



## **OPPORTUNITY SITE G/10 BROMLEY**

## **MASTERPLAN**

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# Executive summary

The purpose of this masterplan is to provide supplementary guidance to support the delivery of Opportunity Site G, to that contained within the Bromley Town Area Action Plan (BTCAAP 2010), on the location, mix and amount of development that will be supported by the Council through the planning application process. This will be critical in understanding the amount of housing, particularly affordable homes, that will be delivered along with other key transport infrastructure and community facilities in the plan period. The masterplan guidance will consolidate and clarify, when necessary, design guidance contained within the AAP. In line with proposals contained within the draft Local Plan (Site allocation Site 10), the masterplan area has been extended to include lands adjacent to Bromley South station.

Development of the masterplan wider site is programmed to take place over the next 15-20 years and so a masterplan is needed in the first instance to support the delivery of the first phases of development and ensure that all future development phases are integrated and can deliver the required policy outputs. Following the adoption by the Council of the Draft Local Plan, expected in mid 2019, it is proposed to carry out a review of the BTCAAP and this review will examine further housing growth options and site allocations.

The masterplan assesses planning policy and the impact a number of developments that have occurred since adoption in 2010 have had on policy requirements. A comprehensive site analysis is provided, including the identification of key views, impact of topography and an assessment of building quality, including the retention of key High Street frontages. Applying the key design principles the masterplan proposes a series of land uses and a range of building heights that respond to the character of adjoining areas. The masterplan sets out indicative proposals for 5 'development zones', and through the application of the design principles, illustrates how each zone could contribute to meeting the overall housing target of 1,230 new homes, 430 or 35% of which will be affordable, new commercial floorspace and community facilities. The masterplan also illustrates how enabling development at Bromley South can be the catalyst for the delivery of a new fully integrated and accessible rail interchange.

The guidance is intended to provide clarity, while also striking the right balance between instruction and flexibility so that development can be brought forward over time. As such, the development zones and phases are not intended to be absolutely prescriptive, but the key principles that they describe will be expected to be delivered.

The Council will undertake a formal 6 week public consultation on the content of the masterplan. The results of the consultation will be reported to the Council's Executive for their consideration before adoption. Once adopted, the masterplan will be used as guidance and it will be a material consideration in determining planning applications within the adopted Opportunity Site G and draft Site 10.



# 01. Introduction

## 1.1 Introduction

The masterplan site will be critical to the delivery of both housing numbers and transport infrastructure in the town centre. The masterplan will provide sufficient detail and robust overall guidance for viable and achievable schemes to come forward, whilst ensuring developers, land owners and residents are also fully aware of what is proposed and how it could be implemented. A successful outcome will depend on the effective collaboration and joint working between developers, landowners, businesses, infrastructure providers, residents and the wider community. Bromley Council will continue to play a proactive leadership role in bringing these entities together, facilitating site assembly and promoting the delivery of the policy objectives for the masterplan site.

One of the key elements of the vision for Bromley town centre is the creation of a more balanced mix of uses including significant new housing and leisure facilities. The Bromley Town Centre Area Action Plan (AAP) recognises that successful town centres have a diverse mix of uses and there is a requirement to enhance the mix of uses in Bromley to create greater vitality and a more vibrant and attractive centre.

The Planning Inspector's report on the examination into the AAP acknowledged the importance of Opportunity Site G in contributing to improving both shopping and housing provision in the town centre. The Inspector concluded that to guide future comprehensive development of the Opportunity Site, a masterplan should be prepared and adopted by the Council to supplement Policy OSG.

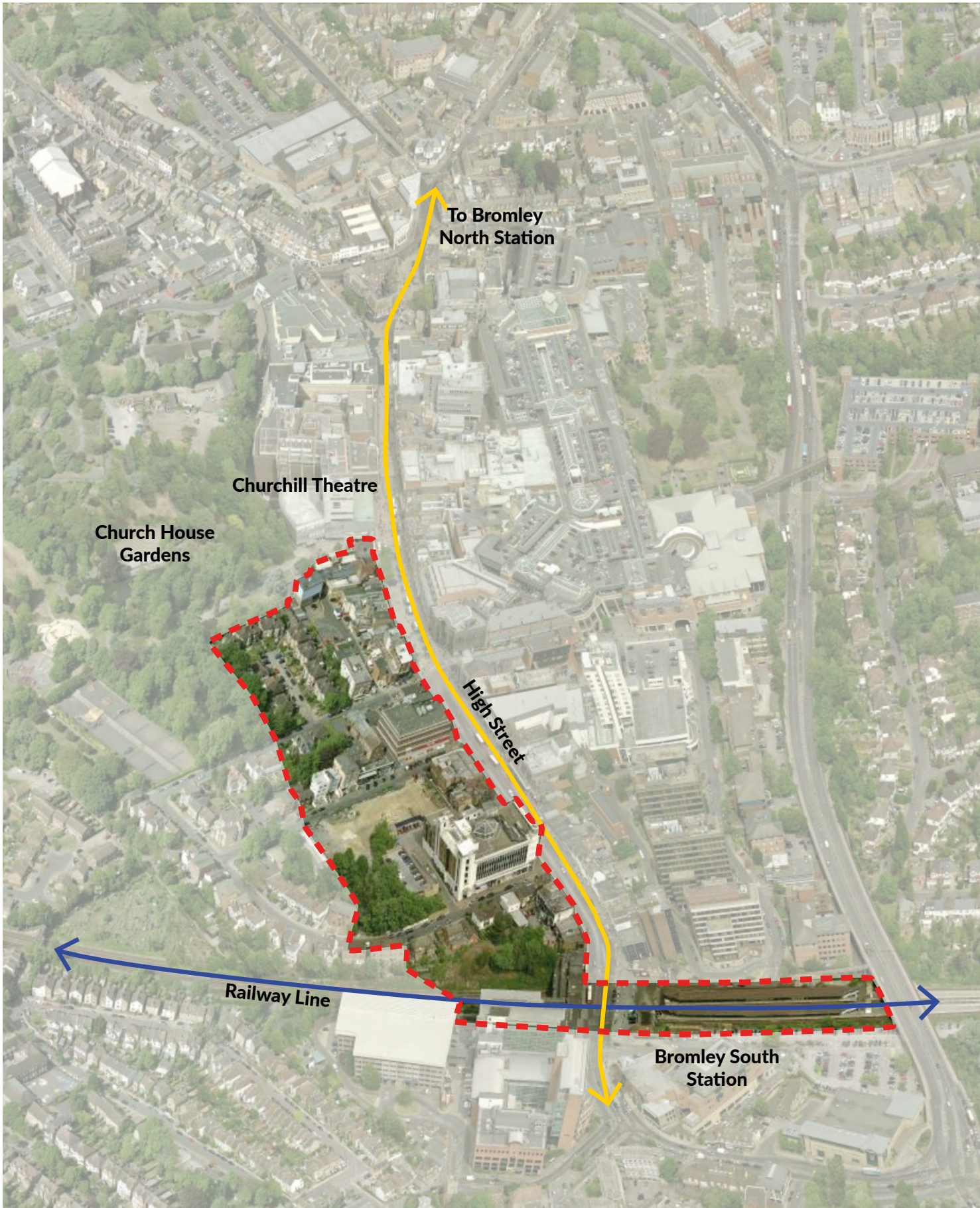
In line with proposals contained within the draft Local Plan, the masterplan area has been extended to include lands adjacent to Bromley South station (Site 10). This is in part an acknowledgement by the Council that significant improvements to Bromley South station, outside of the modest improvements carried out in recent years, will only be enabled by a comprehensive redevelopment of the station and the adjacent air rights. These additional site areas will also contribute to the achievement of the higher Opportunity Area housing targets set out in the London Plan 2016.

The purpose of the masterplan will be to determine the location, mix and amount of development and provide sufficient detail and robust overall guidance for viable and achievable schemes to come forward, whilst ensuring developers, land owners and residents are also fully aware of what is proposed and how it could be implemented.

The masterplan guidance will consolidate and supersede, when necessary, design guidance contained within the justification text of Policy OSG and the Appendices of the AAP. The guidance is intended to provide clarity and direction, while also providing flexibility so that these development phases can be brought forward over time. As such, the development areas are not intended to be absolutely prescriptive, but the key principles that they describe will be expected to be delivered.

For the purpose of determining planning applications in Bromley, the current Development Plan consists of the adopted Unitary Development Plan (2006) the Bromley Town Centre Area Action Plan (2010) and the London Plan (2016). Policies in the draft Local Plan (submitted for examination in August 2017) may be accorded weight in decision making, in accordance with Para 216 of the NPPF (2012). Once adopted as a guidance, the masterplan will be a material consideration in determining planning applications within the adopted Opportunity Site G and draft Site 10.

The combined area of opportunity site G and the extension to include the station area (Site 10 in the draft Local Plan) will hereafter be referred to as the masterplan site.



The masterplan site location in Bromley town centre



# 1.2 Masterplan site location

The 4.5ha masterplan site is at the heart of Bromley town centre and extends along the west side of the High Street from Bromley South station to Churchill Theatre in the north. The site is well served by local bus routes and rail links into Central London at Bromley South station and Bromley North station. It has a PTAL range of 6a to 6b.

The site is characterised by low scale retail frontages along the High Street leading to a small residential neighbourhood of semi-detached family homes just beyond the Opportunity Area. The north east part of the site extends into the Bromley Town Centre Conservation Area. It is bound by Church House Gardens to the north and west, the High Street to the east; and the railway line into London Victoria to the south.

The High Street climbs over 10 metres from Bromley South station to the crest of the hill near Churchill Theatre, exposing the area to far reaching views.

A prominent but currently underdeveloped piece of town, the site has the potential to transform the southern part of Bromley High Street creating a thriving mixed use neighbourhood.



The view on arrival from Bromley South station is dominated by low quality retail frontages



In contrast, the north of the High Street features a number of high quality heritage buildings



The Churchill Theatre and Library Gardens sit on the northern site boundary connecting the site to Church House Gardens beyond



Looking north along the High Street into the Conservation Area



Site location plan



# 02. Planning policy and guidance review

## 2.1 Planning policy review

The Bromley Town Centre Area Action Plan (BTCAAP) was adopted by the Council in 2010 and forms part of the borough's Local Development Framework. The AAP sets out development policies and urban design principles to ensure new development in the town centre is undertaken in a coordinated way that promotes Bromley as a vibrant centre.

The AAP Policy for Opportunity Site G (OSG): West of the High Street is re-produced below:

The Council will work with landowners and developers to promote the comprehensive mixed use development of land to the west of the High Street as identified on Diagram 4.1, the Key Diagram, (AAP page 29). Detailed development will be on the basis of a masterplan to be prepared and adopted by the Council. The masterplan will determine the location, mix and amount of development. The targets for development are:

- Approximately 20,000 sq m (gross) additional retail floorspace including a new department store
- Approximately 5,000 sq m (gross) additional food and beverage floorspace
- Around 1180 residential units, including provision of family housing
- Up to 2,000 sq m additional community and health facilities and reprovision of facilities for faith uses
- Around 600 residential car parking spaces
- 600 public car parking spaces

Provision will be made for the suitable relocation and or retention of existing faith uses as part of the redevelopment of Site G.

