedestrian experience

Park Plaza



Connection to Church House Gardens



An arboretum of different street trees extends the Church House Garden character in to the High Street

Reflective canopy provides shelter and interactive fun

Pedestrian links between the High Street, Churchill Theatre and Church House Gardens improved creating better connections to Bromley's greenspace

Reflective water features add animation encouraging people to dwell and interact with the public realm

- ✓ Introduce a hierarchy of public space where people can dwell
- ✓ Green the High Street
- ✓ Create shelter within the High Street for year round enjoyment
- ✓ Create better links to Bromley's greenspace
- ✓ Encourage street activity & enhance pedestrian experience

4.7 High Street Pavillions

Park Cafe:

Cafe space with sheltered seating area and mezzanine level for tree top prospect



Centrally placed retail unit:

Potential uses could be a florist, jewellers, tourist info etc...

The pavilion structure also creates covered seating or performance spaces either side.



High Street Beacon:

Cafe space with mezzanine level benefiting from southern views down the high street towards Bromley South Station

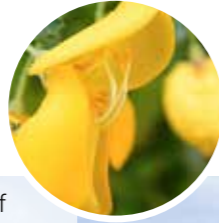
The pavilion announces the beginning of the pedestrian high street and creates a buzz of cafe culture on all sides populating and animating an arrival plaza



4.8 High Street Beacon

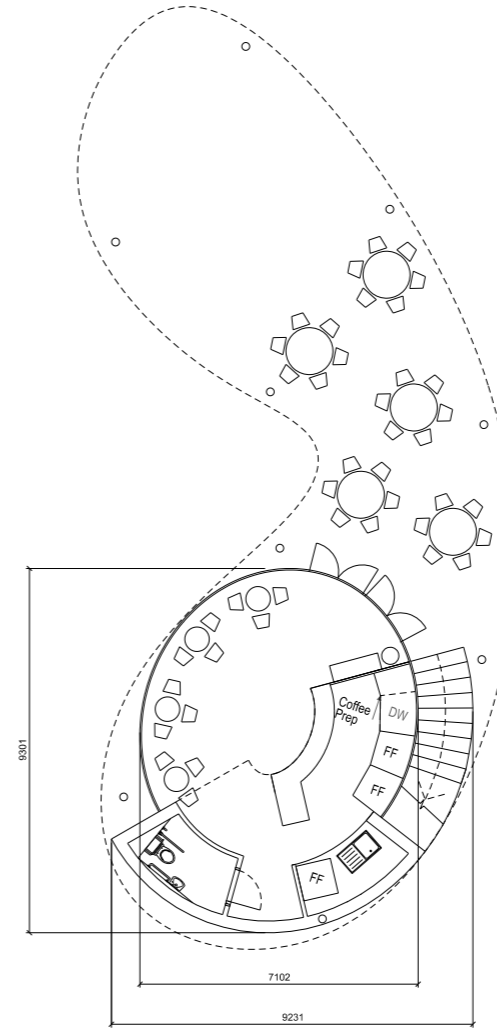
Bromley, where the broom grows.

Using an abstracted motif of the broom flower we have begun to explore the form and potential floor plan of one of the High Street Pavilions. The High Street Beacon Pavilion will arguably have the highest impact on the high street as for many it will be the first impression when arriving from the areas busiest station, Bromley South.

