

# Welcome



Welcome to this first public exhibition for the development of our site at Bromley North.

Willmott Dixon is working in partnership with Network Rail to bring forward proposals to redevelop the site which forms part of Bromley Council's Local Plan allocation site 2, "Land adjacent to Bromley North Station" (see below). The site comprises the former clinic (now Mencap) on Station Road, the TfL bus facility, the station car park, the plot on the corner of Tweedy Road and Station Road and 6-10 Sherman Road (excluding 10a).

Willmott Dixon is engaging with the local community to inform the masterplan and proposals, before submitting a planning application in 2025.

Willmott Dixon is a family-owned company established in 1852 and is the UK's leading independent construction and property services company. Willmott Dixon works across a number of sectors, including housing and mixed-use developments, and is committed to sustainability, innovation, and collaboration, creating spaces that enhance communities and the people within them.

Willmott Dixon creates high-quality places and homes that are both sustainable and community focused. This includes integrating public services, shops, and green spaces, and creating environments that promote well-being and sustainability.



## Meet The Team



### WILLMOTT DIXON

Willmott Dixon is the developer for the Bromley North Development. They have appointed a group of experts to work alongside.



Network Rail is the development partner and owns much of the site, including the car park and station.

### HolderMathiasarchitects

Holder Mathias are the architects and masterplanners for Bromley North, they create projects of enduring value comprised of quality environments for people to both live and work.



IDP are the landscape architects and environmental consultants for Bromley North. As a practice, they strive to deliver happier, healthier towns and cities.



Are the transport consultants who provide specialised transport planning advice the the development sector for both public and private sector clients.



Something Collective a community engagement practice passionate about helping to realise places that are full of local influences, culture, and life.



NTR planning is providing planning advice for Bromley North, and have a wide range of experience with residential and mixed-use projects ranging from town centre redevelopments, brownfield regeneration and conversion of existing buildings.



# Bromley Context



Bromley North is part of Bromley Town Centre which is a Metropolitan town centre and designated Opportunity Area, in the Bromley Local Plan and the London Plan, which together form the statutory Development Plan for the borough.

Bromley needs to deliver more housing to meet local needs, the borough has an annual housing target of 641 homes which is proposed to increase in the revised Local Plan. Bromley is delivering about half its current annual housing target.

In October 2023 Bromley Council published the Town Centre Supplementary Planning Guidance document which provided more guidance on development in the town centre.

Although Bromley is known as a particularly green London borough with numerous local parks, the North Gateway sub-area in which Bromley North is located, has been identified in the Bromley Local Plan as lacking in sufficient access to local parks and nature (see Fig 1).

Incorporating green areas into future development in the North Gateway will not only enhance its livability but also contribute to the overall sustainability and well-being of Bromley's urban environment, making it a more balanced and inclusive area for residents and visitors alike.



Fig. 1: Plan of Bromley showing access to local parks and nature.

**Delivering high-quality housing while enhancing connectivity and green infrastructure is essential to meet the borough's housing needs and to contribute to a more vibrant, sustainable, and integrated urban environment in Bromley North.**



## Character Areas

The SPD divides the town centre into four character areas, of which Bromley North is one.

### 1 Bromley North

Bromley North comprises three sub-areas: North Village, North High Street, and North Gateway. The North Gateway, a large part of which is this site, is identified as having high development potential – including new homes.

- **Bromley North Gateway** High  
An area centred upon Bromley North Station and bordering residential areas to the northeast of the town centre.
- **North Village** Low  
A predominantly low-rise and fine-grain area set between the High Street and the A21, North Village comprises residential, commercial and social uses. The area is home to several heritage assets including Bromley and Sheppard's College.
- **North High Street** Low Medium  
The High Street north of Market Square includes commercial and office space stretching up London Road.



### Other Character Areas

- 2 **Bromley West**
  - High Street Medium High
  - Church House Low
- 3 **Bromley East**
  - The Glades & Elmfield Road High
  - Civic Centre / Bromley Palace Medium
- 4 **Bromley South**
  - Bromley South High

The SPD categorises the potential for development in each area as low, medium or high.