The development will be required to incorporate public realm improvements and to be integrated with the proposals for a new town square and enhanced cultural quarter on Site N. Development will be required to enhance the setting of the Churchill Theatre and Library building as well as the entrance to Church House and Library Gardens and to minimise any impact on the character of the parkland and Conservation Area.

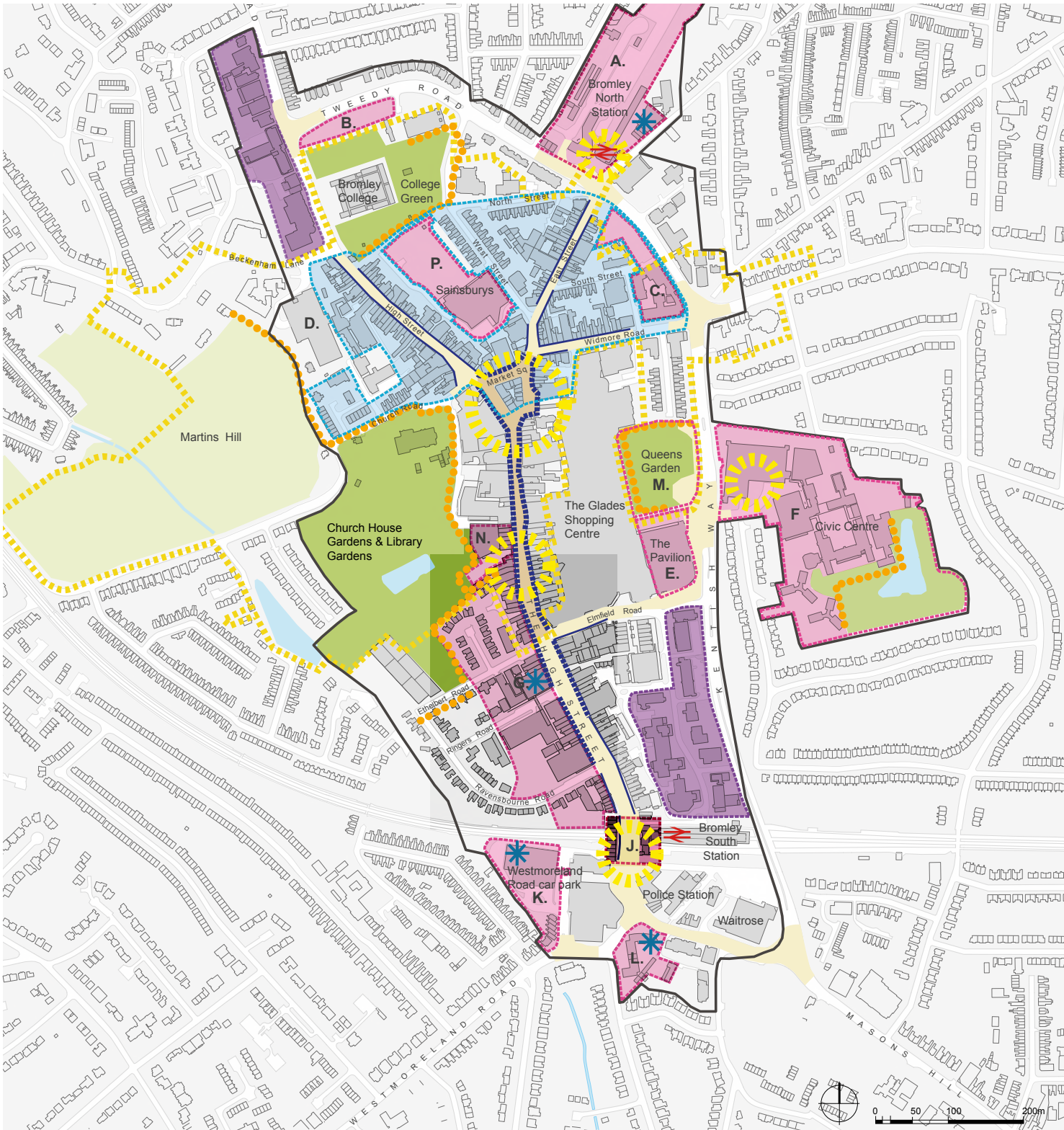
In order to achieve the objectives for town centre renewal, it will be necessary to demolish existing properties. Where buildings do not contribute positively to the character or appearance of the Conservation Area, demolition may be acceptable providing they form part of a comprehensive development and are replaced with high quality buildings that enhance the character of the area. Taller buildings may be acceptable in the locations identified on the key diagram subject to an appropriate assessment in accordance with Policy BTC19.

Design and development guidance is contained within a number of locations within the AAP including: Individual site policies and justification text; Appendix 3 Character Area Guidance; Appendix 4 Indicative Development Areas and Development Principles; and Appendix 5 Area Design Principles. The masterplan guidance will consolidate and supersede, when necessary, this design guidance.

The diagram opposite is an extract from the AAP and presents the spatial strategy for the town centre including the key areas of change, public realm improvements and indicative locations of tall buildings.

A summary of the key urban design principles set out in the AAP, which are applicable to the masterplan site, are set out below:

- New development should follow the existing High Street with retail units providing active ground floors.
- There is potential for taller buildings on the site. Development will step down to the western side of the site to integrate with the existing residential area.
- Development within the Conservation Area must preserve and enhance the character and interest of the area.
- The form and massing of new development should respect the established character of the town centre, and consider the impact on long distance views and building scale needs to be carefully considered especially on the ridgeline
- Ravensborne Road, Ringer's Road and Ethelbert Road should be secondary to the High Street providing predominantly residential entrances to focus activity along the High Street.
- The frontage to Churchill Theatre and Library Gardens should be enhanced and activated as part of any new development creating a new cultural quarter around the Theatre.



### Key Diagram

- Town centre boundary
- Primary retail frontage
- Secondary retail frontage
- Business improvement areas
- North Village area improvement
- Bromley town conservation area boundary

- New / improved public spaces
- Improved public realm and / or building frontages
- Pedestrian area improvement
- Protected parks and open spaces
- Key frontages onto public spaces
- Possible locations for taller buildings

- Opportunity sites
- A. Bromley North Station
- B. Corner of Tweedy Road/London Road
- C. Former Town Hall and South Street car park
- E. Pavilion
- F. Bromley Civic Centre
- G. West of the High Street
- J. Bromley South
- K. Westmoreland Road Car Park
- L. DHSS building and Bromley Christian Centre, Bromley South
- M. Queens Garden
- N. Central Library / Churchill Theatre
- P. Sainsbury's, West Street
- D. Hill Street Car Park (former opportunity site)

Extract from the 2010 AAP showing the proposed spatial strategy for the town centre



2.2 Summary of changes since 2010

Since the adoption of the AAP in 2010, a series of significant changes have occurred that have further informed the masterplan guidance and application.

Policy changes

In 2013 the Council promoted a retail-led scheme for the north of the opportunity site and went as far as selecting a preferred development partner. However, it was concluded that due to a combination of high land assembly and servicing costs, and adverse market conditions a standalone retail-led development was not commercially viable and that any comparison retail floorspace expansion would need to be focused on extensions to the Glades Shopping Centre.

To prevent the site from failing to deliver its potential as an opportunity site and achieving its policy objectives, a revised development strategy was approved by the Council's Executive in March 2015. The revised strategy set out options for the phased redevelopment of the site including a residential-led phase on the northern part of the site. This revised strategy acknowledged that given the ongoing adverse market conditions any retail expansion in the town centre would now be delivered as part of the Glades Shopping Centre.

As a consequence the 20,000sqm of comparison retail floorspace and 600 retail car spaces would no longer be sought from any redevelopment proposal on the masterplan site. The design guidance requires the re-provision of the retail frontages on the High Street and the development of each zone will require the re-provision of the current ground floor commercial uses as a minimum.

Furthermore, OSG Policy requires the provision of up to 2,000sqm of additional community and health facilities. It is acknowledged that the current provision of health care at the Dysart Surgery in Ravensbourne Road is restricted by the size of the existing premises. It is noted that the CCG are advancing plans for the provision of the new Bromley Health and Wellbeing Centre (HWC) in Masons Hill close to the masterplan site and this will provide a potential relocation option for the Dysart Medical Centre (DMC) or the provision of additional GP and medical services, which would therefore not need to be re-provided on the masterplan site. The reprovision of existing community uses including faith uses will be required unless they are also re-provided for outside of the masterplan site.

These changes mean that the identified development zones will be dominated by residential led mixed use schemes. These changes also had an impact on the application of specific design guidance such as the provision of a secondary parallel route to the High Street and the future provision and phasing of highway infrastructure improvements at Bromley South station.

London Plan Opportunity Area

Since the adoption of the AAP, Bromley has also been identified as a London Plan Opportunity Area that builds upon its status as a Metropolitan Town Centre and this designation increased the overall development targets for the town centre to 2500 homes. A draft Local Plan was submitted for examination in August 2017. The draft Local Plan sets out the vision and objectives for the borough up to 2030 and the strategic and more detailed policies used in determining local planning applications together with a policies map and specific site proposals.

In line with proposals contained within the draft Local Plan Policy OSG is now consolidated into the draft Local Plan policy Site 10. This policy is reproduced below:

Redevelopment for mixed use including 1230 residential units, offices, retail and transport interchange.  
Site policy: proposals will be expected to:

- Incorporate a sensitive design which respects the adjoining low rise residential development whilst optimising its key town centre location.
- Improve Bromley South station
- Provide a high quality public realm and accessibility to and through the site.
- Provide an attractive and active frontage to the High Street.

It is proposed that the masterplan area is now extended to include lands adjacent to Bromley South station (Site 10).

