

Appendix 1

Bromley North Village - Renewal Strategy

1.0 Background

1.1 The concept of a 'Bromley North Village' (BNV) quarter was developed within the Bromley Town Centre Area Action Plan (BTC AAP) through the designation of the Bromley North Village Improvement Area (Map 1 attached) . Policy IA1 sets out the strategic policy objectives for the Village, which focus on adopting a comprehensive approach to the enhancement of the area. New development will need to enhance the character of the area and there will be a focus on improving shop fronts and accessibility within and to the area. Particular emphasis will be placed on the promotion of independent retailers including specialist food shops to add to the variety of the retail offer in the town centre.

2.0 Emerging Vision & Objectives:

2.1 In 10 years time Bromley North Village will...

... be a dynamic, thriving entertainment quarter, with its own defined brand and one of the first choice leisure destination for Bromley residents.

....have a thriving business community, with a focus on independent and specialist retailers.

... have clean, safe open spaces, that are pedestrian friendly and an award winning public realm that inspires.

... include rejuvenated residential areas, including new and refurbished apartments, that protect and enhance the heritage and character of the area.

... be highly accessible, with the physical environment striking the right balance between the needs of the vehicles, buses and pedestrians.

2.2 The emerging renewal strategy for Bromley North Village is centred around the development of a specialist entertainment quarter, providing a range of leisure options and a specialist retail and business offer. There is scope to develop and build on the existing business infrastructure, which already has a high concentration of leisure uses and over 87 independent businesses in the Village area. This includes 23 restaurants, 8 pubs and bars, 2 night clubs, the Empire cinema, and the Bromley Little Theatre. There is an opportunity to supplement these with complementary leisure uses, possibly focusing on Community Arts, which is being promoted by the Bromley Creative Community.

3.0 Elements of the Improvement Plan:

3.1 In order to deliver the vision for BNV, it is essential that the Council has a clear strategy to guide work streams across the Renewal and Recreation Department and the wider Council, to ensure that work is not duplicated and is complementary. A preliminary review of the projects that could be undertaken to support the Great Spaces project, reveal that the Renewal and Recreation department (RR) will play a

leading role. Therefore, within RR sections such as Planning, Renewal and Town Centre Development, there has to be clear understanding of the direction of travel in relation to the emerging strategy. There are already a series of short, medium and long term actions that are being developed and the point of this paper is to set out the bare bones of this renewal strategy for discussion and ensure that work priorities across all sections are aligned to the achievement of key objectives to deliver the vision.

- 3.2 **Business and Investment** - The Village needs to develop its own unique business brand, ideally based on its built heritage and linked to its Conservation Area status. It needs to be able to differentiate its offer from the main town and other competing centres and communicate effectively with its potential customers locally. This marketing and promotional initiative needs to be championed by the local business community and supported by tailored business support initiatives from Business Link and the London Development Agency. Initial meetings have taken place with the Bromley North Traders Association and the Bromley Business Forum to develop this element of the improvement plan. In support of this a questionnaire of local businesses was undertaken in March 2010 to identify their support needs, and their initial contributions to the public realm design. It is suggested that the development of this localised business strategy and tailored support needs, forms part of the work priorities for both Local Economy and Town Centre Management.
- 3.3 **Public Realm** - The public realm binds the different elements of the Village area together and should facilitate movement to and within the Village area and add to the creation of a sense of a quality space. The current state of the public realm, in terms of quality and design, acts as a constraint to growth. However, there are opportunities to address this as part of the development of the longer term Improvement Plan. In November 2009 Bromley North Village was selected for inclusion in the Mayor's Great Spaces Initiative, which has been established to support the revitalisation of the capital's unique network of public spaces. As part of this initiative Design for London and Transport for London have been working closely with the Town Centre Development team on this major initiative in Bromley. Initially, Design for London have agreed to contribute funding to establish a concept plan for the public realm in the Village area. Additional funding has been secured from the Recreation and Renewal Portfolio Fund 2009/10 towards this work.
- 3.4 The Concept design was concerned with the physical improvements to the public realm, linked in with other elements of the Renewal Strategy. The public realm binds the different elements of the Village area together and should facilitate movement to and within the Village area and add to the creation of a sense of a quality space. The current state of the public realm, in terms of quality and design, does not do this and acts as a constraint to growth.
- 3.5 Transport for London have indicated in their 2011/12 Local Implementation Plan settlement that the BNV Step 1 bid has been successful and 300k has been allocated to LBB for Step 2 detailed design and development work and this funding can be drawn down from 1st April 2011. This represents 6.6% of the total scheme cost of £4.5m, although this total cost is inclusive of a 40% contingency budget requirement from TfL