Low Medium High



# Site History



## Evolution of the Town Centre

Bromley's role as a notable market town developed due to its location on a major coaching route to London.

The town centre developed around the marketplace, located at today's Market Square, and grew along the old London to Hastings turnpike. Early maps show buildings grouped around the marketplace and the High Street.



Bromley North Station - 1878

Bromley North Station opened in 1878 as the terminus of line from Sundridge Park and Grove Park. The site was part of the railway goods yard which transported goods to and from London. [image of railway goods yard]. The original station comprised a wooden shed for the booking office and waiting room, and a further storage shed and railway carriage providing additional storage.

The introduction of the railway, at Bromley North and South, led to rapid population growth, from 5,500 in 1861 to 15,000 in 1881 and 33,500 by 1911, by which time Bromley had become an outer London suburb. The population of the borough of Bromley is now 330,000.



A Growing Town - 1881



Rebuilt Station - 1925

The station was rebuilt before the electrification of the line in 1925 in a Neo-Classical style. The design, by the Chief Architect of Southern Railway, James Robb Scott, included a coppered cupola and, on the Sherman Road elevation, a parade of one storey shops, also in brown brick with stone cornice. It was statutorily listed at Grade II in 1990.

By the 1930s, the town centre had seen extensive development, including significant commercial and civic developments, with the High Street extending further south to connect with Masons Hill. Post-war, the town centre saw substantial redevelopment including post-Blitz reconstruction; this was largely within the existing development footprint and included extensive new cultural and civic, facilities which contribute a strong architectural character to this day.



Post-war redevelopment - 1945



The Glades Shopping Centre - 1991

The Glades Shopping Centre was completed in 1991 and in the early 1990s the high street was pedestrianised. This was facilitated by the construction of Kentish Way in the early 1990s, to bypass the town centre and form a continuation of the A21 and created severance between Bromley South and Masons Hill, and access to the east of the town centre towards the Civic Centre.

The character of Bromley has evolved as the town centre has grown from a market town to being a major retail and office centre.

## Bromley Northern Gateway *development without a masterplan*

The area around the site has evolved and developed in an ad hoc way since the station was built in 1925 and as the town centre has grown.

The site itself (excluding the Tweedy and Sherman Road plots) was originally coal yards and then car parking. It has never been developed.



The Site



Royal Mail Sorting Office - 1930s

The Royal Mail sorting office on the corner of Sherman Road and Tweedy Road was built by the 1930-40s.

Northwards along Sherman Road, Northpoint, originally known as Sherman House, was built as council offices in 1968, designed by Owen Luder. It has since been converted to flats.



Northpoint - 1968



Northside House - 1984

The 1980s red brick Northside House (69 Tweedy Road) lies directly to the west of the site, replaced the 'diagonal' office block.

The site also contains the Grade II listed Bromley north station which is within the Bromley Town Centre Conservation Area.



Bromley North Station

An ad hoc approach to development over the years has led to an incoherent public realm in and around the site and a lack of placemaking qualities.



# Site Allocation



The site has been allocated for development in the Local Plan and is expected to play a crucial role in meeting local housing needs. Our site is a large part of the larger allocation which includes the Council's car park development.

The site is part of allocation site 2, Bromley North Gateway, in Bromley's Local Plan 2019. The policy outlines redevelopment for 525 residential homes, 2,000sqm of office space, and community and retail uses, with a requirement for a transport interchange.

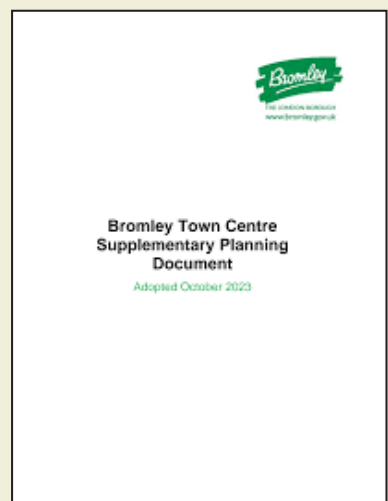
The Town Centre SPD (October 2023) provides further guidance, stating "development should transition sensitively between low-rise residential areas and the higher-density town centre while enhancing the setting of the Grade II listed Bromley North Station.