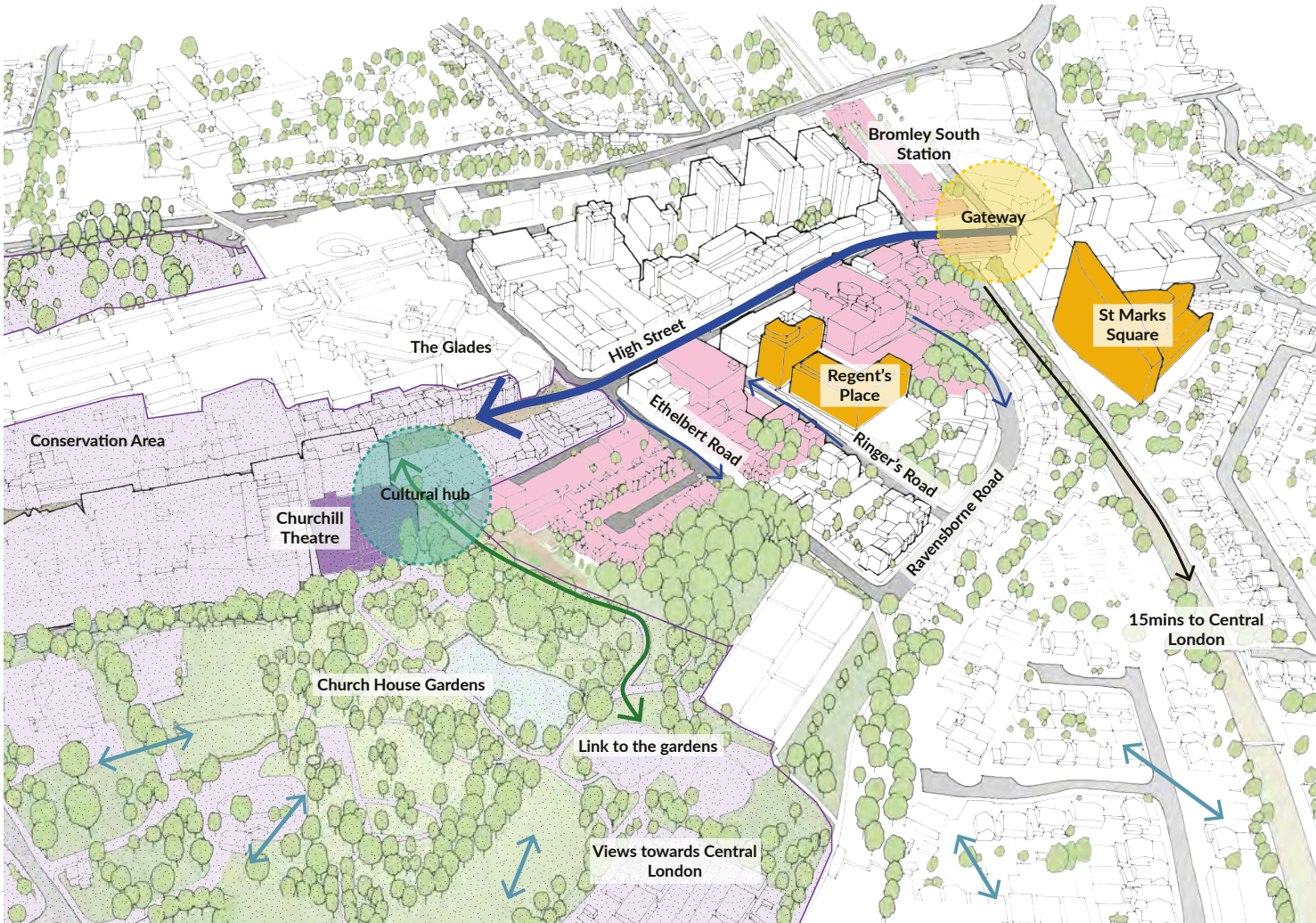
Recent developments

A number of sites have been developed including St Mark's Square opposite the station and Regent's Place along Ringer's Road. The development of this key site along Ringer's Road is in conflict with and prevents the AAP's desire to create a secondary street running parallel to the High Street.

A development agreement has been signed with Countryside Properties to deliver a development on the northern part of the site. As part of this development, the majority of existing shop frontages along the high street will be retained and an improved Library Gardens public realm will create a new public space adjacent to Churchill Theatre, improving links with Church House Gardens.

KEY

Key pedestrian link from the station into the town centre

Secondary routes

Opportunities and constraints



# 03. Site analysis

## 3.1 Historic context

Bromley began as a small market town in the Kent countryside receiving royal charter in 1205. The town has grown and prospered into a major activity centre in the south east of London.

The masterplan area is located south of the original town centre, remaining largely undeveloped until the arrival of the railway in 1858. Over the last 150 years the area has grown to accommodate new retail facilities, office developments in the south, and a small residential neighbourhood characterised by semi-detached family homes.

The Bromley Town Centre Conservation Area covers much of the original town centre which is characterised by red brickwork and distinctive stone details. It extends from Tweedy Road in the north to Ethelbert Road in the south and includes the northern most part of the masterplan site. The diagram opposite sets out the extent of the Conservation Area.

Unlike the historic centre to the north, the southern end of the High Street has been subject to modern redevelopment involving the loss and alteration of many original buildings. This has resulted in a patchwork of architectural styles that characterises this part of the town. There are very few buildings of heritage and townscape value in the masterplan site and where they do exist they are isolated. The buildings that have been identified as having townscape value include 54-62 High Street and 66-70 High Street.

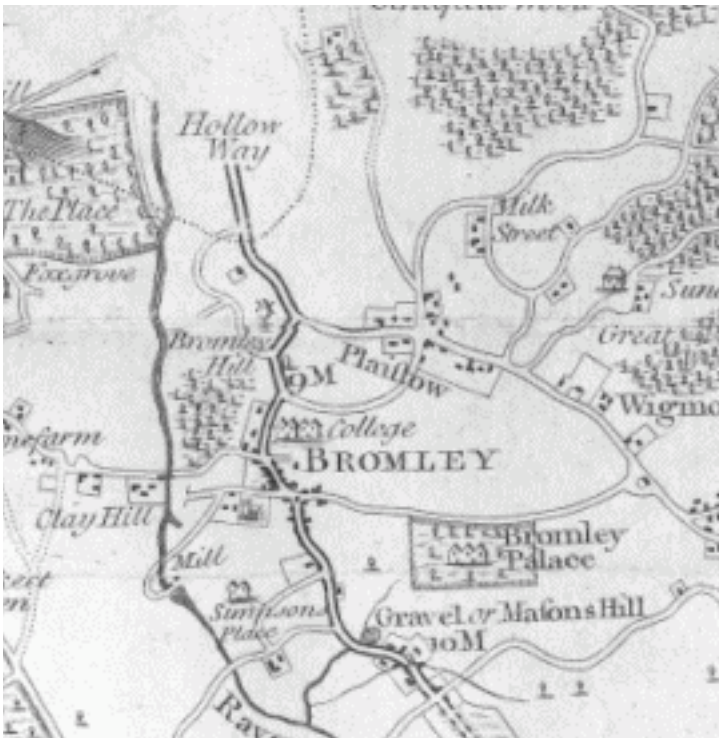
Redevelopment of each of the proposed development zones will need to ensure that new buildings respond to the surrounding heritage and adopt a sensitive approach to the Conservation Area, preserving and enhancing the character and interest of the area. Development in and around the masterplan site should be designed with respect for the context of existing buildings, particularly those on the east side of the High Street.



c1900. Looking south-east along the old Broadway (now the High Street) towards Bromley South station



1948. Looking north from Bromley South station along the old Broadway



1797 Bromley before the arrival of the railway



The northern end of the site sits within the Bromley Town Centre Conservation Area



3.2 Townscape and character

The area today is characterised by several distinct identities along the High Street. The northern most part of the masterplan site is located within the Conservation Area and characterised by a pedestrianised High Street and prime retail offering. Towards Ethelbert Road and at the edge of the Conservation Area, the High Street becomes more fragmented with smaller shops and cafés.

The lower part of the High Street towards the train station has not been pedestrianised and is a busy through route for local buses and vehicle traffic. This area is made up of value and discount shops such as TK Maxx and Poundland. Opposite the station is a small parade of poor quality buildings housing local shops and newsagents.

The site area is mostly occupied by low scale commercial development built over the last 50 years using poor quality materials and construction methods. However, the established townscape is changing as new developments come forward such as St Marks Square, increasing the quality, density and scale in this part of town.

Policy OSG explicitly acknowledges that in order to achieve the objectives for town centre renewal, it will be necessary to demolish existing properties. Developers will need to justify where buildings do not contribute positively to the character or appearance of the Conservation Area, that demolition should be acceptable providing they form part of a comprehensive development and are replaced with high quality buildings that enhance the character of the area.



An example of the traditional red brick buildings in Bromley



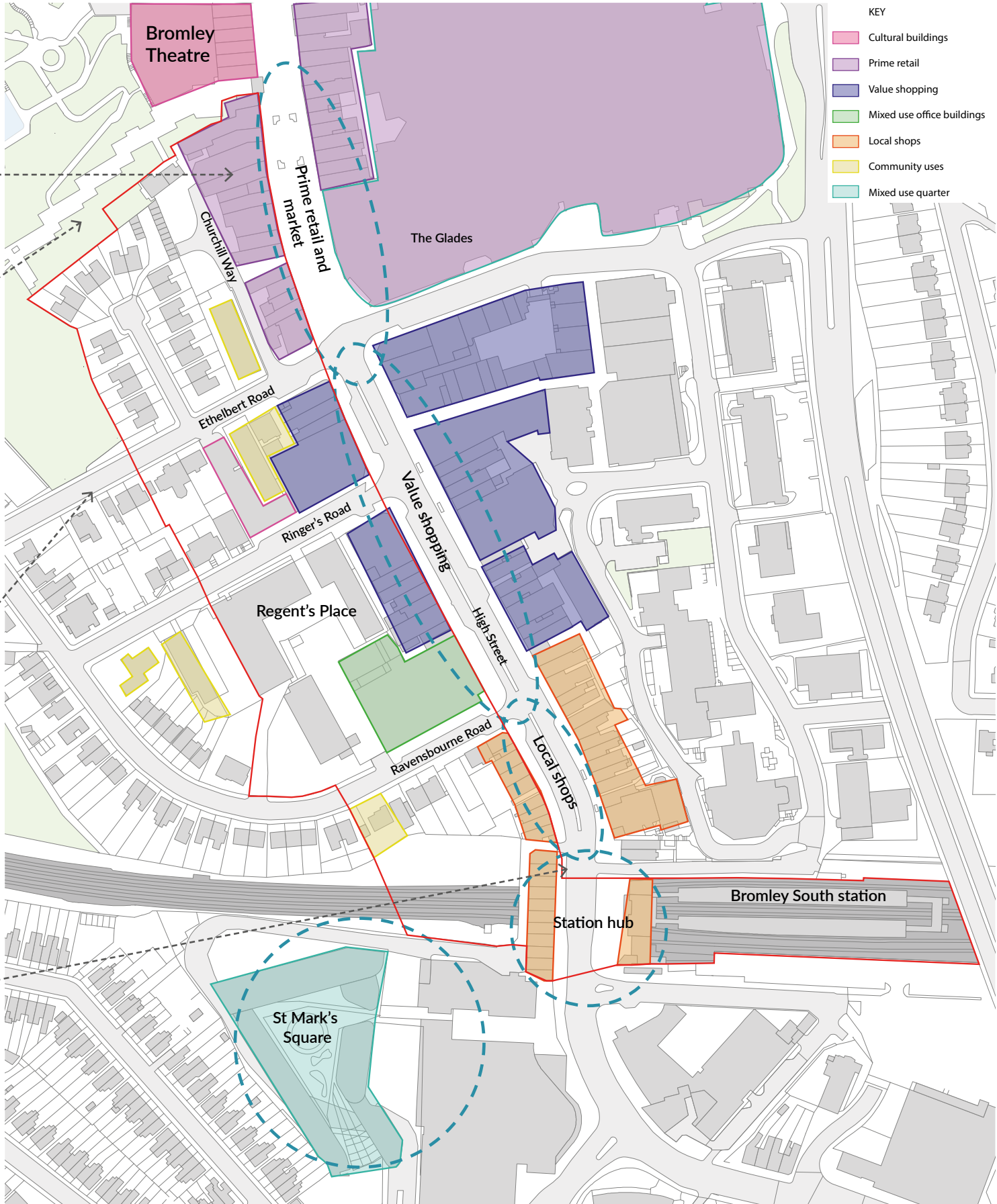
Library Gardens connects the site to Church House Gardens beyond



The residential neighbourhood to the west of the site



The view from the train station is dominated by poor quality modern development



The High Street changes in character from local shops adjacent to the station to prime retail next to the Glades



3.3 Topography

The town centre sits at the top of a hill overlooking Central London providing fantastic views across Church House Gardens. As such, the site climbs over 10m from Bromley South station (51.8m AOD) to Churchill Theatre (63.5m AOD). The topography also falls away to the west, from the High Street (60m AOD) to Ravensbourne Road (45.5m AOD). This dramatic topography is a key characteristic of the site and will influence the layout, scale and massing of future development.