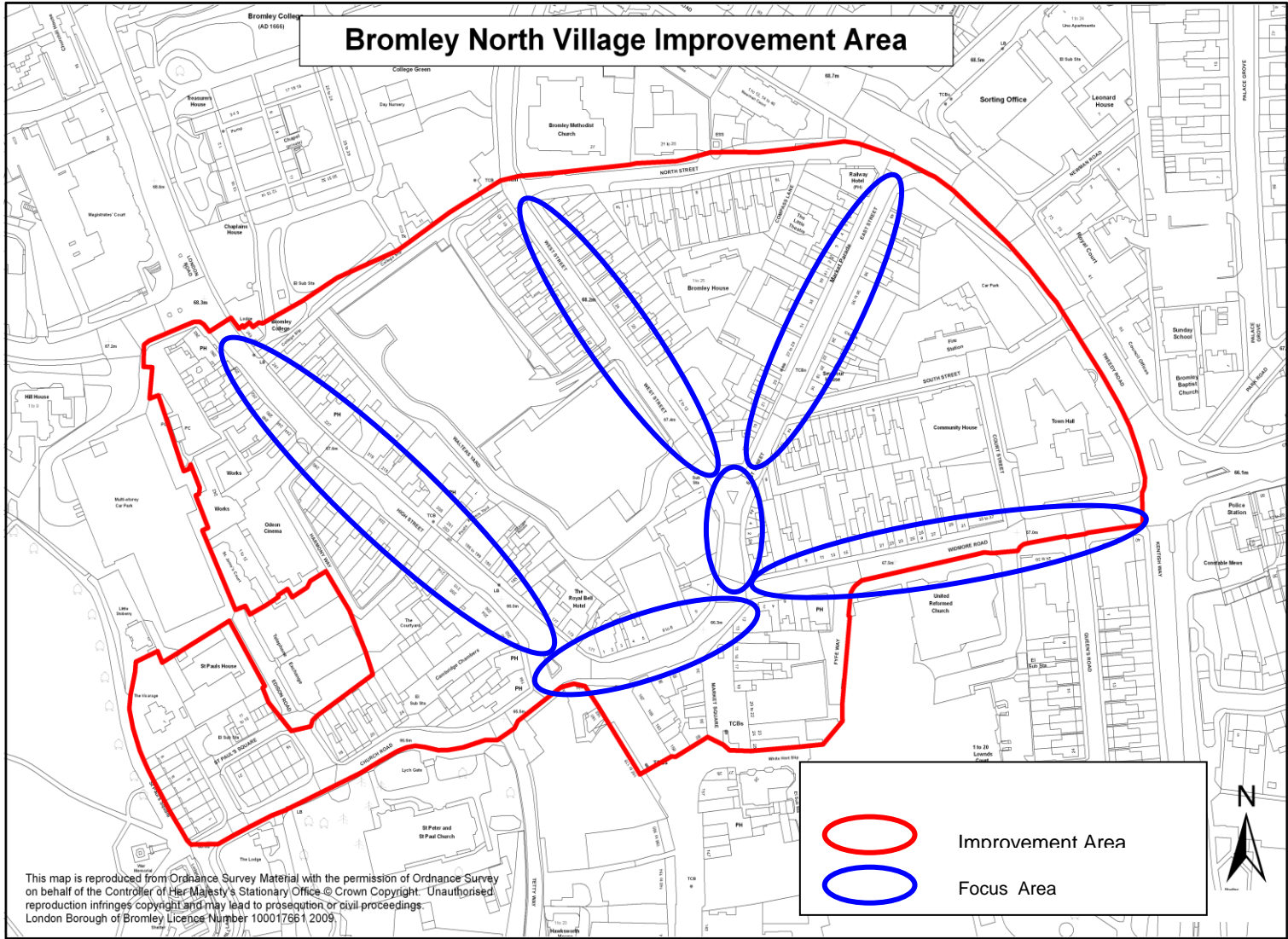
- 3.6 **Community Safety** - A key part of the strategy will focus on improving community safety in the area and addressing anti-social behaviour issues and the perceived fear of crime. Work is ongoing the Council's Anti Social Behaviour Co- Ordinator, Community Safety Team and Local Police to ensure that initiatives in the Village support the achievement of the Vision. A review of the amount of Street Wardens currently on patrol within the town and their hours of operation will be undertaken as well as a review of the CCTV and Shop Safe Radio coverage.
- 3.7 **Conservation Area** - The Village area makes up a significant proportion of the Bromley Town Centre Conservation Area and the areas houses many listed and locally listed buildings of significant historical importance, with street layouts dating back to the 19th century. The Council is currently preparing a Conservation Area Management Plan for the wider Conservation Area which was formally consulted on in the Autumn of 2010 and will be adopted as guidance.
- 3.8 **Street Lighting** – A programme of street furniture painting was underway as part of a wider programme of short term improvements in the area. The possibility of increased directional safety lighting, and the amount and position of existing street lighting will be considered through any public realm scheme design as part of the Mayor's Great Spaces work currently underway.
- 3.9 **Traffic/Transport** - Access to, from and within 'Bromley North Village' will be a key focus of any public realm scheme design, as well as linkages to Bromley North rail station and the many bus stops within the Village. The amount, location and restrictions on parking and loading are also important considerations. There are currently just two five-minute parking spaces on the High Street (opposite the Royal Bell public house) and three spaces for loading/unloading.
- 3.10 Market Square is the "gateway" to Bromley North Village and as such, it is thought that there are a number of conflicts between the various functions the square takes on. These conflicts create a physical and psychological barrier to movement and contribute to much lower footfalls in the northern section of the High Street and in East Street.
- 3.11 There are 4 bus services that stop at the bus stops in Market Square. These are the 208 and 358 which operate in both directions, plus the 227 and 354 which loop around the town centre and only operate in a clockwise direction. In addition to these four services, within the Bromley North Village area, there is considerable bus activity on Widmore Road and West Street, plus the 367 service which uses East Street
- 3.12 **Housing/maximising opportunities for residential uses** – there is an opportunity to encourage 'living above the shop' utilising some of the (currently vacant) space above the shops within BNV. This would assist in creating increased natural surveillance in the area, and help create movement and activity during the evening rather than solely 'vertical' drinking. It is possible that relaxing or amending planning policy with regards to change of use from retail to residential within the Village would contribute to the improvement of this part of the town.