High-density development of 4 to 8 storeys is considered appropriate, with a taller element of around 10 storeys potentially suitable, referencing the 10-storey Northpoint House, subject to detailed design considerations."

- Key parameters for development:
- Permeability
  - Incorporation of green infrastructure
  - Exemplary design quality



## The SPD states:



"Ensure permeability by creating accessible pedestrian and cycling routes through the site, following inclusive design principles."



"Integrate green infrastructure into public spaces to manage rainwater, reduce pollution, and enhance biodiversity."



"Design new developments to be of high quality, respecting the character of surrounding civic buildings in terms of material choice and detailing."



"Prioritise retrofitting existing buildings like Northside and Northpoint House where possible, but consider redevelopment to improve connectivity to Bromley North Station."



## The Site Context and Constraints

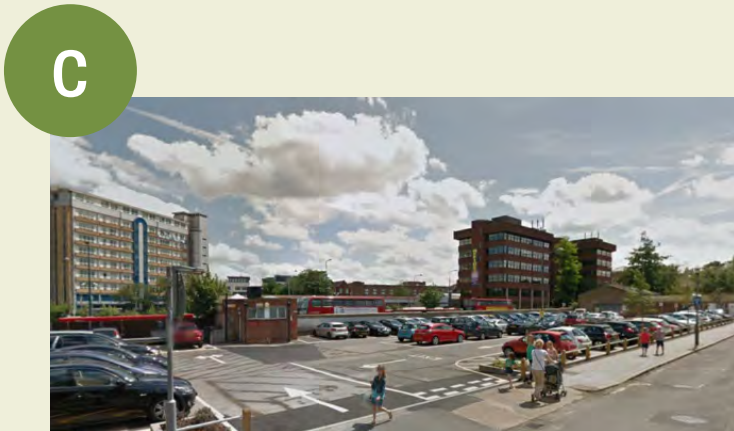
The is a very complex site with different uses and ownerships.