The site is prominent in long distance views of the town centre from the north-west valley, forming a ridge that rises above Church House Gardens. The scale and massing of new development should consider the impact on these long distance views to avoid the appearance of a continuous wall of development.

Development will need to step down to the western side of the site, where it meets the existing residential neighbourhood, to ensure a seamless integration with the low scale homes. Proposals should also step down to the High Street to respect the human-scale proportion of the street.

The scale, height and massing of new development should be greatest within the centre of each development zone where there is less sensitivity with existing adjacent buildings. The profile, form and detailing of new development will require imaginative and compelling design quality to fit successfully within the existing town fabric and developments will need to use the topography to conceal parking and services.



The key views looking towards the site - illustrated opposite



The changing topography is a defining character of the site



3.4 Key views



01. New development will be visible from Queensmead Recreation Ground



02. View from Ridley Road where St Mark's Square can be seen on the right



03. Looking north from Bromley South train station - the High Street climbs towards Churchill Theatre



04. Looking south from the top of the High Street towards St Mark's square



3.5 Development zones

It is acknowledged in paragraph 5.7.4 of the AAP that development of Opportunity Site G would be phased and the Regent’s Place development on Ringer’s Road is the initial phasing of development of the opportunity site. In this context the Council is promoting options for further phased development of the masterplan site to deliver policy objectives.

Bromley South station despite limited improvement works in recent years remains one of the most congested commuter stations on the national rail network. Building quality both within and outside the station is poor and the Council considers that these buildings do not make a positive contribute and should be replaced by a gateway feature.

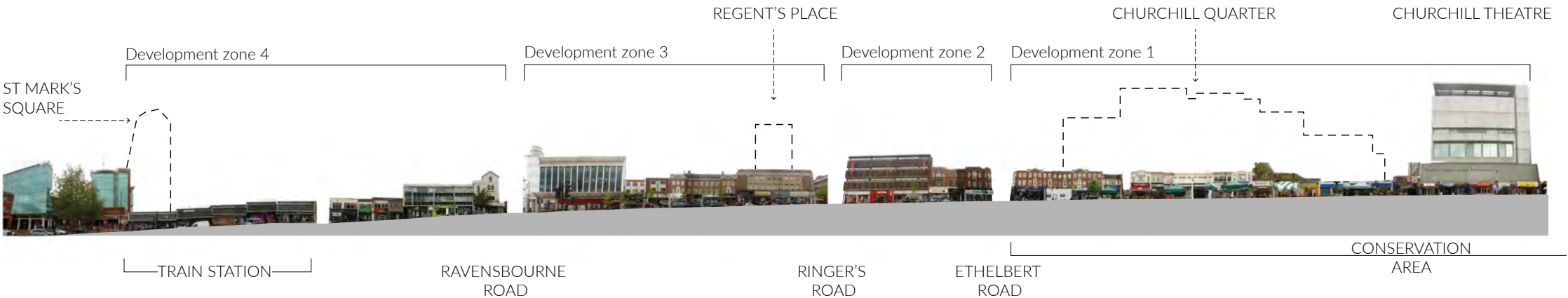
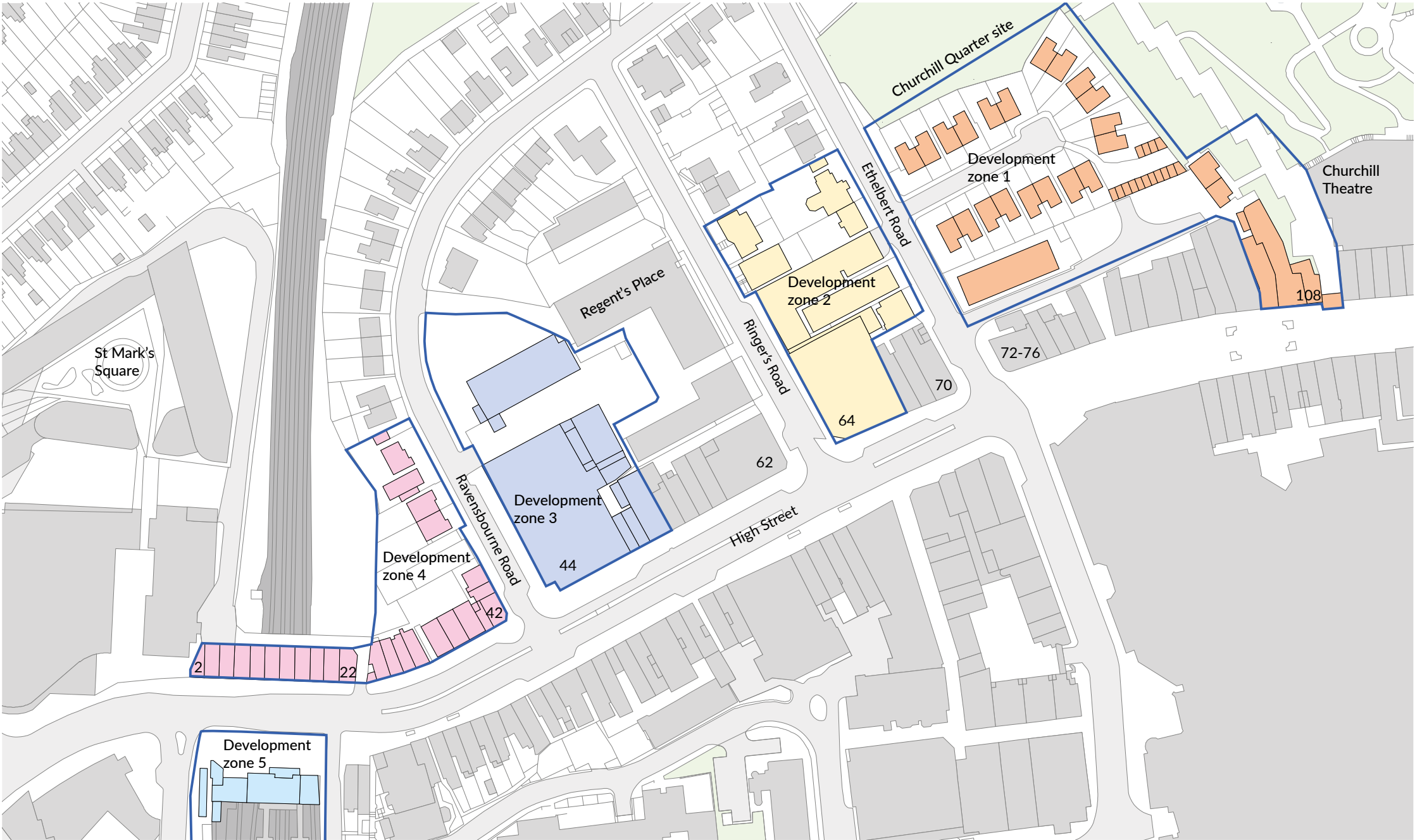
Appendix 5 of the AAP, Opportunity Area Design Principles, sets out a series of development areas for Opportunity Site G, original plan shown below. These indicative development areas broadly follow the pattern of the existing road network. In refining the development zones for the purposes of the masterplan the Council has examined existing land ownership and leasing documents. The revised development zones have been extended to included Bromley South station and the adjacent air rights above the tracks. There are now five indicative development zones with a series of further subdivisions.

The Council has also held a series of meetings with strategic landowners to understand their development ambitions for their sites and anticipated phasing. This information has been assessed and has informed the identification of development zones and the phasing plan.

The following page sets out a comprehensive review of the existing buildings that fall within the masterplan site to further inform future development.



Opportunity Site G - AAP page 161



### 3.6 Building condition analysis

#### Development zone 4+5

This zone extends from Bromley South station to Ravensbourne Road. This area is characterised by low scale development predominantly constructed during the 1970's. The buildings are poor quality modern developments that negatively contribute to the character of the High Street.

The land over the railway provides an opportunity to create a new residential quarter and landmark fully accessible station, acting as a gateway into the town centre. To facilitate this development the majority of buildings along the west of the High Street will be required to be demolished.

Development of this phase will involve the construction of a bridge deck and could accommodate taller buildings, the height and bulk of which will need to be assessed against collective impact of taller building on the Bromley South streetscape and views south. Development over the station should introduce new station accesses, retail frontages, a new station forecourt and better pedestrian integration with St Mark's square along Westmoreland Road.

#### Development zone 2+3

Development zones 2+3 extend from Ravensbourne Road to Ethelbert Road. This area is made up of a small number of large development parcels with some high quality frontages onto the High Street. 44 High Street is occupied by a large office building which could be redeveloped together with 46-52 to create a comprehensive development of the site along Ravensbourne Road.

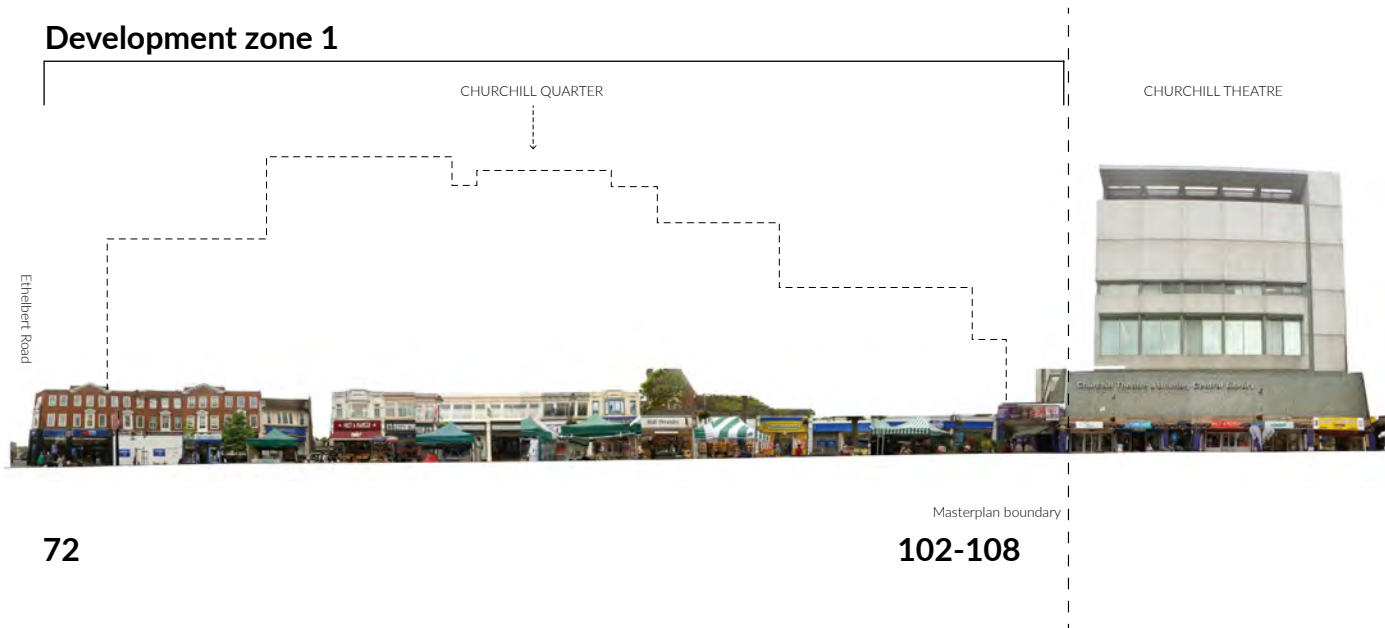
54-62 High Street is comprised of two single brick and stone frontages. Together these buildings form an architecturally cohesive character, contributing positively to the High Street townscape. At 3-4 storeys tall they provide a suitable scale to be in-keeping with future development.

