

Opportunity Area Portrait

Bromley



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London’s additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs’ performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

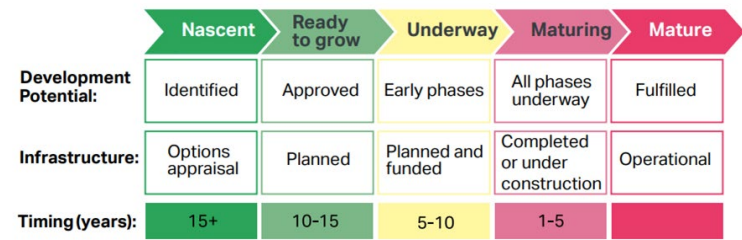
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram



Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/ December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

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and
connectivity

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and 2024

Jobs

Town Centre
and High
Streets

Industrial
Land

Place
strategies*

Moving
forward

* This section refers to existing/ emerging strategies for the OA.

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Context

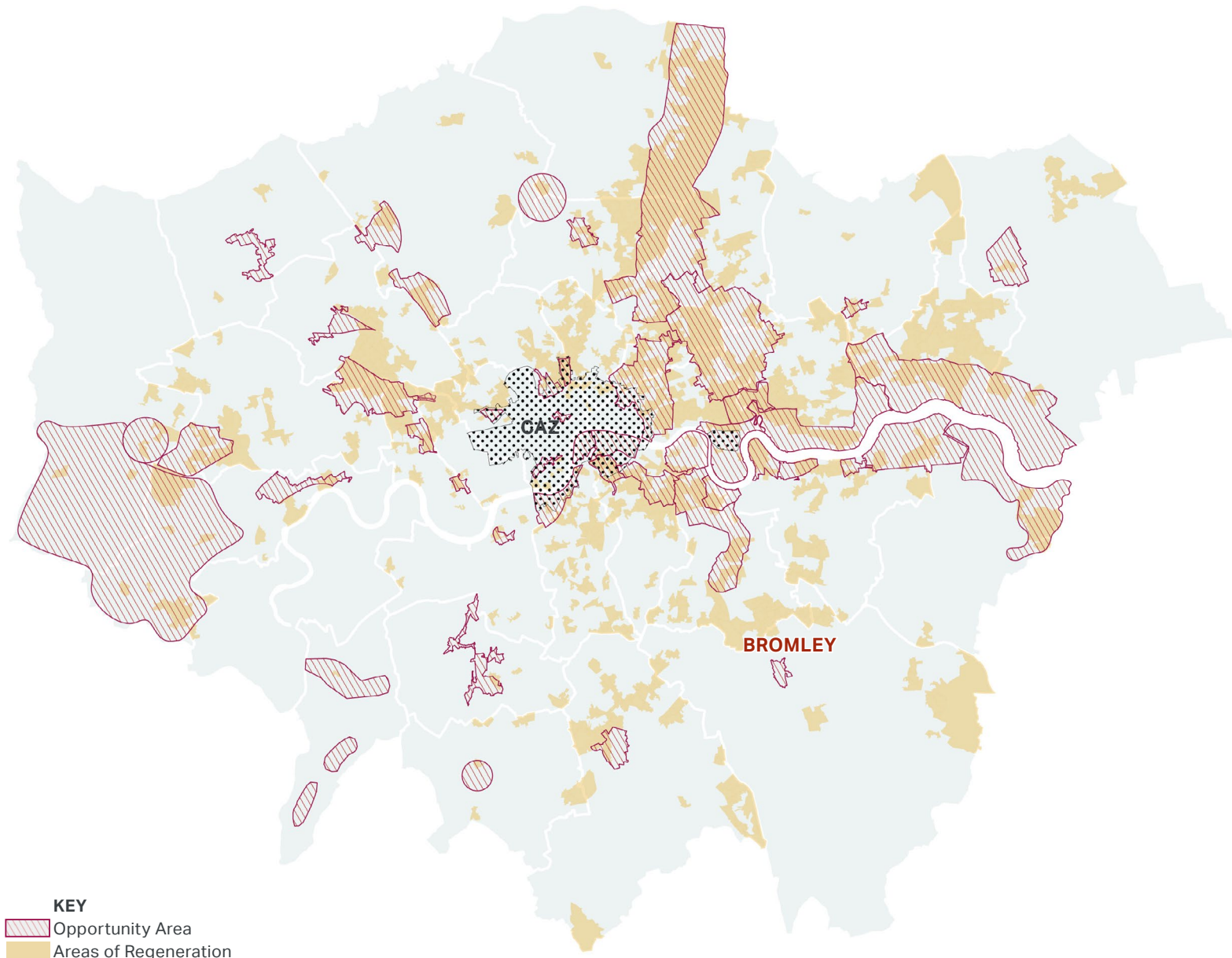
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)
- Paddington (Underway)

Bromley is an OA in outer London.

Areas of Regeneration

No areas of regeneration within the OA .

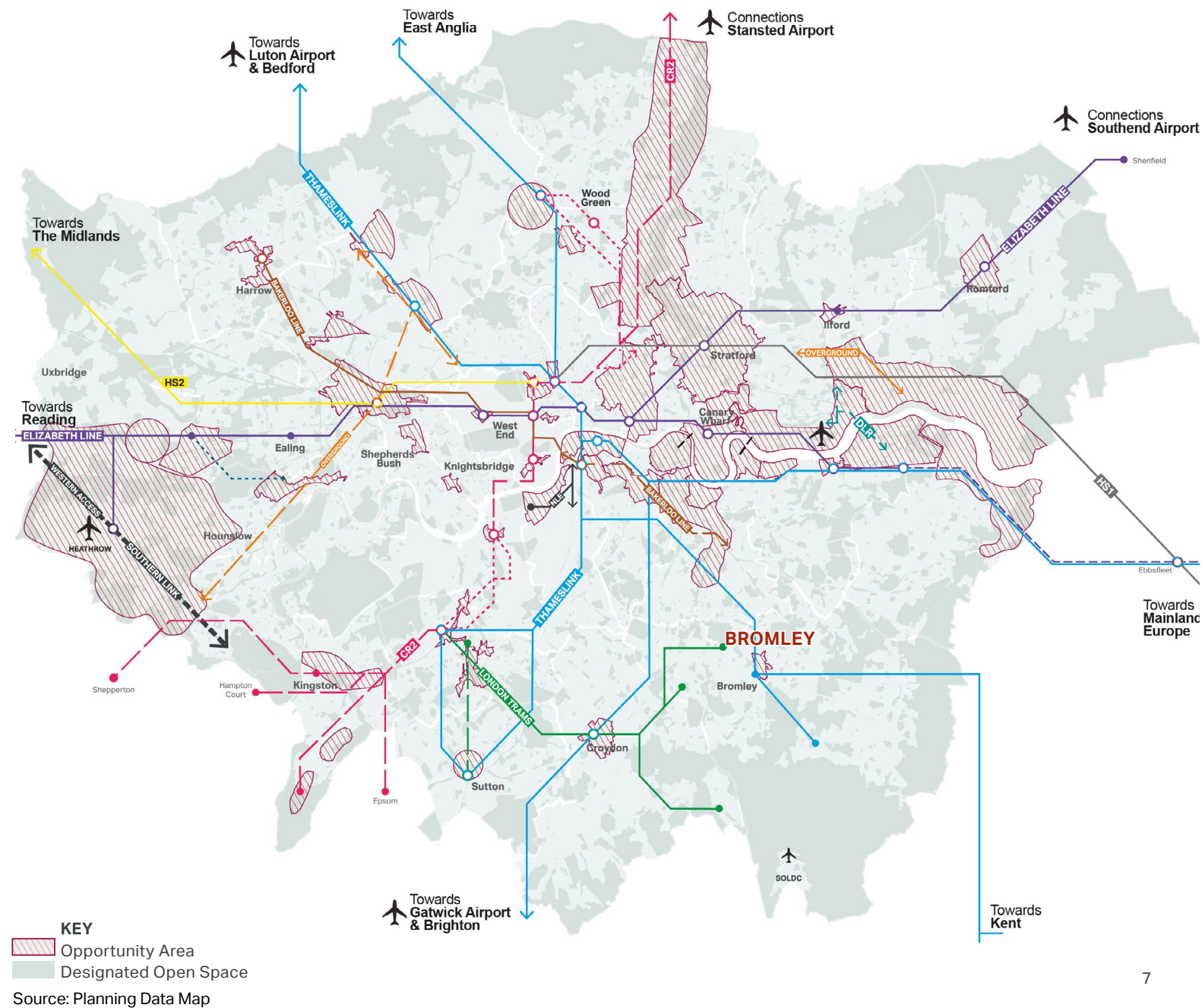


Source: Areas of Regeneration as per London Plan 2021

Bromley Context

Transport and Growth Corridors

- Thameslink serves the OA.