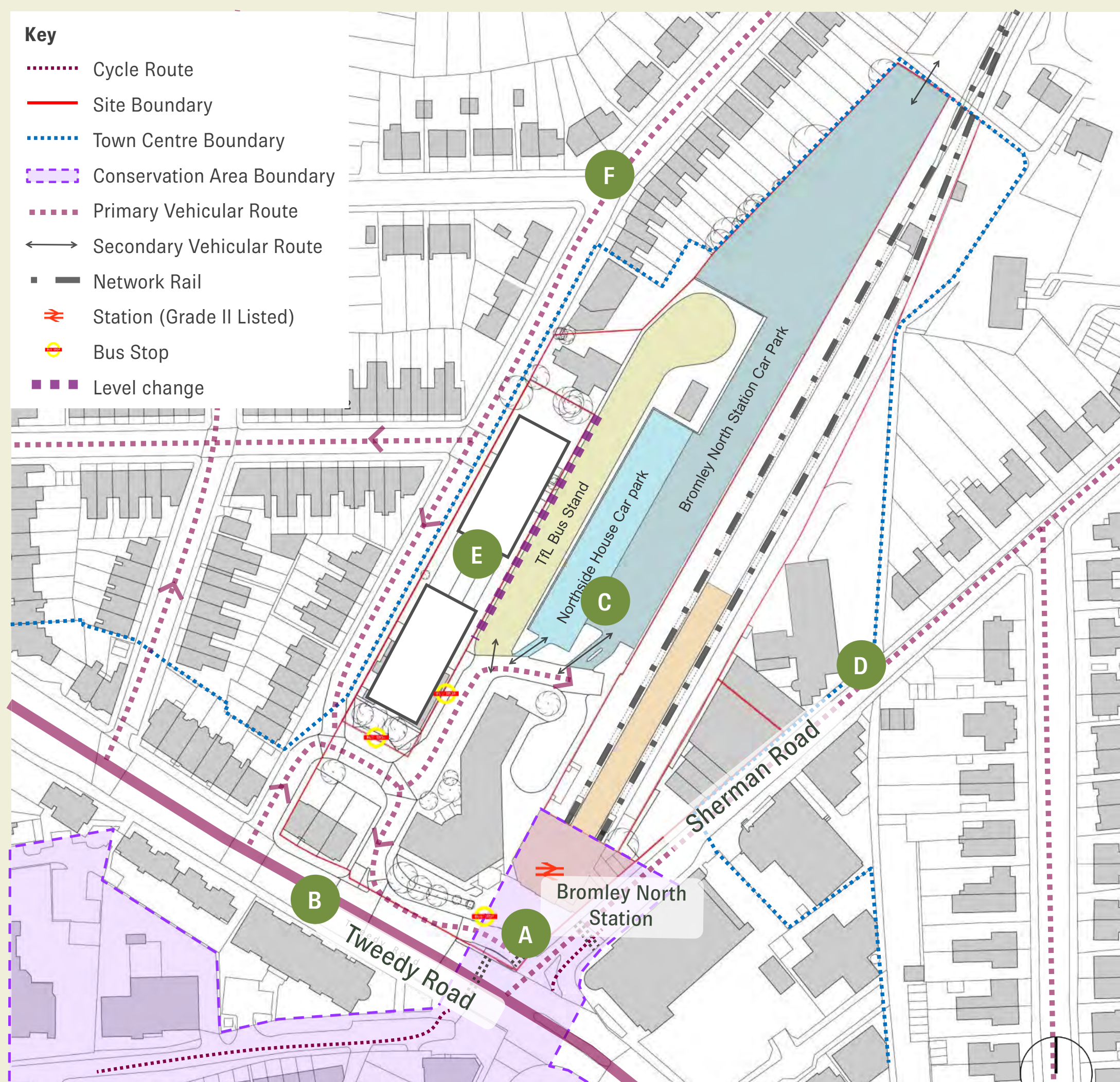
The historic grade II listed **Bromley North Station** building, with its wide entrance plaza and bus stands, anchors the front of the site.



**Tweedy Road** is a major arterial and red route running east-west, marked by heavy traffic and providing the main vehicular access to the site.



The main uses of the site include a TFL **bus stand and parking for Network Rail**. The plot on the corner of Tweedy Road and Station Road is vacant other than the dentist.



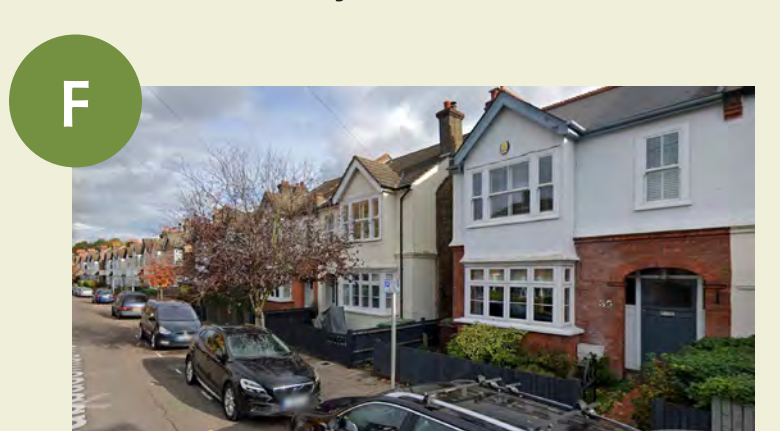
Site Constraints	operation	parking	Access to NR land	Heritage area listed buildings
• Complex ownership	• Bus Red Route	• TFL highways access	• Station Road one-way route	• Level changes
• TFL Bus stand 24/7	• Network Rail & Northside House	• Railway noise		• Mixed character



To the east, the site is bordered by a railway line. **Sherman Road** includes the 10-storey Northpoint House and other buildings along this road.