To the north of Ringer's Road, 64 High Street is currently occupied by TK Maxx and offers a potentially large development site. However, TK Maxx have recently extended their lease on this site and is not considered that this site will be available for redevelopment purposes until 2030 at the earliest. The High Street buildings at 66-70 have merit and redevelopment of this block would need to be justified. The blocks behind the retail frontages are made up of a collection of residential and business units and include a Salvation Army mission hall.

#### Development zone 1

This zone extends from Ethelbert Road to the Churchill Theatre. The majority of buildings in this part of the High Street contribute positively to its character and should be retained. However, it is proposed that 102-108 High Street, adjacent to Churchill Theatre, will be demolished and the site incorporated into the new development behind to create a larger opening into Library Gardens beyond.

Development of this zone should create enhanced east-west links to improve through town pedestrian links and to better connect the town to the surrounding landscape assets (eg Church House Gardens). There is an opportunity to establish a major new square and cultural quarter to the south of the Churchill Tower to act as a forecourt to the theatre.





# 04. The masterplan

## 4.1 Vision statement

The comprehensive redevelopment of the masterplan site will create a new mixed use neighbourhood right in the heart of the town centre; establishing Bromley as a place to live, work and play. The site enjoys far reaching views towards central London, excellent transport connections and close proximity to the historic heart of Bromley.

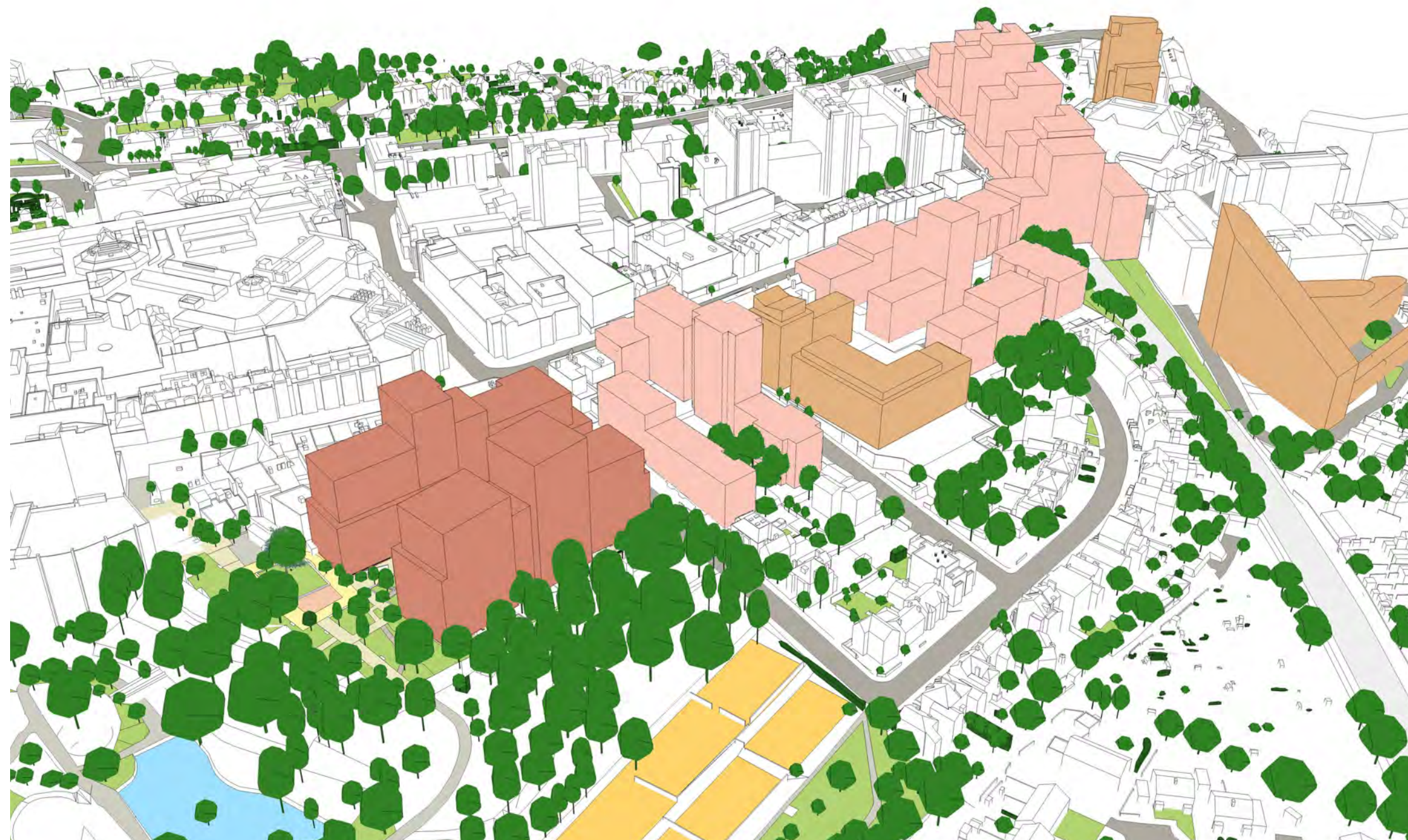
Through high quality design and public realm improvements, the area will be transformed into a vibrant urban quarter with new homes, retail and community spaces that together with a new station at Bromley South create a landmark gateway into the town centre.

The new neighbourhood will promote healthy lifestyles focusing on a walk-able town centre providing a wide range of amenities and leisure facilities within a 5 minute walk including supermarkets, restaurants and a cinema; with wider links to Queensmead Recreation Ground and Bromley Common.

The following urban design principles set out the key moves and expectations of the masterplan to ensure a high quality of design and urban realm throughout the masterplan site.

- **Promote a residential-led mixed use neighbourhood in the heart of the town centre that can deliver 1230 new homes**
- **Deliver high quality new homes with excellent transport links**
- **Re-provide existing community uses and commercial ground floor units along the High Street**
- **Maintain active frontages to all ground floors that contribute to the activity and character of the High Street and surrounding neighbourhood**
- **Provide off street servicing and basement parking to promote pedestrian friendly streets**
- **Create a gateway transport hub at Bromley South station**
- **Ensure the form and massing of tall buildings is set back from the High Street, and is sensitive to the 'ridge' profile of the town centre topography**

- Recently built or under construction
- Churchill Quarter
- Development zones



Proposed massing of the new development across the masterplan site as viewed from the north-west





Proposed illustrative masterplan

4.2 Land use and building types

The site is currently made up of a mix of uses including residential, commercial, retail and community use. Given the prevailing market conditions the Council acknowledges that the proposed development zones will be dominated by residential-led mixed use schemes and this is reflected in the land use and density assumptions for each of the development zones.

A key design principle of the masterplan is to retain active frontages along the High Street by re-providing retail uses on the ground floor. Secondary streets should be activated by primarily residential frontages and community or commercial uses where these are re-provided. There may also be a requirement for small scale medical facilities such as dentists and the provision of these facilities will be encouraged as part of any mixed use scheme on any of the development phases.

The quantum of housing and scale of development proposed in the masterplan reflects the re-provision of ground floor retail space and the re-provision of community facilities as illustrated in the diagram of ground floor uses opposite.



Proposed strategy for ground floor uses









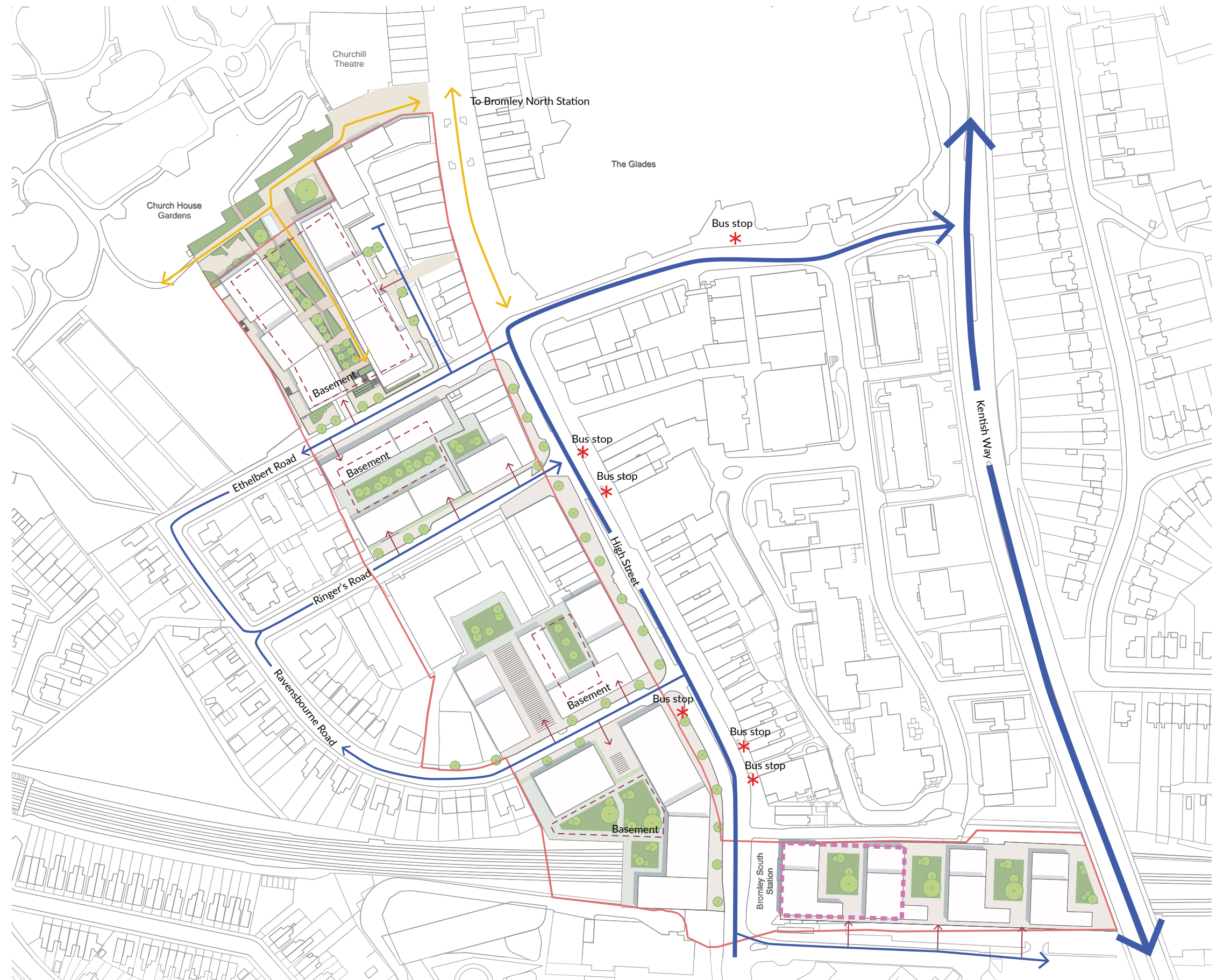
### 4.3 Movement routes

The AAP transport strategy acknowledges that parking capacity and highway capacity are the two constraints on traffic demand in the town centre. There is no benefit in providing more parking than can realistically be served by the highway network.