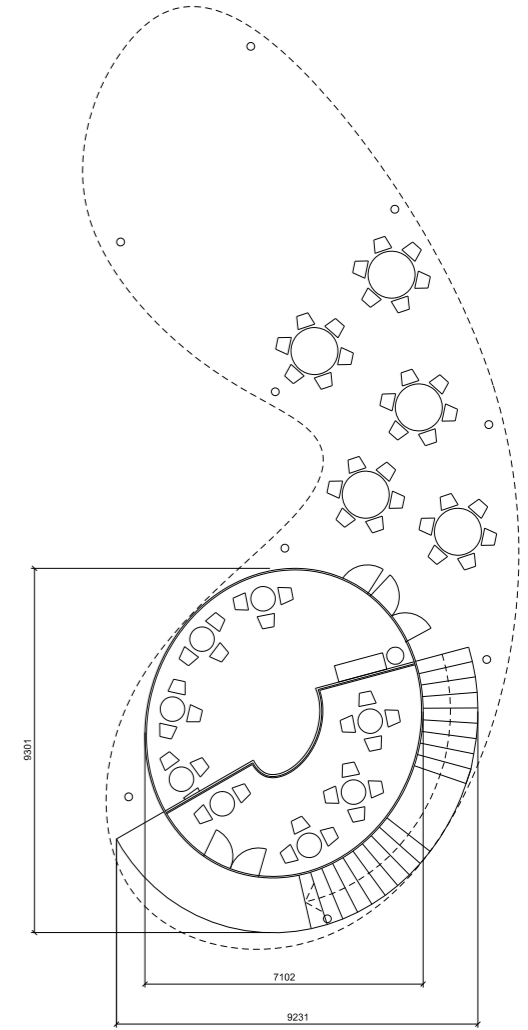


Plan View

Ground Floor



First Floor



05 Public Consultation Events

5.1

Transforming the High Street

Park Plaza

- Connecting to the Park
- Encourage people to walk, cycle, jog
- Create an urban atmosphere



Park Plaza

Green Spine

- Reorganise the different uses to bring organization to the high street cluster
- Create a central strip that could contain parking, seating, trees or outdoor art loading
- Connect Church Hill Square to Market Square with a linear 100 Walks inspired ground covered structure



Green Spine



High Street Character Areas

1 Elmfield Arrival Space	4 Churchill Square
2 High Street Garden	5 Green Spine
3 Park Plaza	6 Market Square

Elmfield Arrival Space



- Announce the entrance to the pedestrian high street
- Create a moment to dwell in the sun
- Celebrate its pedestrian exclusivity
- Frame the entrance
- Soften the highway
- Create a gateway

Elmfield Arrival Space

Emerging Design Principles

4. Create better links to Bromley's greenspace
5. Encourage street activity & enhance pedestrian experience




Next Steps

Anticipated Timeline

Month	Activity
May	Design Stage 1
Jun	Design Stage 2
Jul	Design Stage 3
Aug	Design Stage 4
Sept	Design Stage 5
Oct	Design Stage 6
Nov	Design Stage 7
Dec	Design Stage 8
Jan	Design Stage 9
Feb	Design Stage 10

Bromley Central High Street Public Consultation
27.06.2015



For more information please contact:
Town Centre Renewal
The London Borough of Bromley
Email: towncentre@london.gov.uk
http://www.london.gov.uk/towncentre

Event 1 - General Public

An initial consultation events was held on Saturday 27th June in Market Square. Passers by were taken through our analysis and initial thoughts. A questionnaire and feedback form was provided where members of the public were asked the following questions:

1. What do you think of the high street's current appearance?
2. How do you currently use the space?
3. Do you think introducing a series of public spaces along the high street would encourage people to stay longer?
4. Do you think greening the high street would improve the appearance of the high street?
5. Do you think creating shelter in the high street would encourage people to use it during all seasons?
6. Do you think creating better links to church house gardens would be a positive move?
7. Do you think the high street would benefit from improved street activity such as water features or seating areas?

At the end of the questionnaire a space for general feedback/any other comments was provided.

Event 2 - Market traders and key stakeholders

Following on from the initial consultation event a second event was held on Tuesday 7th July in the Library where a selected list of market traders and key stakeholders were invited to share their thoughts.

The consultation material and feedback forms were the same as Event 1.

5.2

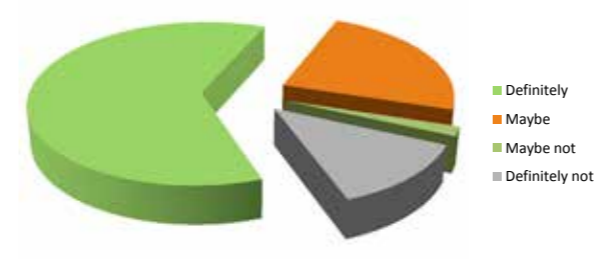
1. What do you think of the high street's current appearance?



2. How do you currently use the space?



7. do you think the high street would benefit from improved street activity such as water features or seating areas?