**Station Road** forms part of a one-way system through nearby residential streets. The surrounding roads contribute to the site's accessibility and character.



The site has a diverse range of neighbouring environments, from small domestic properties along Station Road and **Babbacombe Road**.



# Understanding Local Character



The site faces significant placemaking challenges. We are exploring how to reconfigure current uses to address the incoherence of buildings and create green spaces and public realm that people can use and enjoy - turning the car park into green spaces.

The site is a vital piece of the town centre that currently needs help to fulfil its role in making a positive contribution to the area and become a place that people can use.

The site is disconnected from the High Street and East Street by Tweedy Road and does not benefit from a coherent or pedestrian friendly public realm.

Large buildings like Northpoint, Northside House, 1 Sherman Road, and the Royal Mail facility contribute to an ad hoc appearance, lacking architectural coherence and a fractured public realm.

Our approach is to create a place which stitches back to both the rest of town centre and the surrounding residential neighbourhoods. A place that offers benefit and is open and safe for all to use and enjoy.

We want to add positively to this key town centre neighbourhood through a process of:

Addressing and realigning the discombobulation of current buildings through good architecture



Reconfiguring a tangle of dead public spaces and creating a landscape which matches and continues the standard of the high street, with a character of its own right.



Enhancing connections to enhance pedestrian movement and contributes to the health of the town centre, particularly East Street.



Exploring an architectural approach that balances a place character in keeping with the town centre and which shows sensitivity to the residential context.



Images of the site relating to the map below.

As a place, Bromley North is fragmented in critical areas; our approach is to introduce buildings and public realm which reconfigure and stitch back to both the rest of the town centre and the surrounding residential neighbourhoods so that the site can become both a neighbourhood asset and a positive contributor to the town centre.



## The Areas of Influence

Introducing well-designed buildings inspired by the character of Bromley's Town Centre and Civic Quarter will help create a more cohesive and vibrant setting, fostering a sense of place and reflecting the overall identity of the area.

Both the architectural character of the Civic Quarter and the Town Centre are influencing our thinking around architectural style. The surrounding residential context is influencing where buildings are placed and how they are designed.