The AAP Transport Strategy identified transport measures that are required in support of the development in the AAP. It is important that the pace and phasing of development is in step with delivery of these transport measures, to mitigate potential negative consequences in terms of congestion and accessibility. The Council is committed to developing plans to utilise the road network and the parking space more effectively and the Council and Transport for London have already implemented many of the initial elements of the transport strategy.

In bringing forward each of the development phases, promoters will need to demonstrate that their schemes will not cause significant adverse physical impacts on transport infrastructure or services that cannot reasonably be mitigated. Where possible sustainable methods of transport should be promoted and mitigation measures could include strategic public transport improvements, improvements to the pedestrian environment, and parking management and travel plans. Where parking and servicing is required, developments should make use of the sloping topography to provide basement or podium parking and service areas to reduce the impact on the existing road network and pedestrian realm. Site promoters will be encouraged to work with the Council to model the impact of their proposals on the highway network.

- KEY**
-  Pedestrian routes
  -  Vehicle routes
  -  Service access
  -  Basement
  -  Bromley South Station
  -  Bus stop



Proposed movement network



4.4 Scale and massing

As part of the capacity review, the masterplan proposes a range of building heights that together meet the required mix and quantum of development and respond to the existing character of the town centre. The proposed scale and massing strategy is set out on the adjacent diagram and aerial view.

The scale and massing of new development along the High Street should be in keeping with the current scale of 3-4 storeys with taller buildings set back from the main frontage to reinforce the human scale of the High Street. The scale of buildings should also respond to the residential neighbourhood to the west of the site by stepping down in height to create a seamless link between old and new.

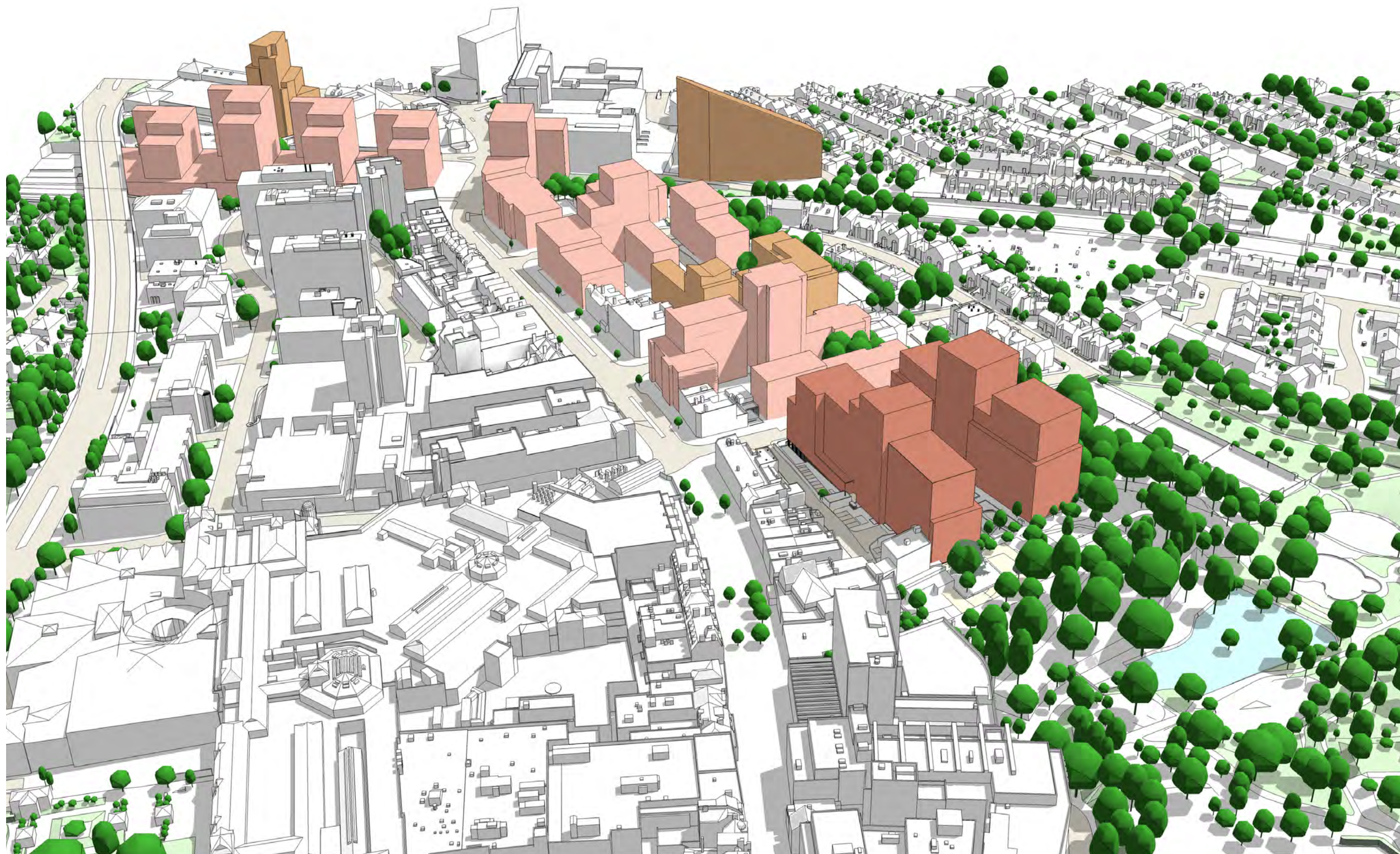
A number of taller buildings are proposed within the masterplan where additional height is considered appropriate and will contribute to creating a new legible townscape in the centre of Bromley. A tall building frames the gateway to the High Street opposite Bromley South station whilst a cluster of towers is located at the northern end of the site identifying the top of the High Street.



Proposed massing strategy with some taller elements up to 15 storeys



- Recently built or under construction
- Churchill Quarter
- Development zones



View of proposed massing from the north



4.5 Long distance view

The 3D illustrative view on this page and the view on the previous page demonstrate how the design guidance and principles set out in the masterplan could be applied to create indicative massing and block forms.

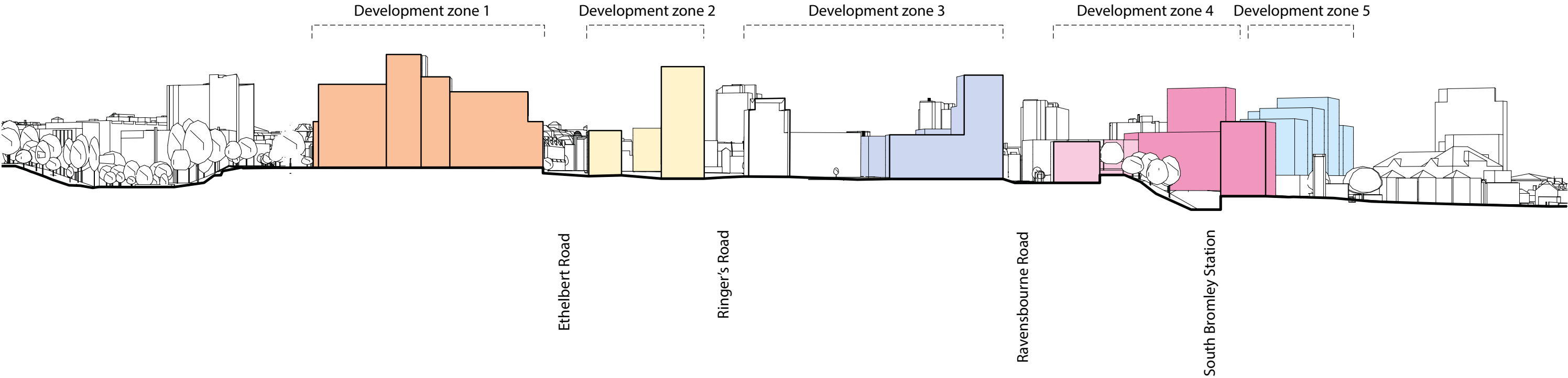
- Recently built or under construction
- Churchill Quarter
- Development zones





4.6 Context section

The section below is taken north-south through the masterplan site to illustrate the proposed form, scale and massing required to deliver the target number of new homes.