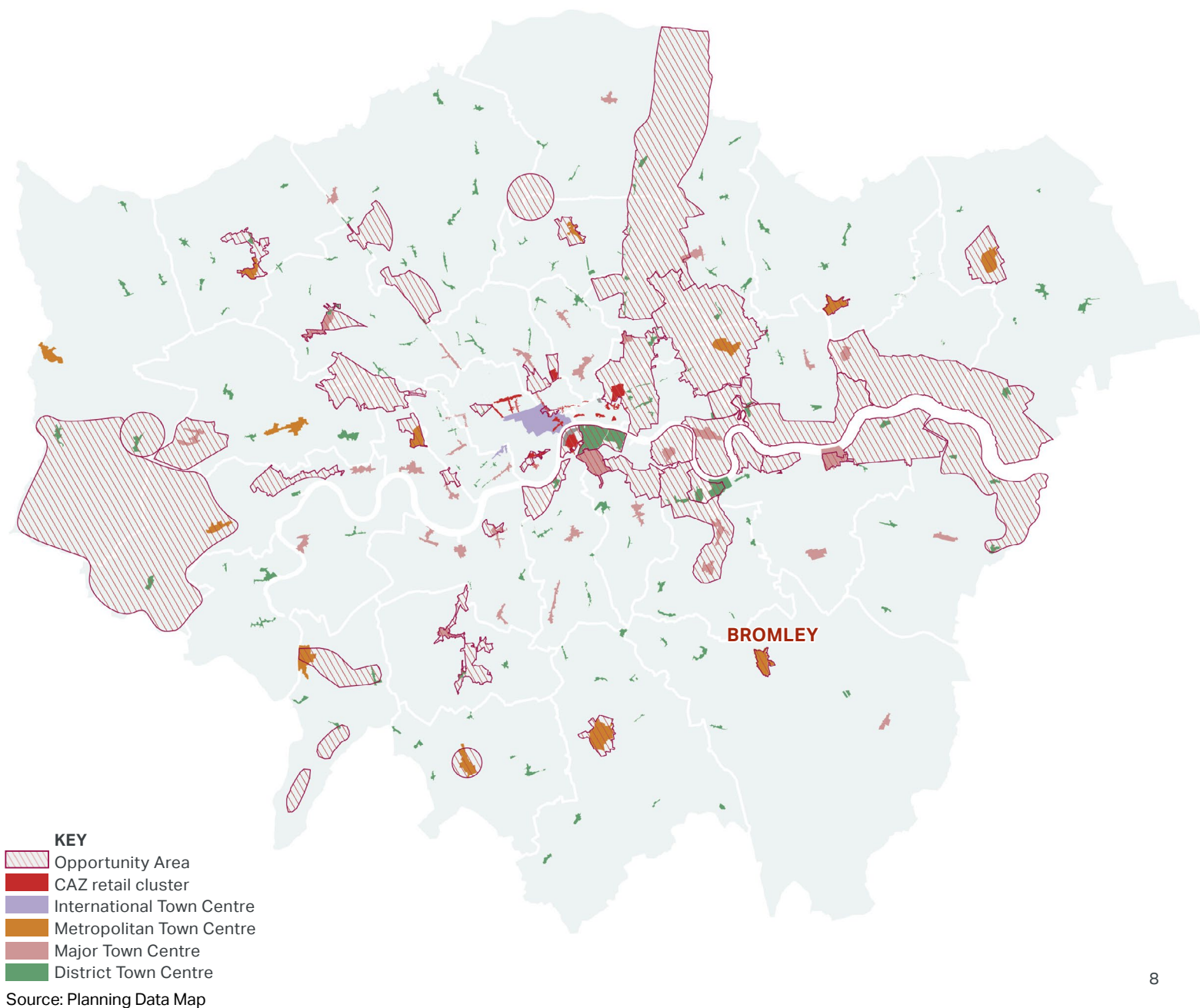
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Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- **Bromley (Nascent)**
- Sutton (Nascent)

The OA is a Metropolitan Town Centre. In 2023, LB Bromley adopted the [Bromley town centre SPD](#).



Bromley

Key info

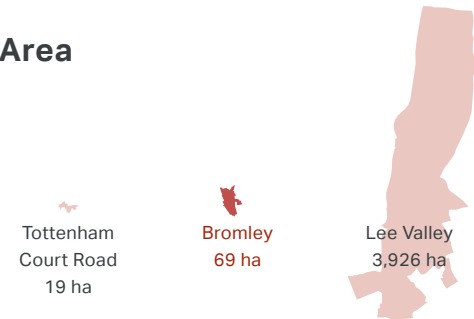
London Plan Designation Year

2004	2008	2011	2016	2021
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Borough

London Borough Bromley

Area



OA specific plans

Bromley Town Centre SPD (2023)

Local Plan status

In progress (Regulation 18)

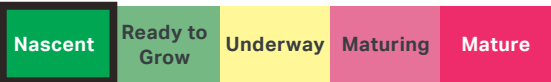
Growth Corridor

Bakerloo Line Extension (BLE)

Housing Delivery Test 2023

Presumption

OA status (London Plan 2021)