### Civic Quarter Architecture Influence



### Town Centre Architecture Influence





# Masterplan Approach & Principles

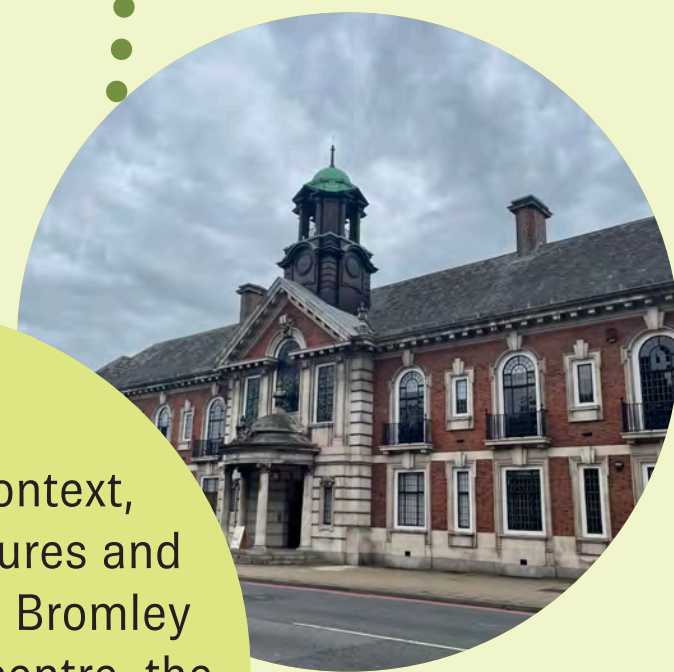


## Placemaking principles

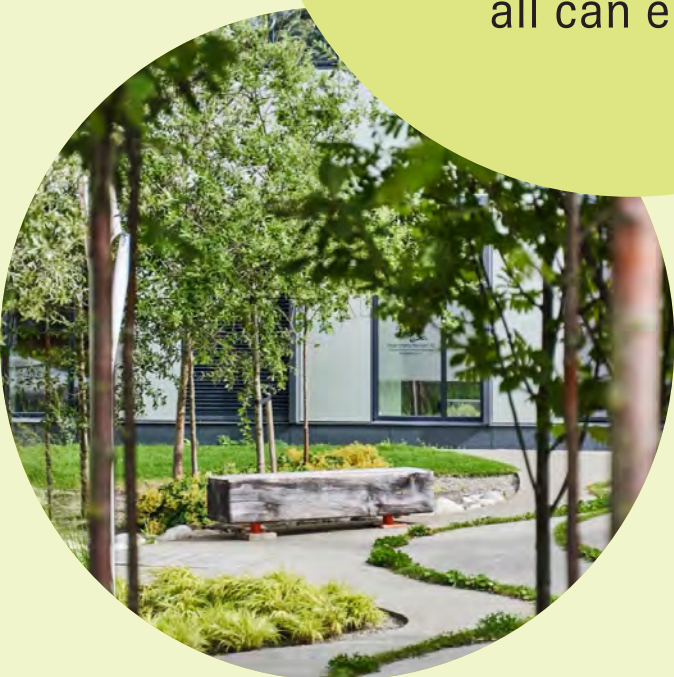
Be rich in nature, addressing current deficiencies in green infrastructure and prioritising people by creating new connections through legible, safe and pleasant new pedestrian routes.



Celebrate local context, reflecting local features and characteristics from Bromley North Station, town centre, the Civic Quarter and beyond and complementing the Council's development.



Create a well defined neighbourhood, with small local commercial and community space that support local people, nestled within an inviting new landscape that all can enjoy.