# 05. Development zones

## 5.1 Implementation and phasing

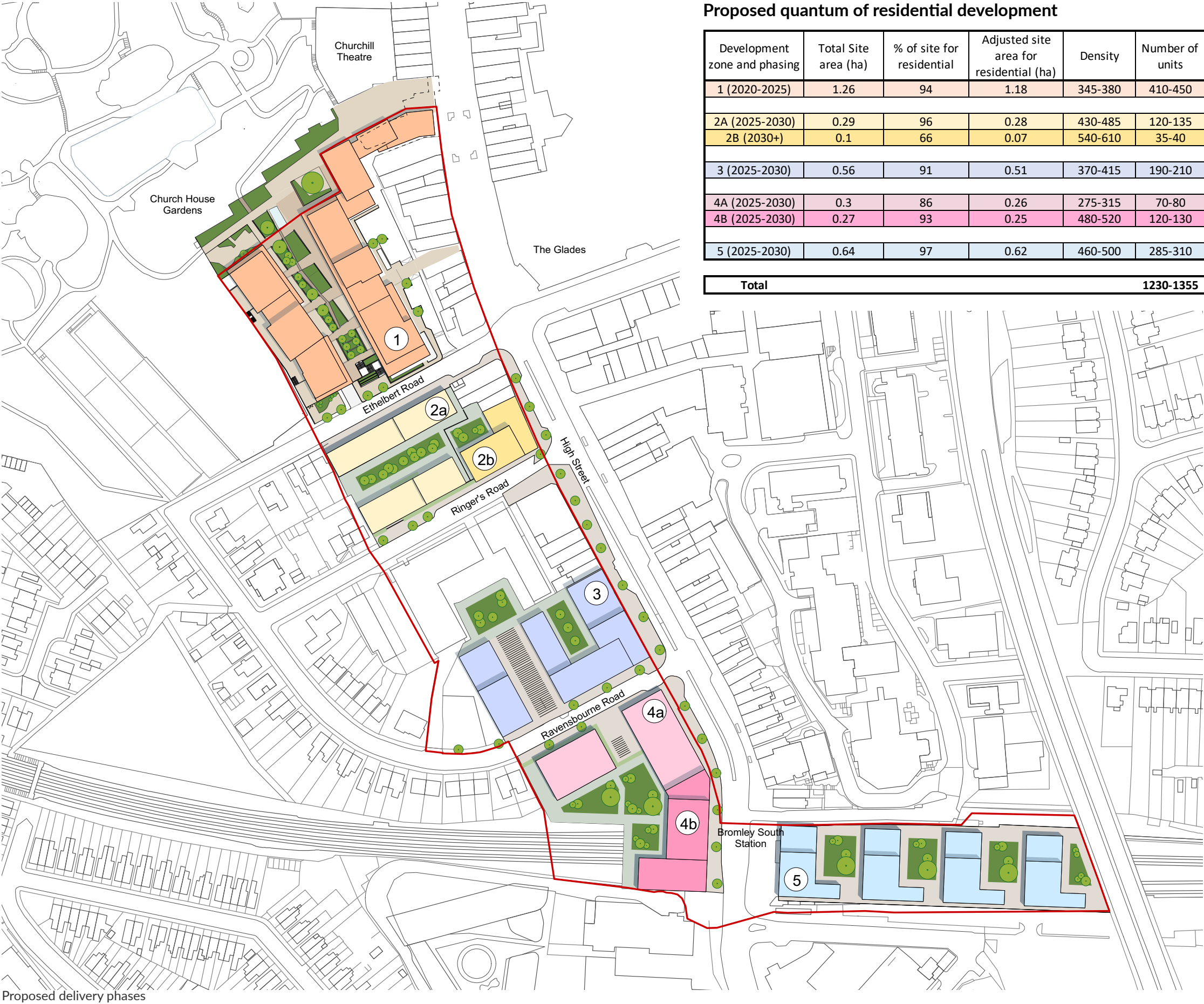
The masterplan site will be critical to the delivery of new housing and transport infrastructure in the town centre. The masterplan will provide sufficient detail and robust overall guidance for viable and achievable schemes to come forward, whilst ensuring developers, land owners and residents are also fully aware of what is proposed and how it could be implemented.

To make it happen, development will depend on the effective collaboration and joint working between developers, landowners, businesses, infrastructure providers, residents and the wider community. The Council will resist incremental and piecemeal change, by implementing the guidance set out in the masterplan, using its development management powers.

Bromley Council will continue to play a proactive leadership role in bringing these entities together and promoting the delivery of the policy objectives for the masterplan site. The Council will work with land owners and developers to bring forward proposals for the development zones and to ensure that new development and public realm proposals are of the highest design quality. Where necessary and justified on planning grounds it will use Compulsory Purchase powers to bring forward land for development in accordance with the proposals set out in the masterplan.

The following pages set out phasing and delivery targets for each development zone and further design guidance relevant to each zone. The diagram opposites illustrates the overall phasing strategy for the masterplan site and together with the schedule below demonstrates how the housing target will be met for the masterplan site. A target density range plus 10% has been provided for each site, to acknowledge the flexibility required across the masterplan to ensure the minimum target is met

The form, scale and massing of proposed development within the masterplan takes into consideration the quantum of residential development required as well as the re-provision of existing ground floor retail uses and existing community uses to ensure a robust scheme is put forward.





### 5.2 Phase 1

Area bounded by Ethelbert Road to the south, Churchill Theatre to the north, the High Street to the east and Church House Gardens to the west. The development zone includes a number of shops along the High Street, Bromley Town Church and residential development at Ethelbert Close. Part of this development zone falls within the Conservation Area.

Size: 1.26 HA  
Target Units: 410-450  
Phase Delivery Period: 2020-2025

**Proposed land use:** mixed use to include residential, commercial and community uses

#### Key design principles

- The majority of buildings in this part of the High Street contribute positively to its character and should be retained with the exception of 102-108 High Street, adjacent to Churchill Theatre, which will be demolished, and the site incorporated into the new development.
- Development should be of a high architectural quality that respects the context of the Conservation Area.
- There is an opportunity to establish a major new square with public art to the south of the Churchill Theatre to act as a forecourt to create a strong link between the High Street and Church House Gardens. Further public realm improvements to Library Gardens should be incorporated into the comprehensive re-development of the site.
- Development should provide high quality amenity space for new residents that is appropriate for the proposed quantum and scale of development.
- Proposals should improve permeability from the High Street to the new public space opposite Churchill Theatre and create links from the High Street to Church House Gardens.
- New development should provide a range of commercial uses to the ground floor to support the new public realm offer and re-provide the Bromley Town Church or support relocation within the wider masterplan or off-site.
- The scale and massing of proposals should respond to the existing context, focusing height within the centre of the site where there is less sensitivity. Development should be articulated appropriately to reduce the appearance of a solid wall of development along the ridge of the hill.
- The development should provide basement parking and servicing to reduce vehicle movements within the public realm and maintain service access to the retained shops along the High Street.





### 5.3 Phase 2

**Phase 2A:** area bounded by Ethelbert Road to the north, the High Street to the east, and Ringer's Road to the south. An existing residential neighbourhood sits directly to the west of the site. The development zone includes retail units along the High Street, the Salvation Army mission hall and other residential and business uses.

Size: 0.29 HA  
Target Units: 120-135  
Phase Delivery Period: 2025-2030

**Proposed land use:** mixed use to include residential, commercial and community uses

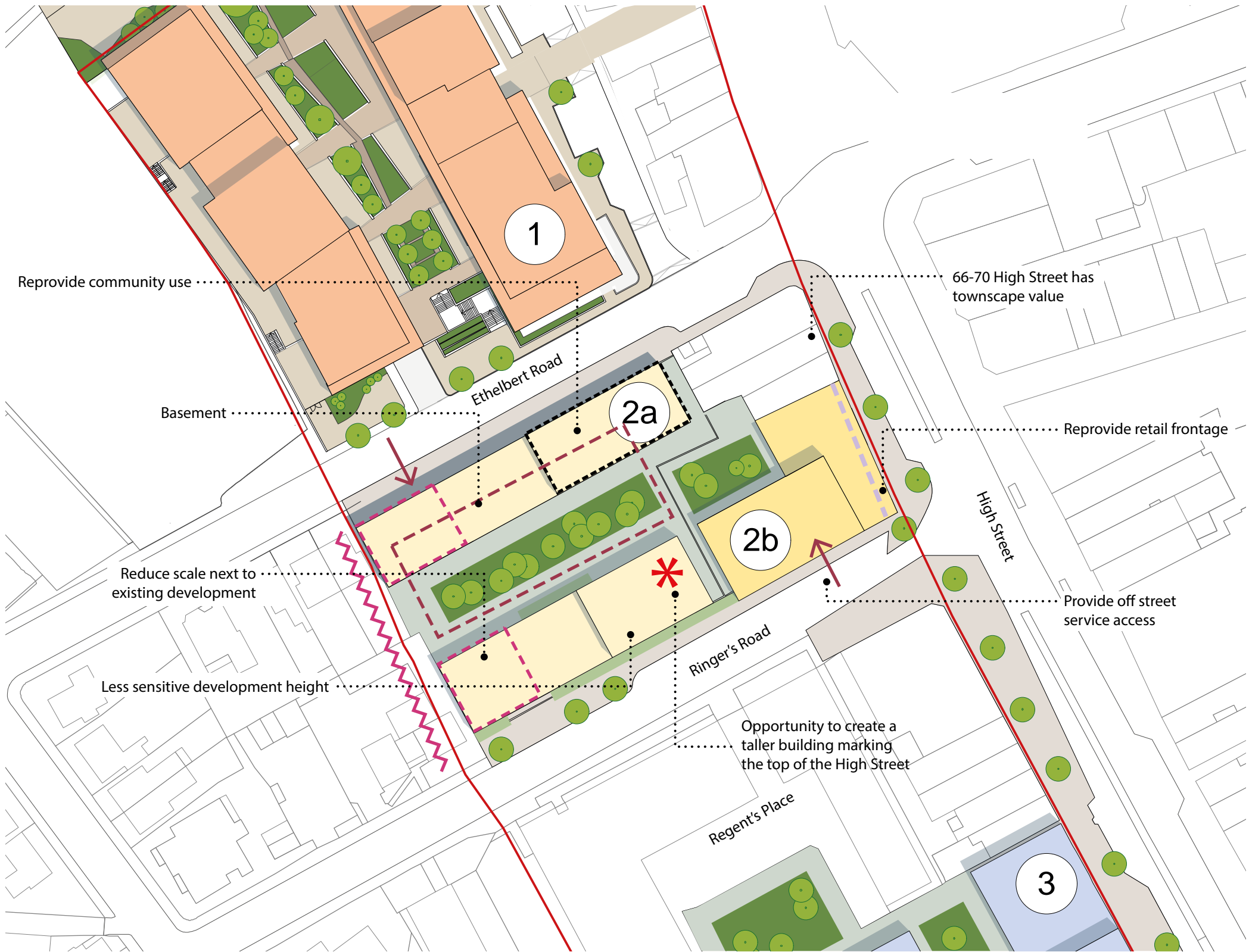
**Phase 2B:** this phase is comprised of 64 High Street and is currently occupied by TK Maxx on a 15 year lease.

Size: 0.1 HA  
Target Units: 35-40  
Phase Delivery Period: 2030+

**Proposed land use:** mixed use to include residential and commercial uses

#### Key design principles

- 66-70 High Street possesses architectural and townscape merit and redevelopment of this block would need to be justified.
- Development must re-provide retail uses along the High Street and demonstrate how the Salvation Army Mission Hall would be re-provided on or off-site.
- New development along the High Street should be of a high architectural quality that responds to the existing character along the High Street. The scale and massing of proposals along the High Street must respect the established scale of existing buildings, with taller buildings set back from the main street frontage.
- New development within the rest of the site should respond to the residential character of the existing neighbourhood. In particular, development should step down in scale to address the existing residential neighbourhood to the west.
- There is the opportunity for a taller building in the development zone marking the top of the High Street.
- Development along the High Street should contribute to the improvement of the public realm with high quality materials and active, permeable commercial frontages. New development within the rest of the site should frame existing streets with active frontages and provide high quality amenity space for new residents that is appropriate for the proposed quantum and scale of development.
- Off street parking and service access should be provided to all new development. The sloping topography of the site should also be utilised to provide basement or semi-basement parking, maximising the potential of the site. Off street service access should be provided to commercial units along the High Street.