London Plan 2021 capacities by 2041



Source: Google Earth

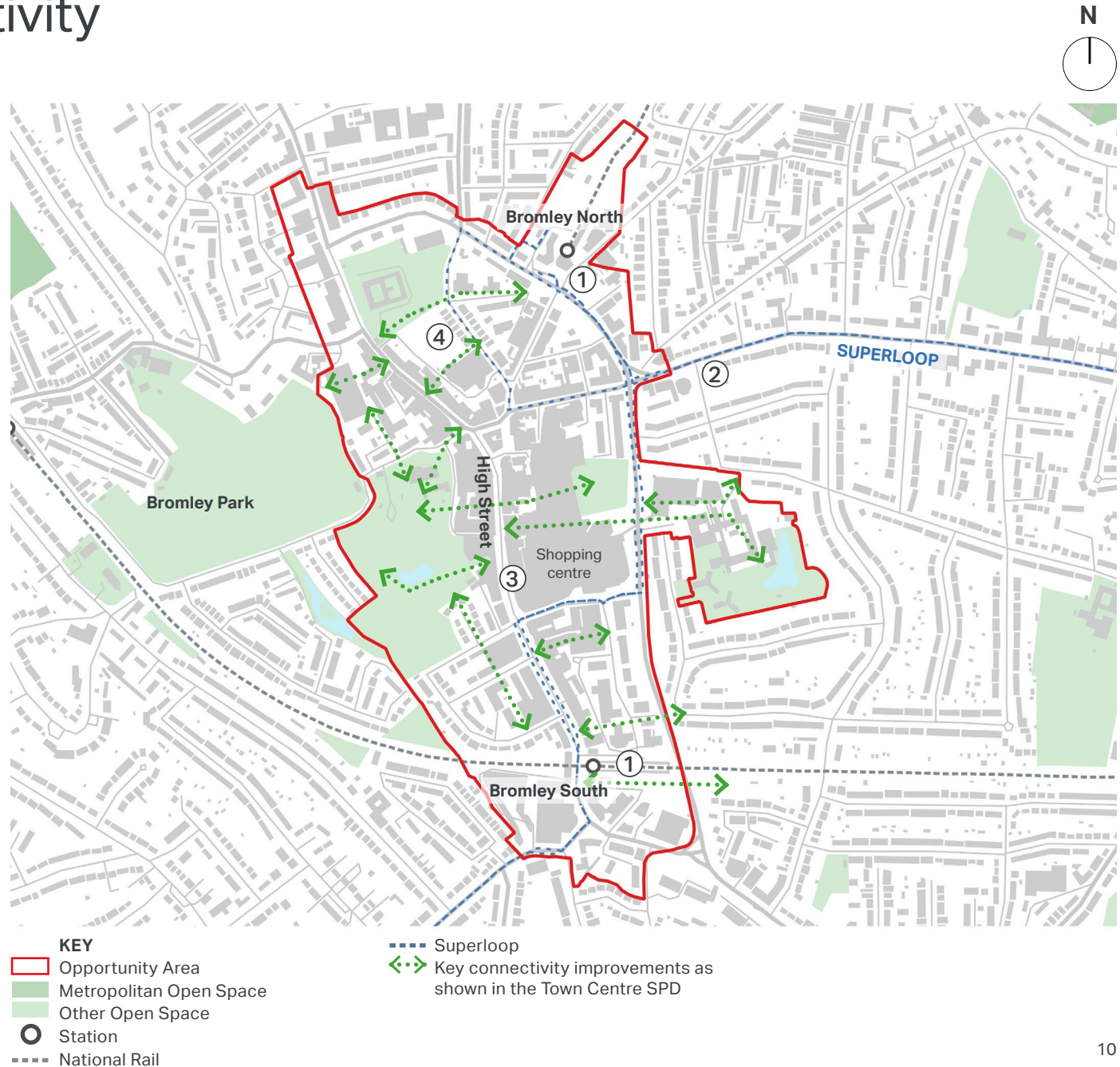
KEY
Opportunity Area

*Note that the LESD (2021) increased the capacity to 2,500 new jobs

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Transport and connectivity

- According to the LP 2021, the OA sits within the Bakerloo Line Extension growth corridor, but the BLE won't be going to Bromley Town Centre.
 - TfL suggests that transport is not holding back development in Bromley.
- ① The OA is home to two stations (Bromley South and Bromley North).
 - ② Superloop (SL5) runs through the OA, connecting Bromley to Croydon and Bexley Heath.
 - ③ Connectivity within the town centre is improved via the pedestrianised High Street.
- The borough's Infrastructure Delivery Plan identifies the need to improve connectivity and establishing Bromley Town Centre as a 'transport hub'. This includes public realm improvements and localised junction works, particularly on the A21.
 - ④ The [2023 adopted town centre SPD](#) identifies a number of potential connectivity improvements (east - west).



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Delivery of homes

Delivery post - 2019* (London Plan 2021)

Progress against 22yr, 10 yr capacity

22 yr **2,500**

10 yr **2,134**

Completed **112**

Pipeline **240**



KEY

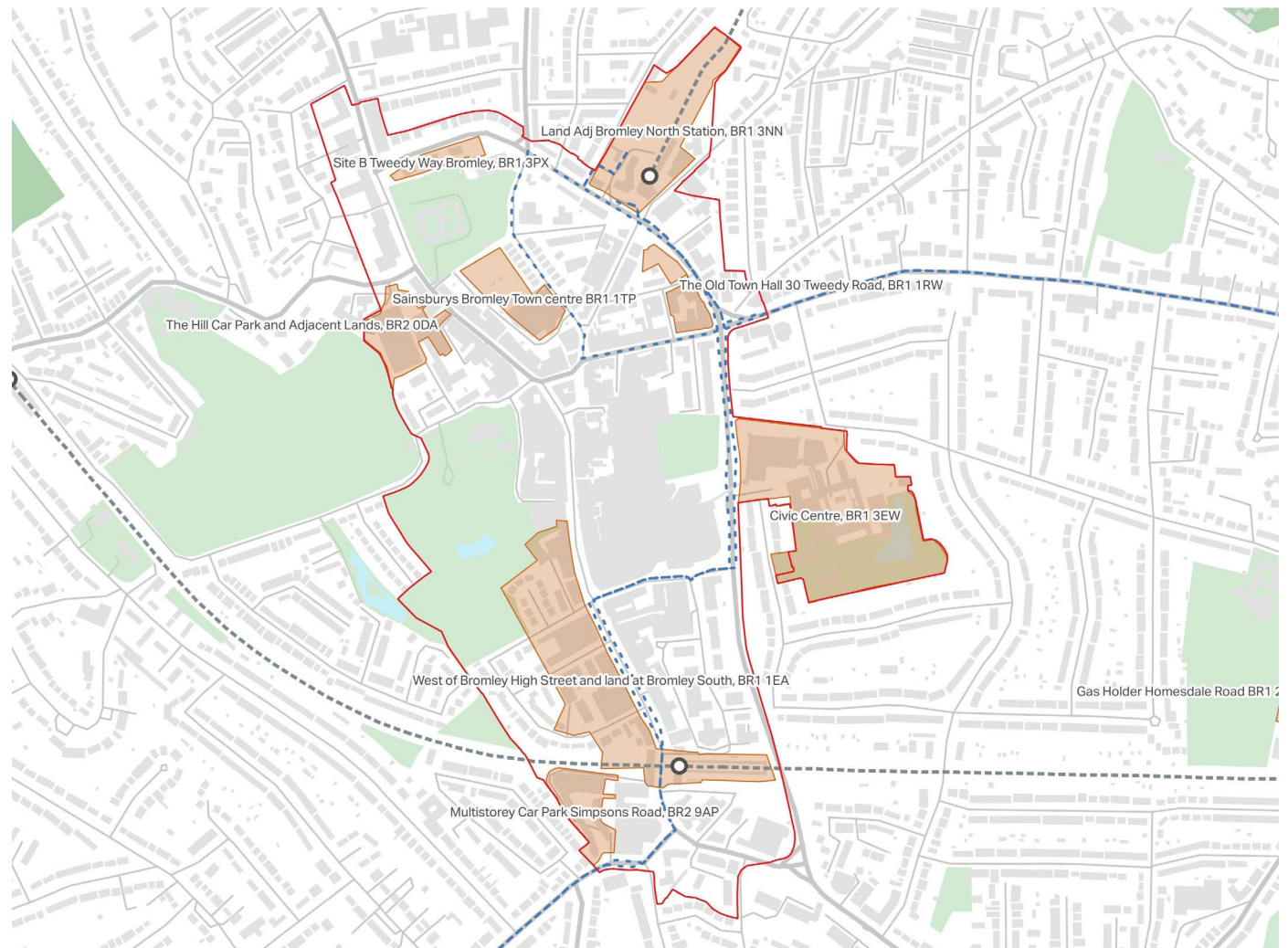
- Opportunity Area
- Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.



*[Completions](#) account for all types of supply between 2019/2020 to 2023/2024.

** [Residential Pipeline in 2023/2024](#)

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SHLAA 2017: Approvals and Allocations



- KEY**
-  Opportunity Area
 -  Approvals and Allocations (SHLAA, 2017)