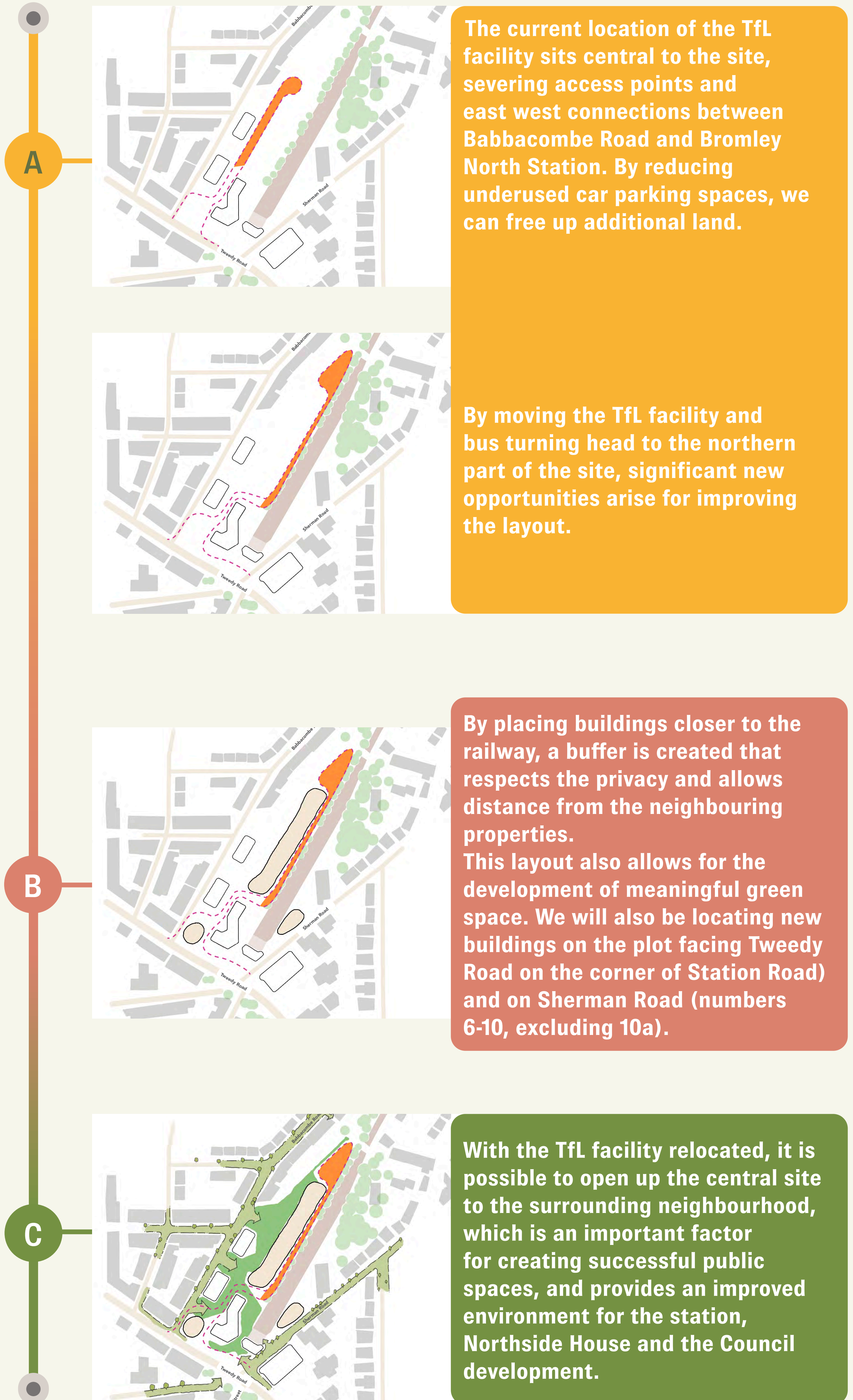


Create a relationship with, and reach across to, East Street that celebrates the station building that supports and complements economic and cultural activity in Bromley town centre.



## Approach to creating a place

From our analysis of the area, discussions with officers and the community and understanding of policy and the SPD, we have developed the following design principles for the masterplan:



Share your thoughts!

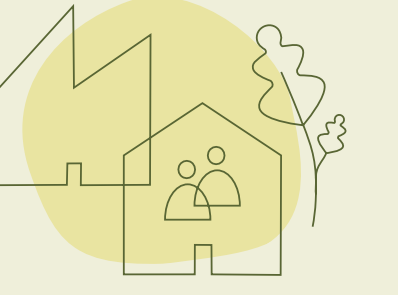


Which aspects of the masterplan principles are most important to you?  
Share your feedback through this survey





# What We Have Heard So Far



Over the summer, we met with local residents and people in the town centre to hear their views on the local area.



**There is a strong sense of community, close to a village feel where East Street is our local shopping parade. This is a good area for families.**

**Would like to see better walking routes to and from the station and a nicer route to East Street.**

**I feel that more green spaces on our doorstep would be beneficial, particularly for children in the neighbourhood. Currently have to walk quite a way to get to anything like this.**

**If any new facilities are provided, local people would prefer to see things that are community orientated.**

Would like to see proposals that prioritise biodiversity and nature. There is lots of wildlife in the area.

New affordable homes for the young people of Bromley are needed. Its important to help them stay in the area.

Local streets and pavements are in disrepair, so any improvements to these would be of benefit to local people.

Car parking is already a local issue, would like to understand how the new development intends not to add to this.

Understand the need for new homes but don't want tall buildings that overshadow their neighbours.

**Development in Bromley South has been disappointing. It doesn't reflect Bromley's architectural character.**

**Would be worried about the impact of development on local services and facilities. Would like to understand how the new development would ensure these things aren't put under pressure.**

**Don't understand how moving the bus facility will be of benefit and would like this to be explained.**





# A Landscape-Led Approach



Our vision is landscape-led, meaning that alongside homes new homes our priority is to create green spaces for the benefit and enjoyment of the existing and new community.

From a wildlife and biodiversity perspective, Bromley North will be a small but important piece of Green Infrastructure that acts as a stepping stone to link to the London Green Chain network, helping community cohesion and the nature recovery network of South London. It is an opportunity to introduce new planting and biodiversity to the area.