- 3.13 **Opportunity Sites** – Opportunity Site A Bromley North Station, Site C - The Old Town Hall and Site P Sainsbury lie either within or adjacent to the Village area. It will be important in bringing forward these sites for redevelopment that the uses and the form of development complement the Renewal Strategy.
- 3.14 **Environment Improvements** - In the short term, as part of the development of the improvement strategy, it is proposed that a range of environmental improvements are undertaken in the area. Officers have been working on an environmental enhancement programme that was implemented in early 2010. This programme includes co-ordinated enforcement action by Planning, Highways and Environmental Health officers to tackle a number of eyesores in the Village. Officers are also in contact with local property agents concerning the proliferation of letting boards in the area and are discussing an option to relocate these boards into premises as part of a shop front improvement scheme. This improvement scheme will tackle a number of derelict and vacant shopfronts which are having a detrimental impact on the appearance of the area. A shop front vinyl scheme has been implemented in number of strategic vacant premises within the town in order to improve the external appearance of these properties which are vacant. This scheme is being co-ordinated by the Council in conjunction with local property agents, who are contributing to the costs of the vinyls.
- 3.15 There has also been an area based ‘deep-clean’ which has included a programme of chewing gum removal and pavement protection works, which took place between 6pm and 6am over a 5 night period in April 2010. These area based clean-ups will also include a decluttering of redundant street furniture, new bins and signs and an events programme for Bromley High Street to attract more visitors and shoppers. It is also proposed to examine the potential for the production of a Street Design Guide for Bromley Town Centre.

4.0 Managing Delivery

- 4.1 One of the keys to the effective delivery of the vision is the need to identify key interventions, resources and effectively manage and co-ordinate activities. Further work is needed in refining the Renewal Strategy for BNV and identifying potential project interventions. An internal officer group has recently been established for BNV to co-ordinate projects under the management of the Town Centre Development Team. It is proposed that Renewal and Recreation PDS Working Group is established to provide support and direction in the development of the Improvement Plan.

Bromley North Village Improvement Area



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