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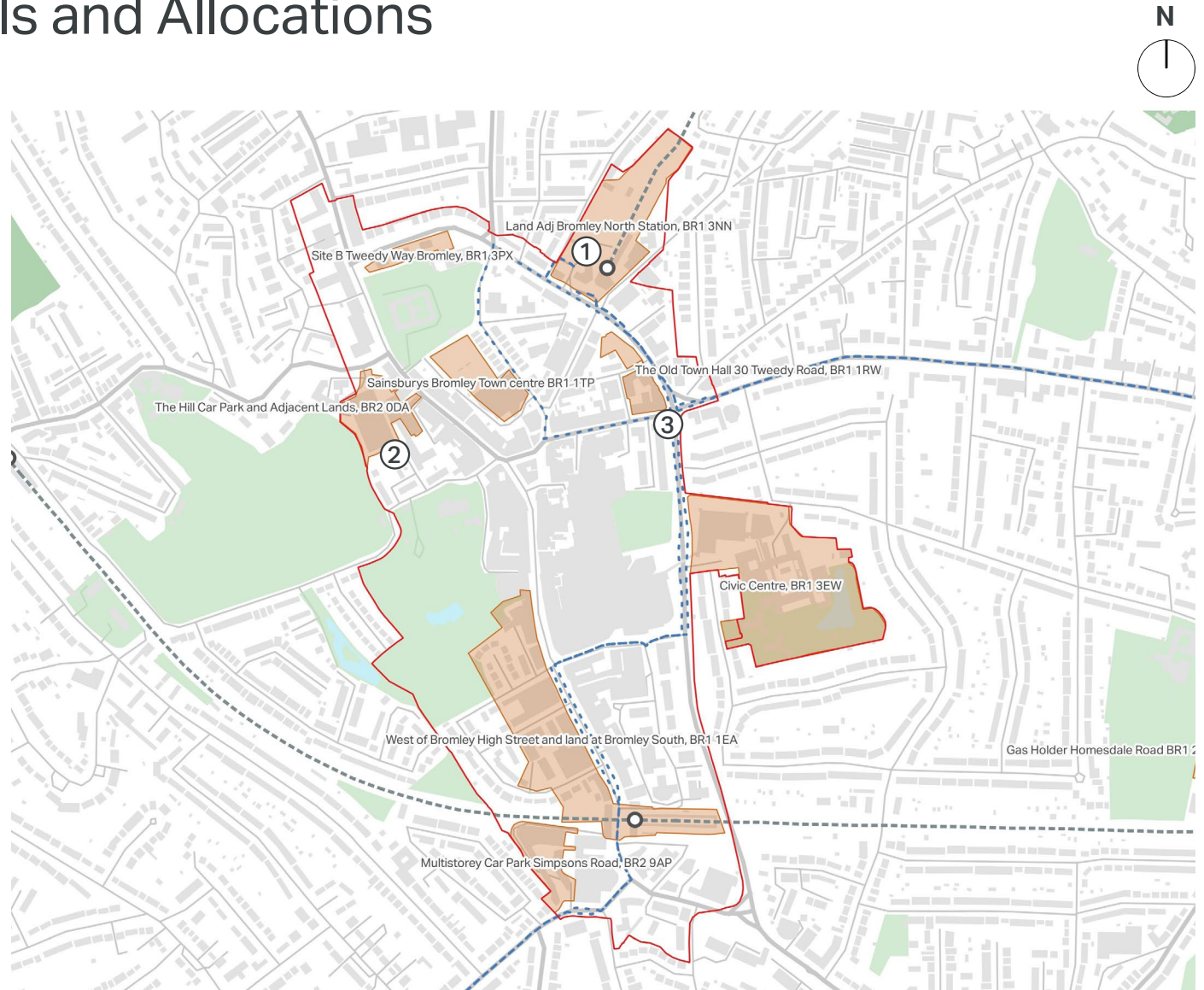
SHLAA 2017: Approvals and Allocations

- ① Bromley North Station Road: Approval granted in 2023 for 75 unit housing scheme with small commercial units on the ground floor.



- ② No activity.

- ③ Purelake commenced construction during Q2 2023. The scheme is 53 units, all private, and will complete in late 2024. Acorn New Homes will sell the units but is not expecting to launch them until Q4 2024/Q1 2025.



KEY

- Opportunity Area
- Approvals and Allocations (SHLAA, 2017)

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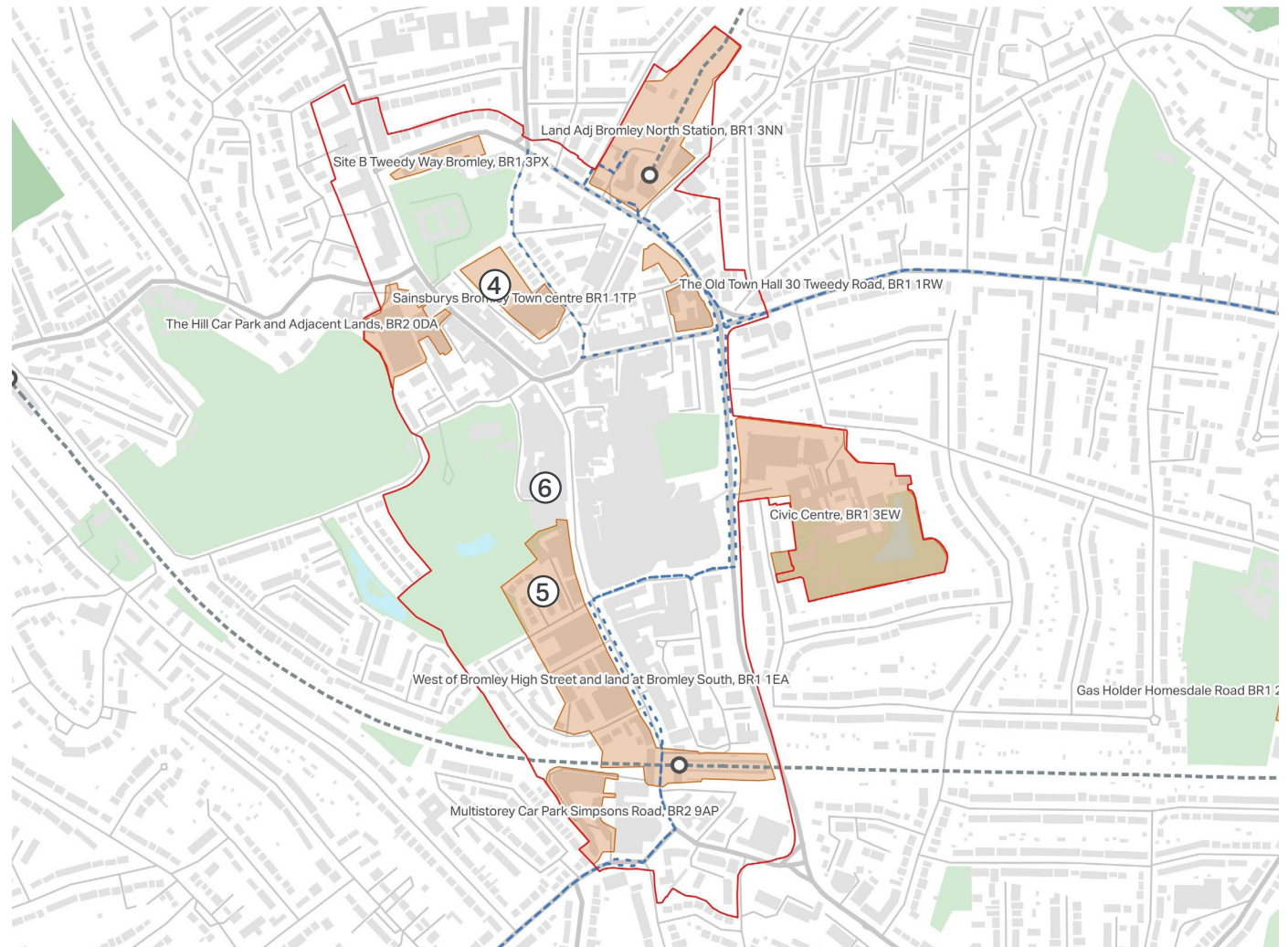
SHLAA 2017: Approvals and Allocations

④ No activity/ approvals.

⑤ Churchill Quarter; 407 homes, with a mix of Use Class A1, A2, A3, B1, D1, D2 uses at ground floor. . Application withdrawn.



⑥ The site is for sale via Bray Fox Smith Living. A new application for 60 units is expected imminently (2022).