3. Do you think introducing a series of public spaces along the high street would encourage people to stay longer?



4. Do you think greening the high street would improve the appearance of the high street?



5. Do you think creating shelter in the high street would encourage people to use it during all seasons?



6. Do you think creating better links to church house gardens would be a positive move?



5.3

Feedback

From the questionnaire responses that were received the following is true:

- The majority of people asked thought the current high street appearance was fair;
- People mainly use the high street for shopping, as a thoroughfare and to visit the markets. Few people use the high street for seating or other outdoor uses;
- There was an overwhelmingly positive response to the idea of creating a series of public spaces and people generally thought that this would encourage people to stay longer;
- There was a very positive response to the concept of greening the high street;
- Many people asked supported the idea of creating shelter in the high street;
- Creating better links to Church House Gardens was well received with the vast majority of people supportive of the idea;
- Many people thought the high street would benefit from improved street activity such as water features and seating areas.

Feedback

'Put the high street to church road back to as it was. Proper flower bed and trees.'

'The town centre is becoming less dependent on shopping and more of civic, culture and activity centre where people go to meet. Hence it's important that the high street design allows for arts, cultural and entertainment events to take place. Flexibility is the key with spaces that can be adapted for various activities at different times.'

'The space provided for the market area in the illustrations, outside Primark, is inadequate and does nothing to promote a flow through the town. Enhance and improve the market as a first principle.'

'Greening the high street and giving it a more pleasant feel to encourage people to stop is an attractive idea. However, careful thought must be given to the position and design of features for partially sighted and blind people to be able use them safely.'

'Greening the high street will improve the air quality. Get proper seats – get rid of the black snails.'

'Market traders do not want to be moved.'

'Back to back stalls are not a viable option as they only allow trade from one side.'

'Market has to stay within High Street NOT move to north square – too quiet.'

'All these ideas are really dependent on future maintenance.'

'Bromley's heritage and culture is not well represented at the moment or in the current plans. This would add further character to the High Street.'

'The greener the better.'

'Suggestions seen today are great!'

Feedback

'Links to Church House Gardens would be great – I didn't even know it existed!'

'Best thing would be to encourage a High Street that is unique to Bromley. It is really nice that we currently have the flexibility in the space for seasonal displays and events.'

'Market is one of the best features of the high street.'

'Strengthen the market, give Bromley a town square similar to Woolwich. Visiting Market. Advertising is very poor.'

'I enjoy the High Street but would like some small shops e.g. Delicatessen, butches etc. ...people would eat out and socialise as much as the continentals if encouraged to do so'

'Any green features would be nice, but hopefully they would not impede pedestrian flow.'

'I think it is important to keep the current layout of the market as it seems to be the best layout in terms of trading from the traders perspective.'

'More green please.'

'I prefer the green areas.' 'Hanging baskets is a good idea.'

'It would be great to encourage more streets café's and restaurants.' 'I'd like to see some of the shop frontage on the high street improved.'

'Greener high street. Less clutter.'

'Green spaces to make it more inviting is a must as well as the shelter for hot periods or rain.'

06 Conclusions



6.1

Findings

The High Street Garden Event held in 2013 challenged people's perceptions of how the high street could be used, raising awareness that the high street is actually well linked to a number of greenspaces and that the introduction of grass and benches can actually encourage people to stay longer in the town centre during good weather.

But the High Street currently has:

- minimal planting
- poor connections with no sense of arrival from the south
- a dated poor quality paving palette
- limited seating opportunities
- poorly defined connections to Church House gardens
- no shelter from the elements in poor weather

An initial sketch design has been developed based on the following design principles:

1. Introduce a hierarchy of public space where people can dwell
2. Green the high street
3. Create shelter within the high street for year round enjoyment
4. Create better links to Bromley's greenspace
5. Encourage street activity & enhance pedestrian experience

All five design principles received support from the general public. Following two consultation events we have also learnt that the following should be considered:

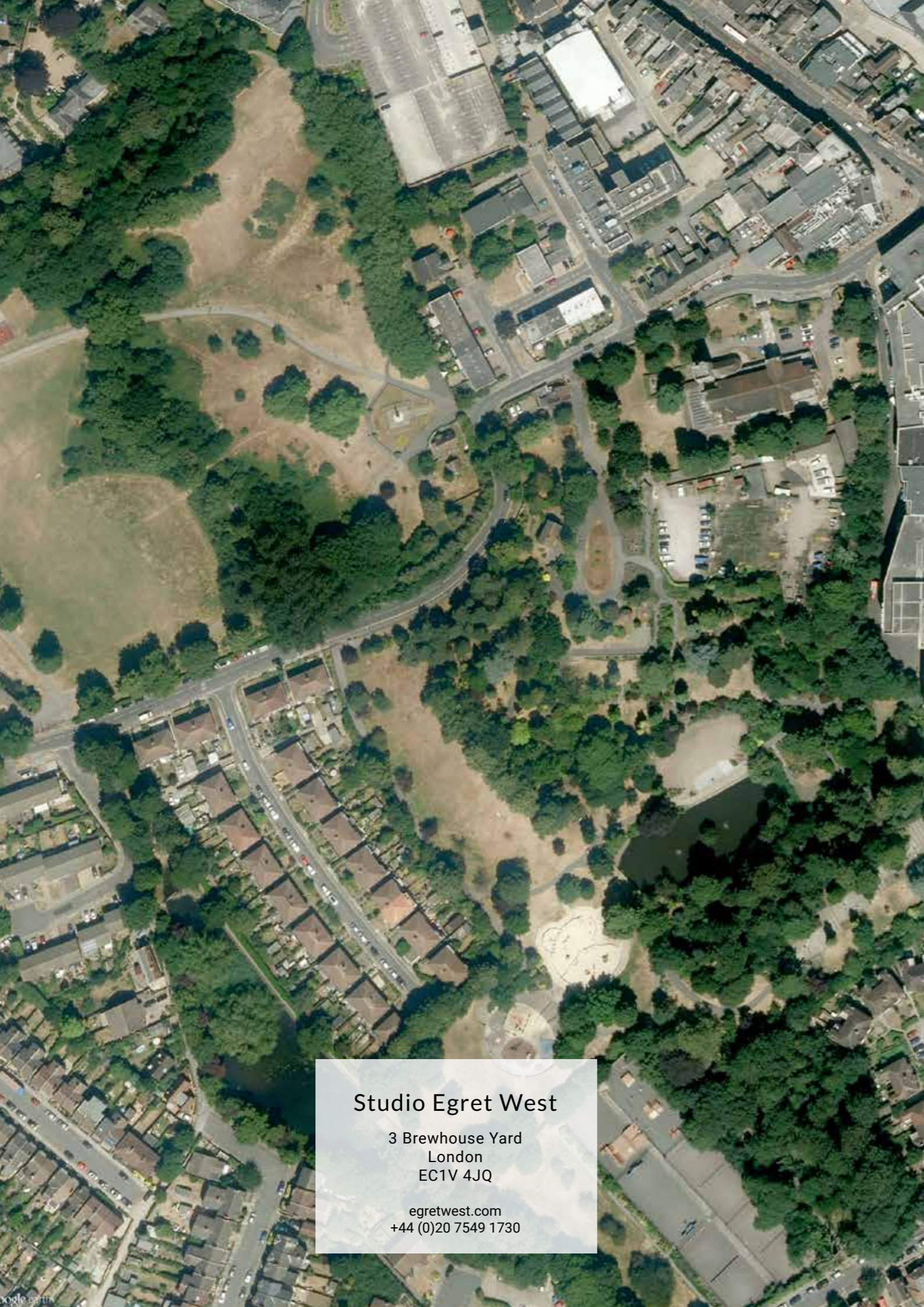
- The market needs to be carefully considered in the evolving high street design
- High street proposals should strengthen the market
- The majority of market traders do not want to be moved from their current location
- Public realm improvements have the opportunity to represent Bromley's heritage and culture
- Shop frontages and façades should be considered in the improvements

6.2

Risks

Following the completion of Design Stage 1 we have identified the following risks:

- Services. Accommodating foundation and planting depths are currently risk items. We require further engineering input and specialist advice in order to fully determine the design constraints of below ground services.
- Cost and affordability. As part of Design Stage 2 we will be engaging with a cost consultant to test the feasibility of emerging designs.
- Market layout. Following a consultation with market traders and other key stakeholders it is apparent that changes to the market layout are a contentious item. Support from Quarterbridge (Retail, market and development consultants) will be crucial to ensure the design works from a market layout point of view
- Public support. Whilst the public consultation events highlighted a lot of support for the High Street's initial ideas it is important that as the design moves forward we address the communities concerns. Markets and future maintenance of the high street are particular areas where people have concerns.



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