### 5.4 Phase 3

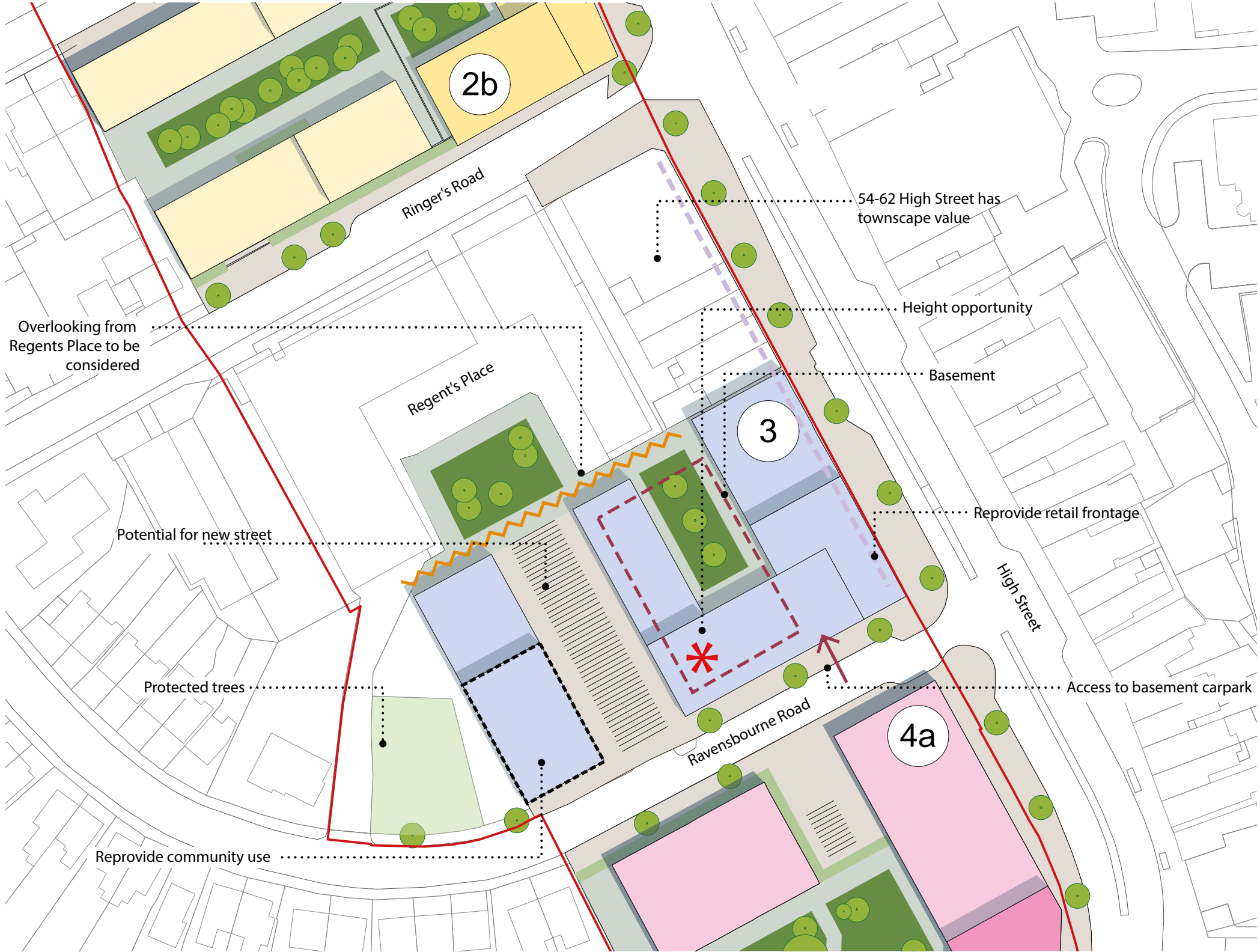
Area bounded by the High Street to the east, Ravensbourne Road to the south and Ringer's Road to the north. A small area of protected trees bound the site to the west. A large part of the area to the north of the site has been recently developed into residential apartments in the Regent's Place development along Ringer's Road. The development zone is mostly under one ownership, 44 High Street, with two smaller land parcels making up the north-eastern part of the site. The site is currently made up of retail and office units.

Size: 0.56 HA  
Target Units: 190-210  
Phase Delivery Period: 2025-2030

**Proposed land use:** mixed use to include residential and commercial uses

#### Key design principles

- 54-62 High Street is comprised of two brick and stone frontages which form an architecturally cohesive character. The redevelopment of this block would need to be justified.
- Development must re-provide retail uses along the High Street and provide further office/commercial uses within the rest of phase 3.
- New development along the High Street should be of a high architectural quality that responds to the existing character along the High Street. The scale and massing of proposals along the High Street must respect the established scale of existing buildings.
- New development within the rest of the site should respond to the residential character of the existing neighbourhood. There is the opportunity to frame the entrance into Ravensbourne Road with a taller building that continues the masterplan strategy of locating taller buildings set back from the High Street.
- Development along the High Street should contribute to the improvement of the public realm with high quality materials and active frontages. A new mews street could be created to provide access to the new development.
- Development should provide high quality amenity space for new residents that is appropriate for the proposed quantum and scale of development.
- Basement or podium parking and servicing areas should be provided to all development, utilising the sloping topography to maximise the value of the site.





### 5.5 Phase 4

**Phase 4A:** area bounded by Ravensbourne Road to the north, the High Street to the east, phase 4B and the rail line to the south, and existing residential development to the west. The site is currently made up of retail units along the High Street with a mix of residential, commercial and healthcare along Ravensbourne Road.

Size: 0.3 HA  
Target Units: 70-80  
Phase Delivery Period: 2025-2030

**Proposed land use:** mixed use to include residential, commercial and community uses

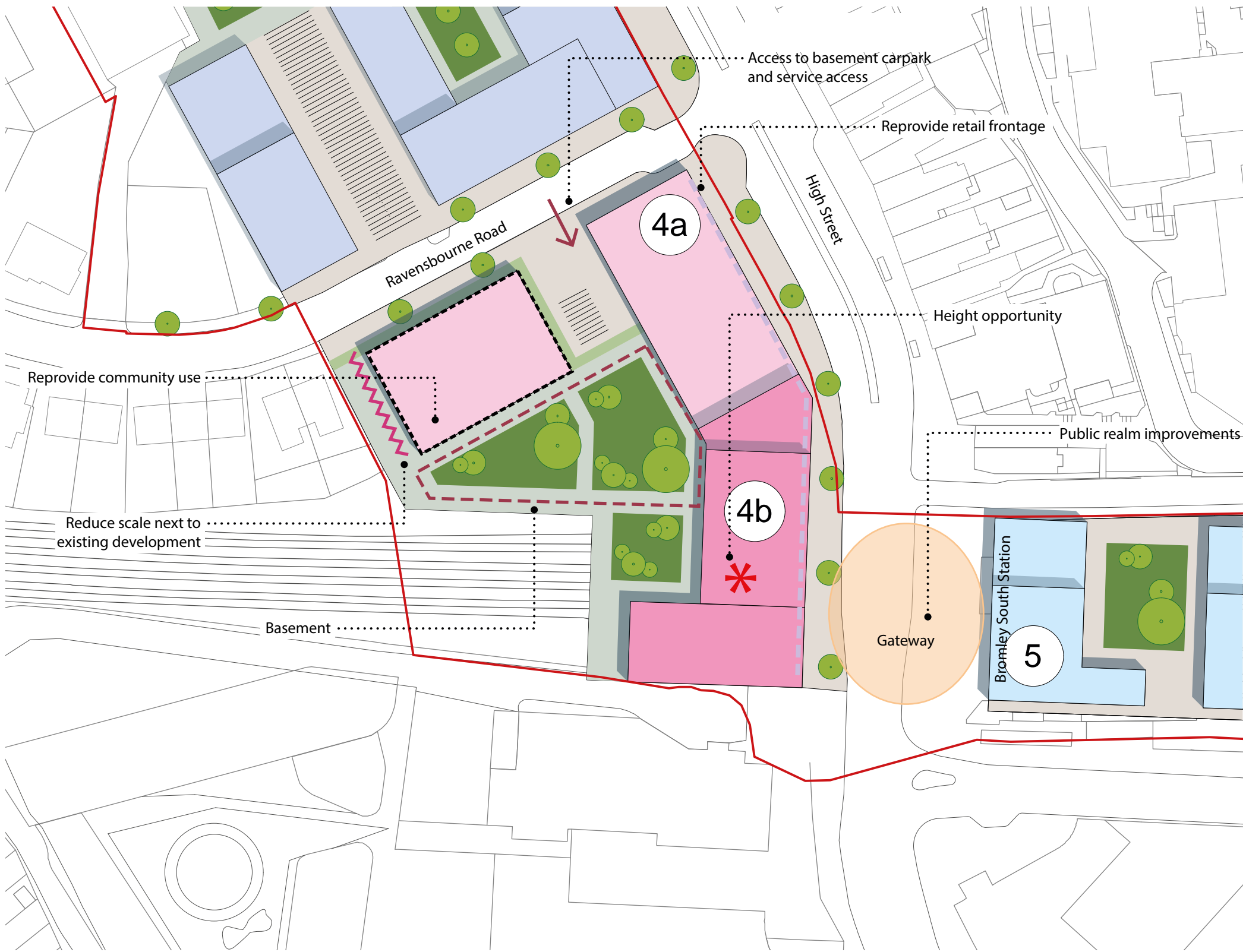
**Phase 4B:** area bound by phase 4A to the north, the High Street to the East, and the rail line to the west. The site is made up of a small parade of shops.

Size: 0.27 HA  
Target Units: 120-130  
Phase Delivery Period: 2025-2030

**Proposed land use:** mixed use to include residential and commercial uses

#### Key design principles

- Development must re-provide retail uses along the High Street and re-provide the existing GP surgery in phase 4A or demonstrate re-provision off site.
- New development along the High Street should be of a high architectural quality that responds to the existing character along the High Street. The scale and massing of proposals along the High Street must respect the established scale of existing buildings.
- There is an opportunity to deliver a taller building along the High Street opposite the station where the building would act as a landmark into the town centre. Taller buildings should demonstrate high architectural quality that responds to the character of the High Street and town centre.
- New development within phase 4A should respond to the residential character of the existing neighbourhood with appropriate scale and high quality design.
- There is the opportunity to create a new public space in front of Bromley South station. This development zone should contribute to the new public realm around the station and create a high quality gateway environment into the town centre.
- Development should provide high quality amenity space for new residents that is appropriate for the proposed quantum and scale of development.
- Basement or podium parking and servicing areas should be provided to all development, utilising the sloping topography to maximise the value of the site. Service access should also be provided to the retail units from the rear basement accessed from Ravensbourne Road.





5.6 Phase 5

Land above Bromley South station which is bounded by existing residential and office developments along Elmfield Road to north, the busy Kentish Way to the east, Bromley Police Station and a supermarket to the south and the High Street to the west.

Size: 0.64 HA  
Target Units: 285-310  
Phase Delivery Period: 2025-2030

**Proposed land use:** mixed use to include residential and commercial uses and re-provided train station

Key design principles

- Development must re-provide Bromley South station and the public space to the front of the station with a fully accessible landmark design. There is the opportunity to create a new gateway into the town centre with high quality landscaping and a new public square.
- The scale and massing of proposals should respond to existing development to the north and locate taller elements within the centre of the site.
- Development should provide high quality amenity space for new residents that is appropriate for the proposed quantum and scale of development.
- Service access should be provided from the existing access road to the south and carefully co-ordinate with the access requirements of the station.