KEY

- Opportunity Area
- Approvals and Allocations (SHLAA, 2017)

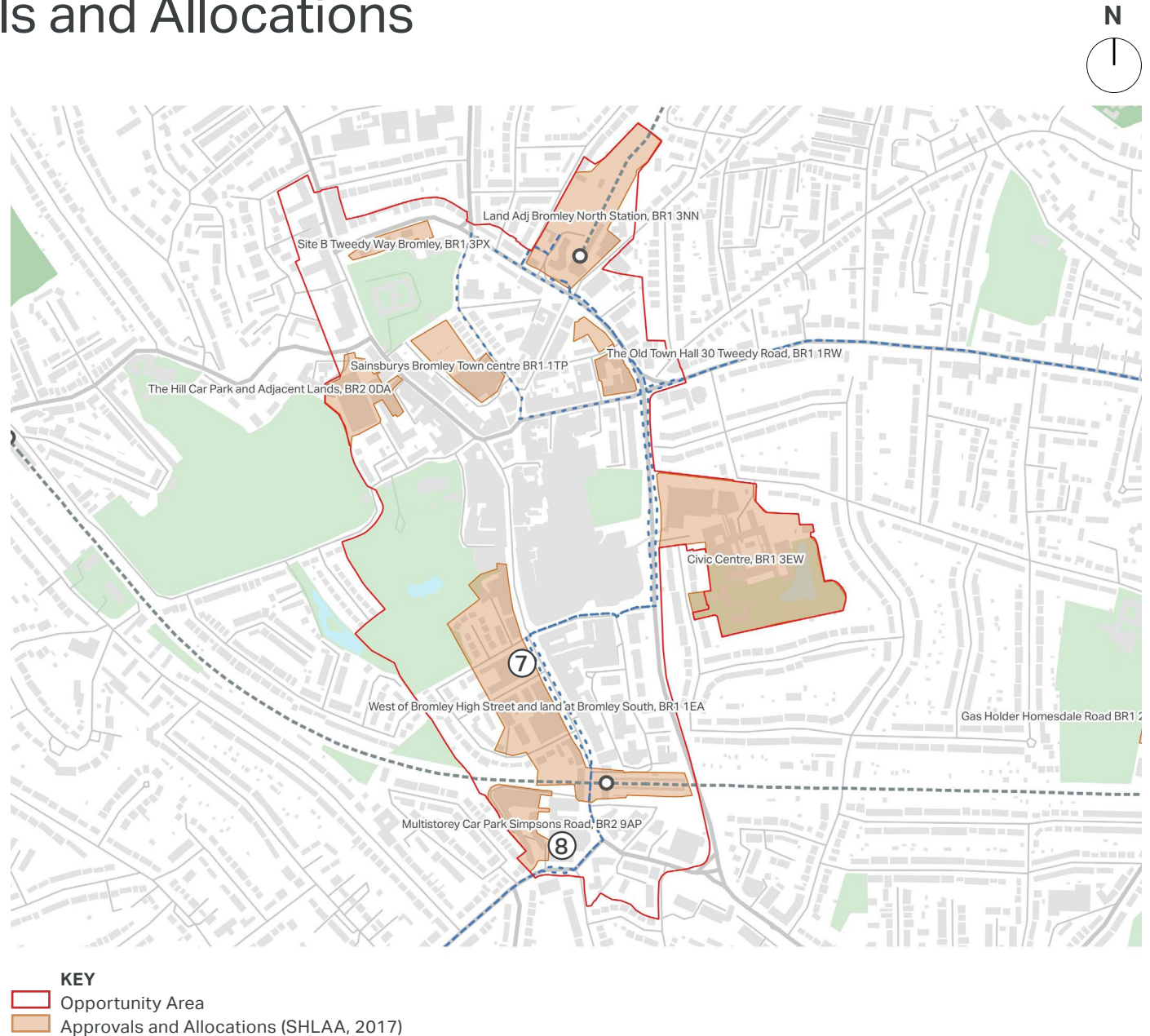
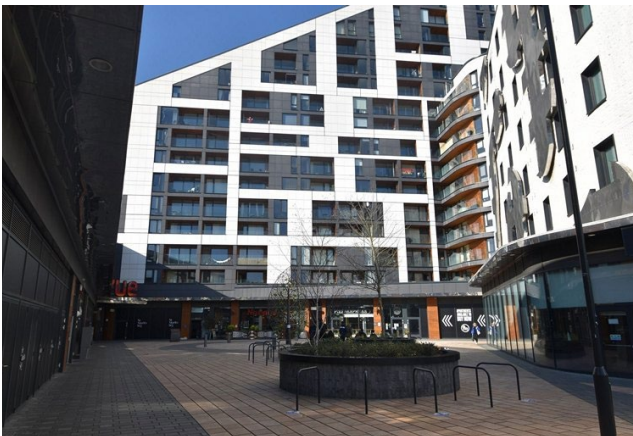
Bromley

SHLAA 2017: Approvals and Allocations

- ⑦ Site 66 to 70 High Street obtained approval for 256 sqm retail floorspace and 47 residential units.



- ⑧ St Mark's Development: 215 units, construction completed in 2019, includes retail and hotel.



Bromley

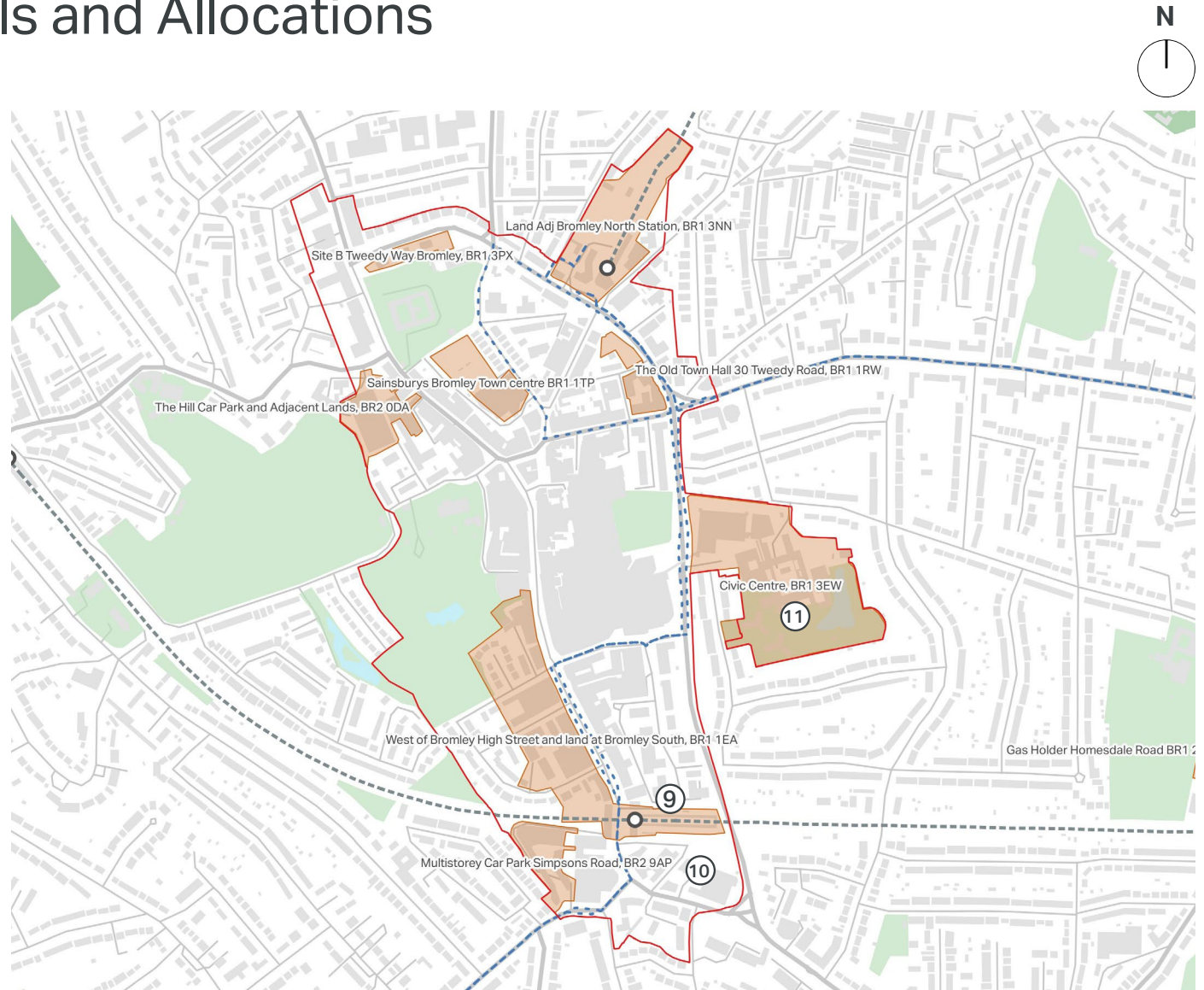
SHLAA 2017: Approvals and Allocations

- ⑨ No activity (Network Rail site).
- ⑩ Waitrose South: 300 homes, Status: Awaiting Stage 2. Other: food store (Use Class E); Flexible Commercial Space (Use Class E/F1/F2).



