



THE LONDON BOROUGH

Draft Urban Design SPD

November 2022

Urban Design & Planning

Our role as Urban Design Officers...

- Part of the **Planning Policy & Strategy Team**
- Leading on **design policy** and SPD guidance as part of the Local Plan review
- Working closely with the Development Management Team providing advice on development proposals at pre-application, application, and post-submission stage
- Applying design scrutiny to both internal (LBB regeneration) and external (third party) schemes
- Passionate about delivering **good design and well-designed places**



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Design in the planning process...

- **Good design is integral to good planning** and is a key aspect of **sustainable development**
- Design now has a **greater emphasis** in national and regional planning policy (NPPF, National Design Guide, London Plan)
- Policy shift away from the previous numerical approach to development/density to a **design-led approach** with a focus on **local context** and **character**
- **Good design adds value** (social, environmental, economic) – it is a pre-requisite for planning consent not an ‘optional extra’
- Importance of **‘locking in’ design quality** at an early stage – robust design policy (Local Plan and SPDs) are important tools which enable us to do this



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Current situation...

- Historically there has been a **vacuum** of design guidance in Bromley – developers and planning agents are aware of this and are happy to use it to their advantage
- This has resulted in several **poorly designed** schemes gaining consent – the ad hoc approach to design quality is particularly evident in larger developments in and around Bromley Town Centre
- In the case of large scale developments we have typically been dependent upon the **Appeals process** – which poses a significant risk
- Preventing poor design starts with robust **planning policy** and **design guidance** the absence of which puts officers in a weaker position during the pre-app process and leaves the Council in a vulnerable position during the appeals process
- Detailed design guidance which clearly sets out **expectations** and **requirements** underpinned by Local Plan and London Plan policies will put us in a much stronger position and will ultimately lead to better design quality in Bromley



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Scope and purpose...

- Supplementary Planning Documents (SPDs) build upon and provide more detailed guidance on policies in the Local Plan. SPDs cannot introduce new policy but are **material considerations** in determining planning applications
- The purpose of the document is to provide **clear design guidance** to inform and engage developers, architects, planners, and all other parties who have an interest in bringing forward development proposals in Bromley
- The document sets out the **key principles for achieving good design** with the aim of significantly raising the quality of development in the borough
- The document is **not** a Design Code and does not set specific parameters but aims to provide an overarching vision outlining key design principles that should be followed
- The aim is to promote good design for buildings, landscape and public realm, establishing the desired **characteristics for successful places** and providing a quality benchmark for how new development should look and feel



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Structure and content...

The document is divided into the following 5 sections:

1. **Introduction** (purpose and status)
2. **Planning policy framework / planning application process** (overview)
3. **Character appraisal** (understanding Bromley - past and present)
4. **Principles of good design** (key design principles for Bromley)
5. **Design guidance** (application of key design principles)

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Introduction to Urban Design

Vision for Bromley (Local Plan)

Purpose / status / scope of the document

Design Policy Overview

National (NPPF)

Regional (London Plan)

Local (Bromley Local Plan)

Summary of the planning application process

Design guidance must be underpinned by statutory planning policy...

The relevant National/London/Local Plan policies are therefore referenced throughout the document

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Character Appraisal

- Provides key information about Bromley as a place and its important qualities
- Historical development and evolution
- Bromley today (overview of the borough)
- Introducing 'Borough Places'
- Based on characterisation work previously undertaken
- An overview of each of the 21 borough places

Understanding context is the starting point for any new development proposal...

It is imperative that applicants understand the importance of local character and identity

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❑ Principles of Good Design

❑ Characteristics of successful places

❑ Introducing key **Design Principles** for Bromley:

Contextual	<i>Character and Identity</i>
Responsive	<i>Architecture and Landscape</i>
Connected	<i>Movement and Connectivity</i>
Inclusive	<i>Access and Inclusion</i>
Healthy	<i>Health and Well-being</i>
Sustainable	<i>Sustainability, Adaptability & Resilience</i>

Establishing clear performance indicators to assess design quality based on the essential components of well designed places...

Adopting a consistent approach applied across all design guidance (golden thread)...