- ⑪ Caridon commenced construction during Q1 2024. The scheme is 73 conversion units, all private. Completion is due in Q3/Q4 2024.

Overall, there are a few strategic sites allocated for development. There has been little or no activity.

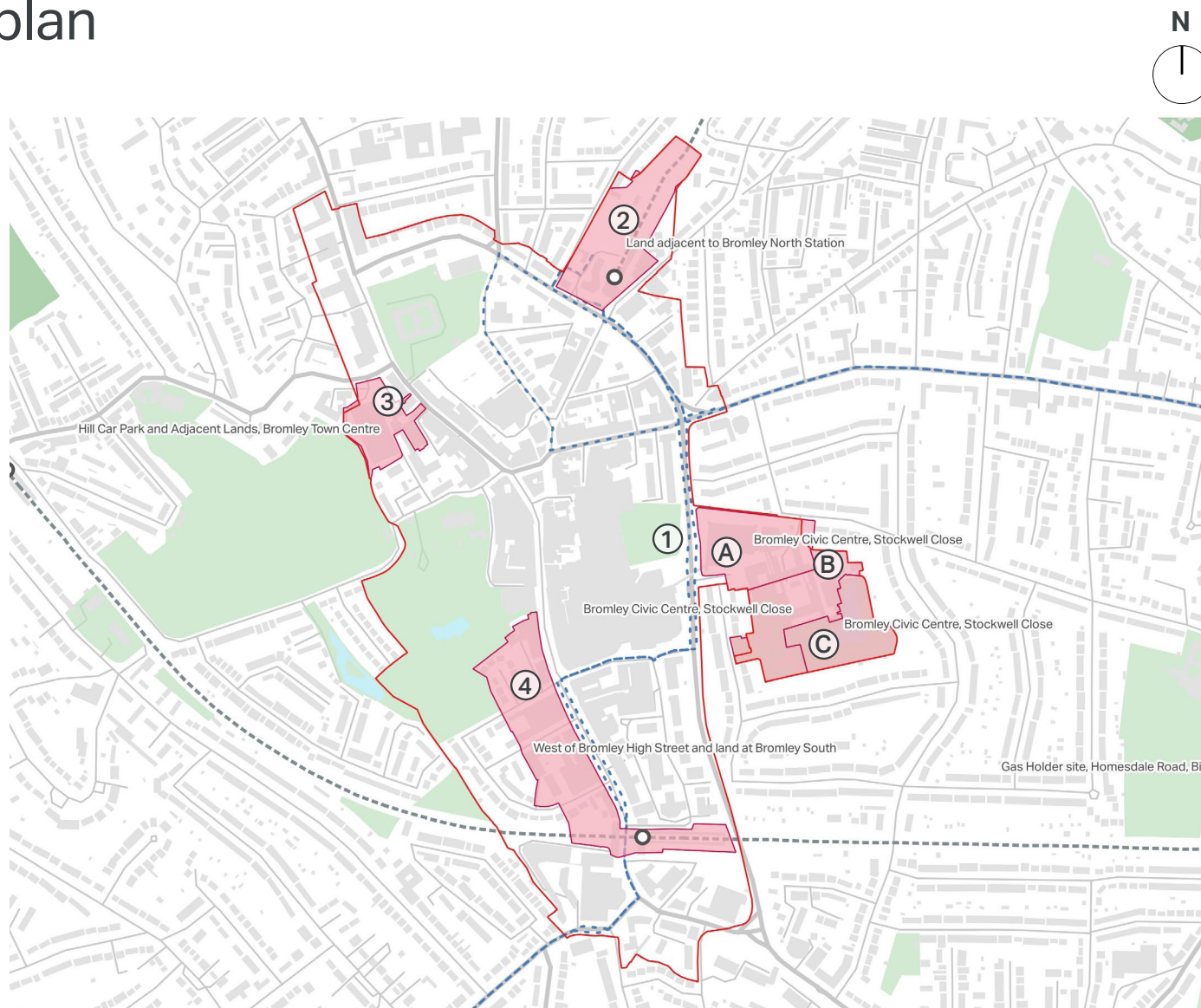


KEY
 [Red Outline] Opportunity Area
 [Orange Shading] Approvals and Allocations (SHLAA, 2017)

Bromley

Site allocations: Local plan

- Since SHLAA 2017, progress has been made in terms of plan making in the OA, with emerging and adopted plans carrying forward sites that have not been delivered, and providing guidance on development considerations (Town Centre SPD, 2023).
 - The Local Plan adopted in 2019 estimates a total of circa **1,900 units** in the town centre.
- ① The diagram shows the sites identified in the Bromley Local Plan which was adopted in 2019:
- Bromley Civic Centre, Stockwell Close:
 - Partial redevelopment of the northern section (A) for civic centre facilities, offices and related activities.
 - Development of the central section (B) for around **70 residential units**, including the sensitive reuse of the Grade II listed Old Palace.
 - Retention of the south eastern section (C) as a public park.
 - As set out in the SPD, the consideration of the local context and the retention of public space are key parts of this allocation.



KEY

- Opportunity Area
- Site allocations

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Site allocations: Local plan

② Land adjacent to Bromley North station:

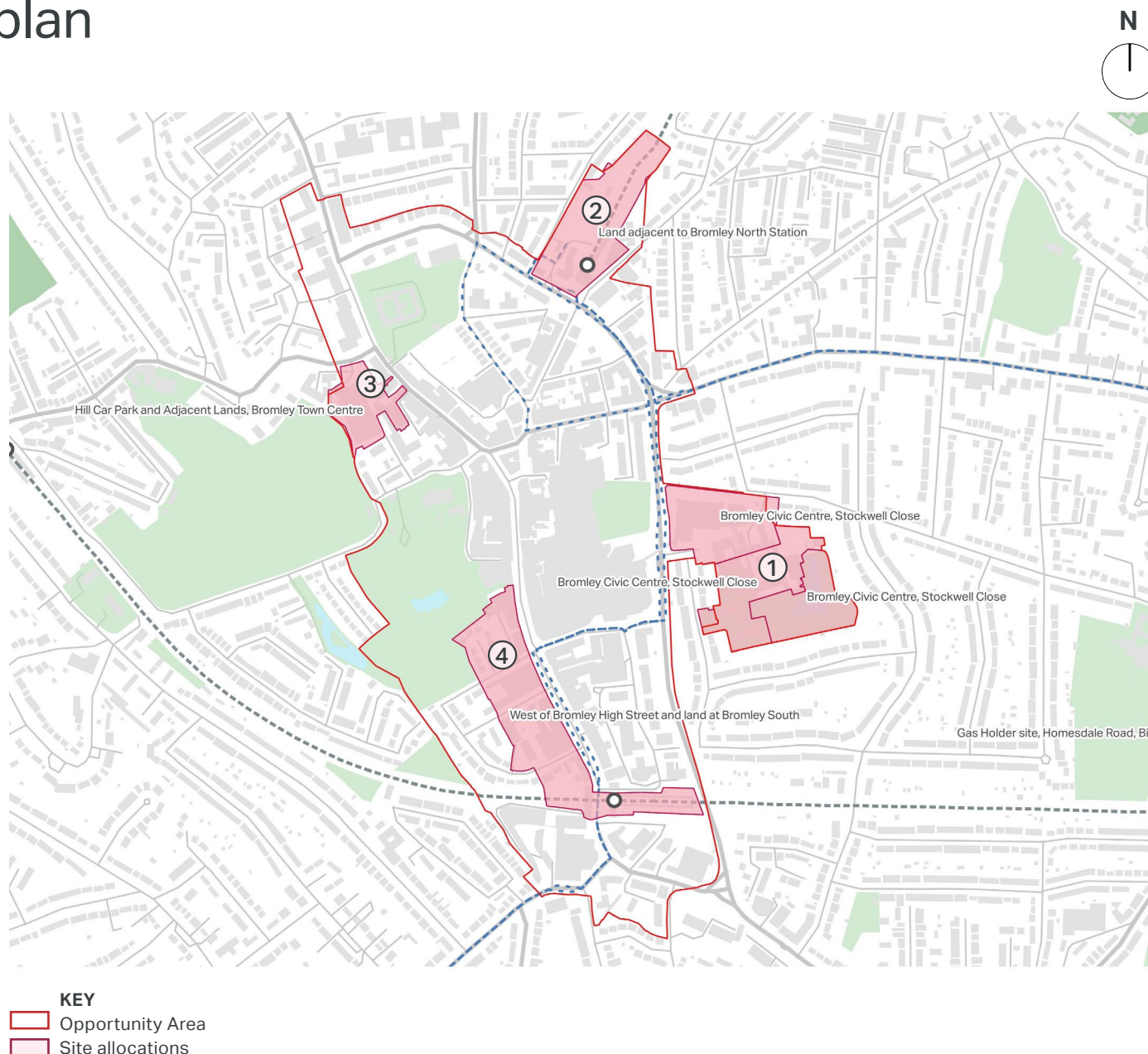
- Redevelopment for mixed use including **525 residential units**, 2000 sqm of office accommodation, space for community use, 230 sqm café/retail, transport interchange and parking.
- The Town Centre SPD states that a high density development of around 4 to 8 storeys would be appropriate for this location. A taller element of around 10 storeys may be suitable.

③ Hill Car Park and Adjacent Lands, Bromley Town Centre:

- Development for mixed use including retail (150sqm), cultural facilities, car parking for the public and for residential, and **150 residential units**.

④ West of Bromley High Street and land at Bromley South:

- Redevelopment for mixed use including **1,230 residential units**, offices, retail and transport interchange.



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Development activity 2021

- No development activity in the OA.



Source: vu.city

KEY

- Consented
- Under construction
- Completed

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Development activity 2024

- Some consented schemes emerge.
- Prospect House: Guinness commenced construction during Q4 2022. The scheme is 61 units, all affordable, and will complete in Q3/Q4 2024.



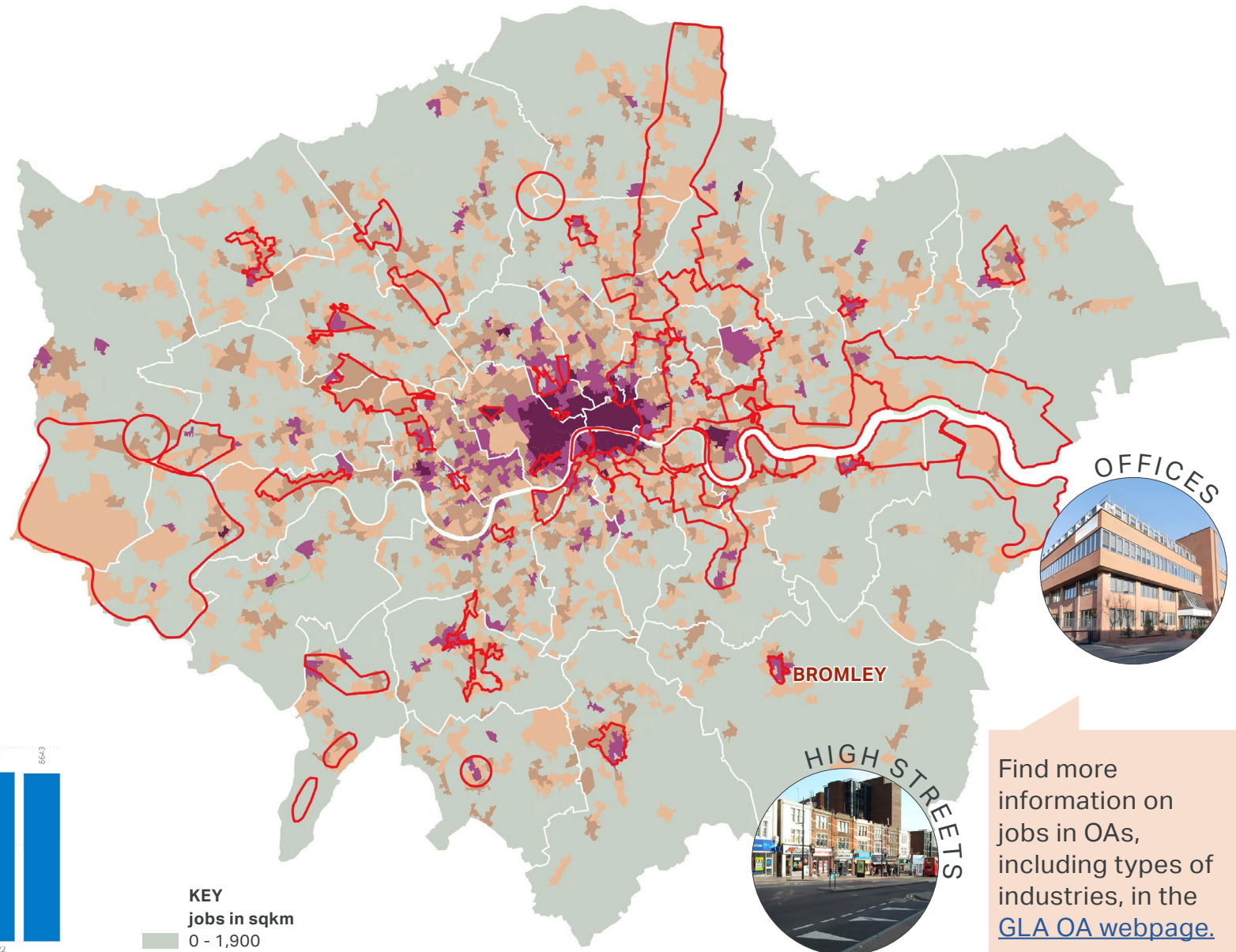
Source: vu.city

KEY

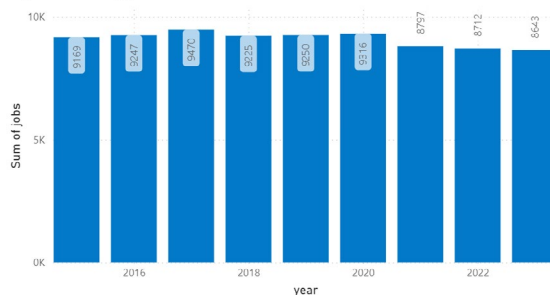
- Consented
- Under construction
- Completed

London Jobs

- The OA is a hotspot for employment in the borough, as shown on the diagram.
- In 2023, there were 105,000 jobs in LB Bromley, with 8,643 (**8 per cent**) being in Bromley Town Centre/ Opportunity Area.
- Worth noting that the OA has not recovered to the 2019 jobs number.
- The majority of jobs are in the retail sector and public administration.



Jobs by year in the OA



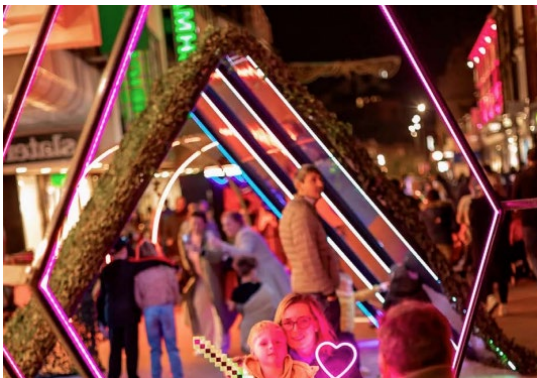
Source: Census, Business Register

Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

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Town Centre and High Streets