Informing and underpinning more detailed site-specific guidance, providing clarity and focus to improve design outcomes

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□ Design Guidance

- The overarching design principles described in Section 4 inform the detailed guidance provided in Section 5
- Introduces each element of urban design explaining its:
 - importance to delivering good design/placemaking
 - relevance to current design policy
 - application within the context of Bromley
 - using precedent images to demonstrate key principles
- A summary of requirements are provided in the form of detailed design guidance notes at the end of each section which include links to relevant planning policies

For added clarity and ease of use: the key elements of urban design are presented under the headings of the relevant LBB Design Principles...

Emphasising their relevance, value and importance within the context of Bromley

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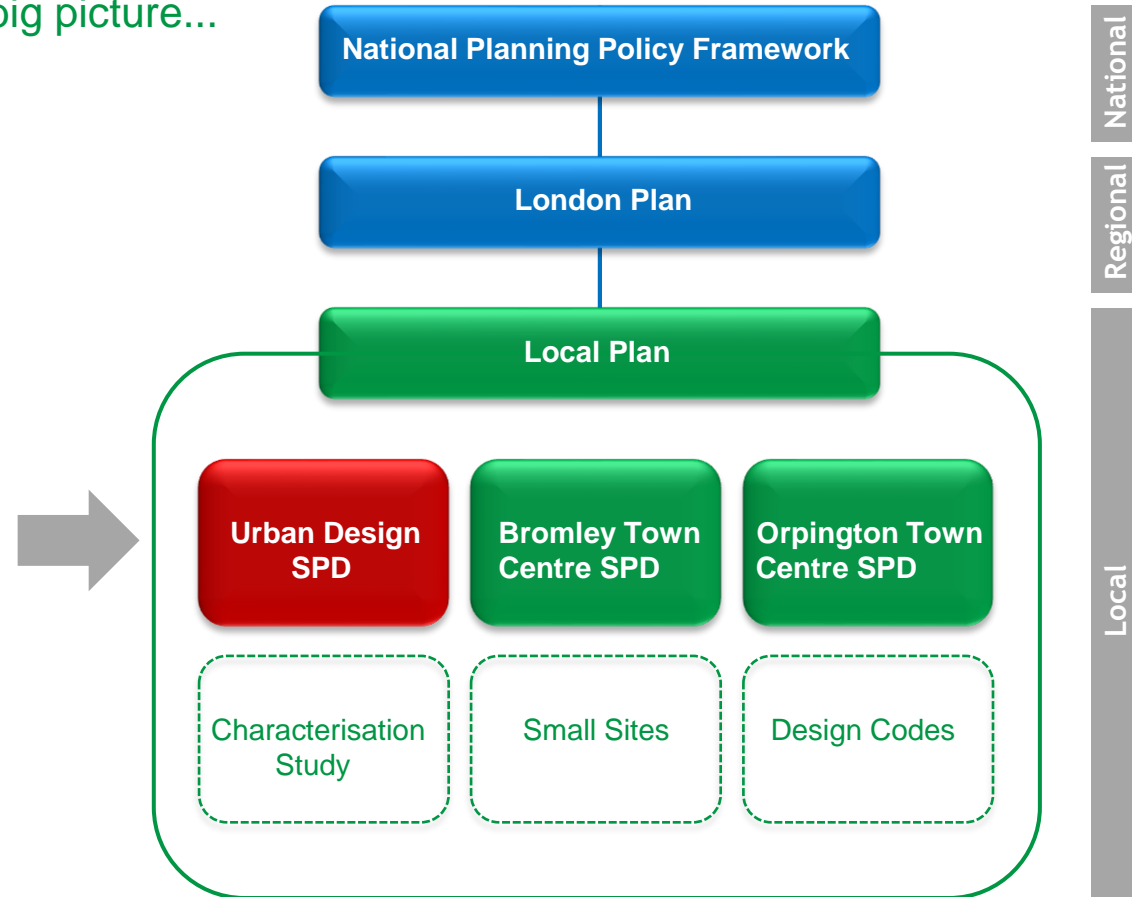
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The big picture...



The Urban Design SPD forms an integral part of the Local Plan review, informing future characterisation studies, site capacity assessments and design coding



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Thank you

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