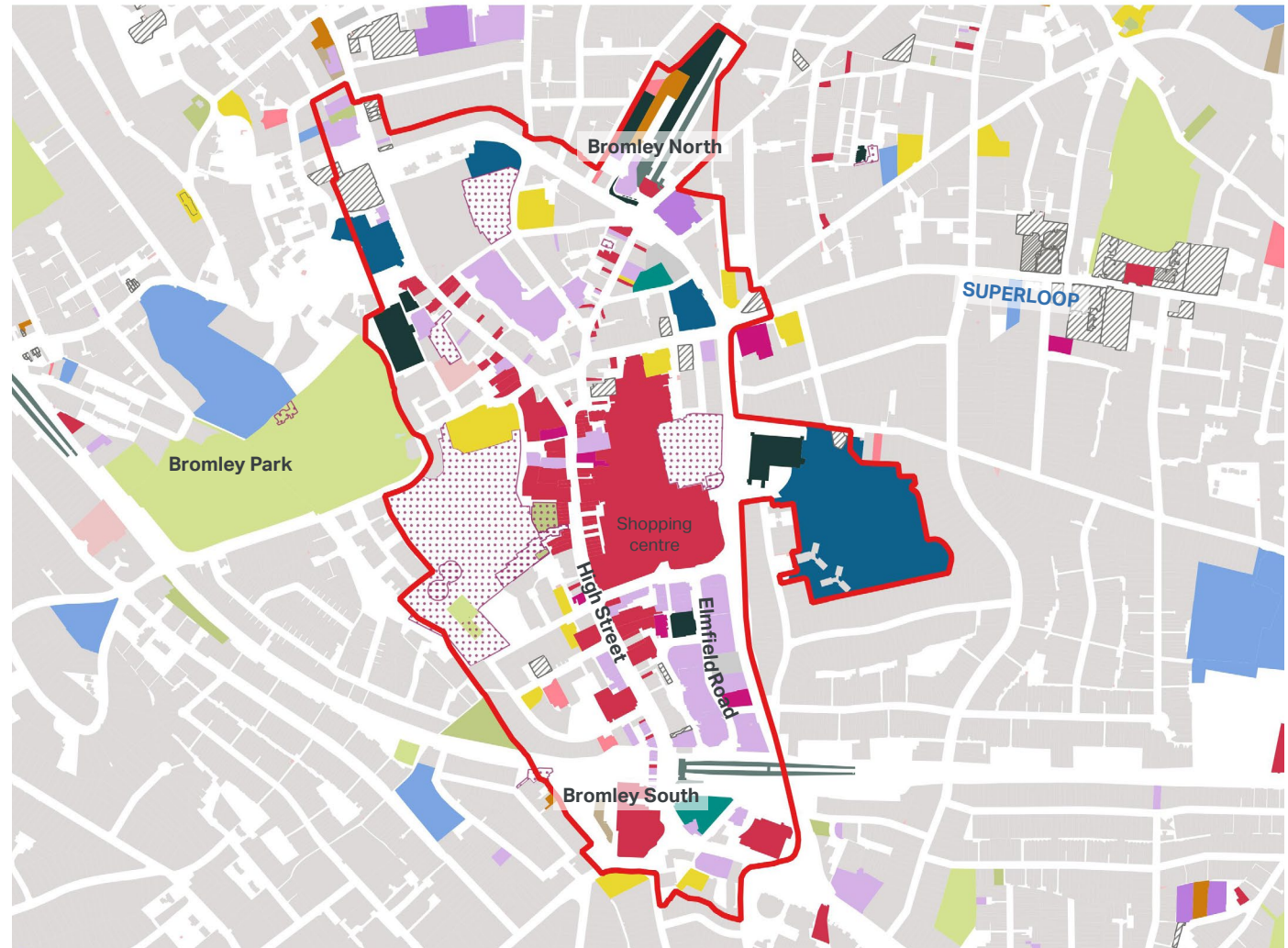
- Bromley Town Centre is one of 14 Metropolitan centres in Greater London and the only one in the borough, making it the most significant town centre in the borough; the nearest equivalent centre is Croydon.
- The OA was selected as one of the three Night time Enterprise Zones in 2023. [During the events, the 6pm-9pm spend increased by 70%.](#)
- Your Bromley BID; established in 2015.
- [Public realm strategy and improvements](#) connecting the two stations were completed in 2019 by studio egret west.



Bromley

Land uses

- The town centre provides a range of retail, notably on the pedestrianised High Street and within the Glades Shopping Centre.
- The town centre is a focal point for offices, with concentrations of office use on Elmfield Road and around Bromley South and Bromley North stations and on London Road.
- Leisure and cultural uses community facilities and civic functions are also prominent in the centre.



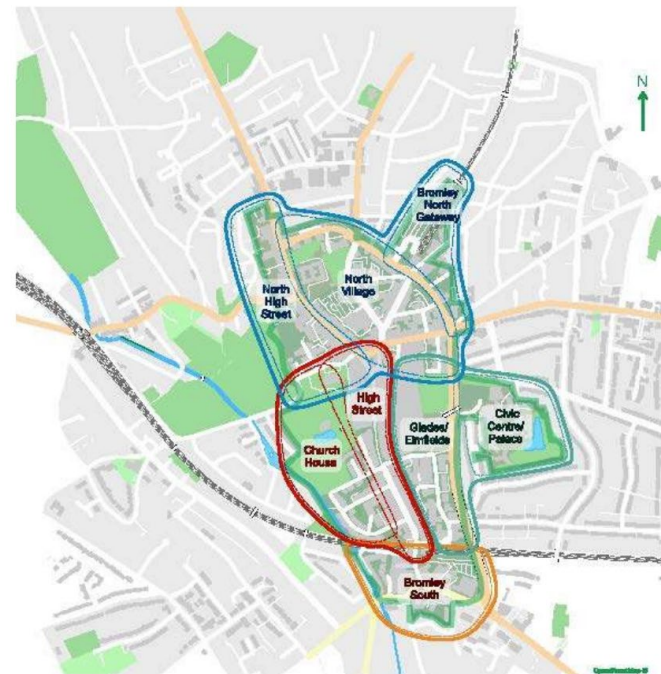
Source: OSNGB, City Intelligence Unit (GLA)

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Place strategies: Bromley Town Centre SPD (2023)

- The [SPD](#) provides detailed guidance to assist with the implementation of adopted Development Plan policies - Bromley Local Plan and the London Plan - that relate to Bromley Town Centre.
- The SPD does not indicate an OA boundary.
- The vision focuses on the following:
 - Bromley Town Centre will develop a **distinct residential character** which will support the primary cultural, civic and economic role. The area will be home to a range of people and families living in high quality developments
 - Bromley Town Centre will **maintain and enhance its role as a key office location**, adapting to new working patterns post-pandemic (i.e. flexible, dynamic spaces).
 - Bromley Town Centre will be **intertwined with nature**, with a more ecologically rich and diverse environment

Figure 3: Bromley character areas and sub-areas



Character Areas and Sub Character Areas



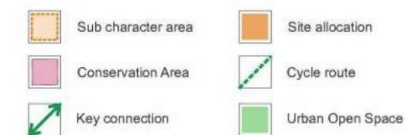
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Source: [Bromley Town Centre SPD \(2023\)](#)

Figure 12: Bromley South sub-area



Bromley South Sub Character Area



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Source: [Bromley Town Centre SPD \(2023\)](#)

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Moving forward

- **The OA has one of the lowest residential pipelines across all London OAs** (240 homes). At the same time, the completions are low, as is the rate of delivery (homes/year/ha) in the OA against the anticipated London Plan rate of delivery (0.35 against 1.65).
- **Bromley is a well-serviced OA in terms of transport.** Although technically it sits within the Bakerloo Line Extension, the OA is not directly linked with to any of the major transport projects, and thus growth corridors.
- **Young people and families:** Bromley is one of the boroughs with **increase in population of people aged 15 and under.**
- There are several challenges to the development including viability, **appropriate scale, character and density of proposed development**, local approach to growth, topographical challenges.
- The adopted town centre SPD presents a vision for the town centre. Bromley TC will be:
 - home to a range of people and families living in high quality developments
 - a key office location in the Borough, but also flexible, dynamic spaces for start-ups and creative workspace
 - intertwined with nature
- **The SPD identifies medium to high development potential in several character areas**, including Bromley North Gateway, Bromley West - High Street, Bromley East and Bromley South.
- **The OA is a metropolitan centre** (covered under the respective LP policies), and thus will continue to be a sustainable location for growth (new homes and jobs) and intensification.
- The quantum of anticipated development and the complexity of sites/ delivery are not at a scale that can support the retention of Bromley Town Centre as an OA in the next London Plan.

Proposition

OA to be de-designated. Development and good growth can be supported through the metropolitan town centre designation.



[Bromley High Street public realm improvements by studio egret west.](#)