High quality new homes with architectural character rooted in Bromley will tie this neighbourhood together, creating the harmony and order for green social spaces to exist at its heart, spaces that are open for all to enjoy and play in, and which prioritise wellbeing and community connection.

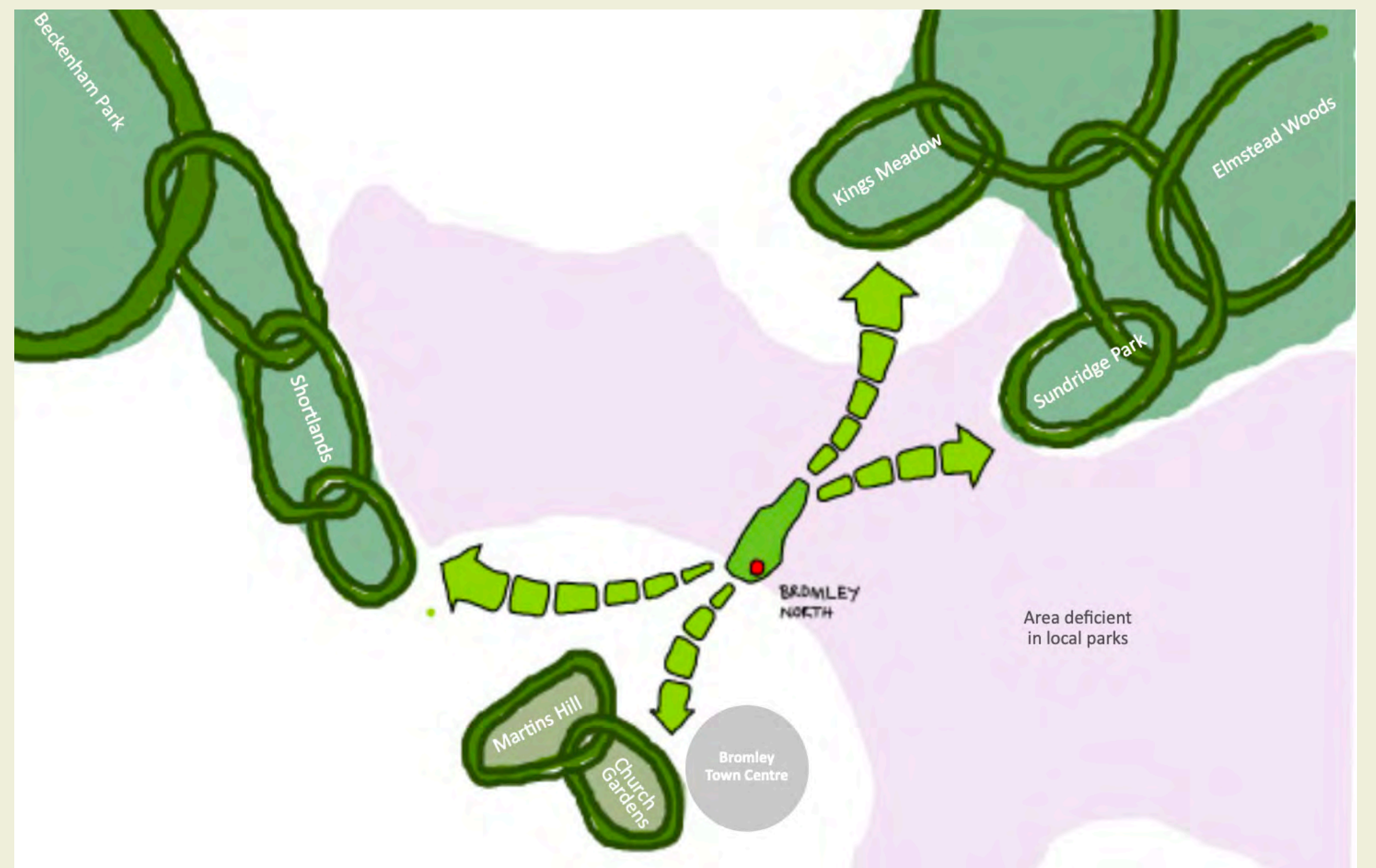


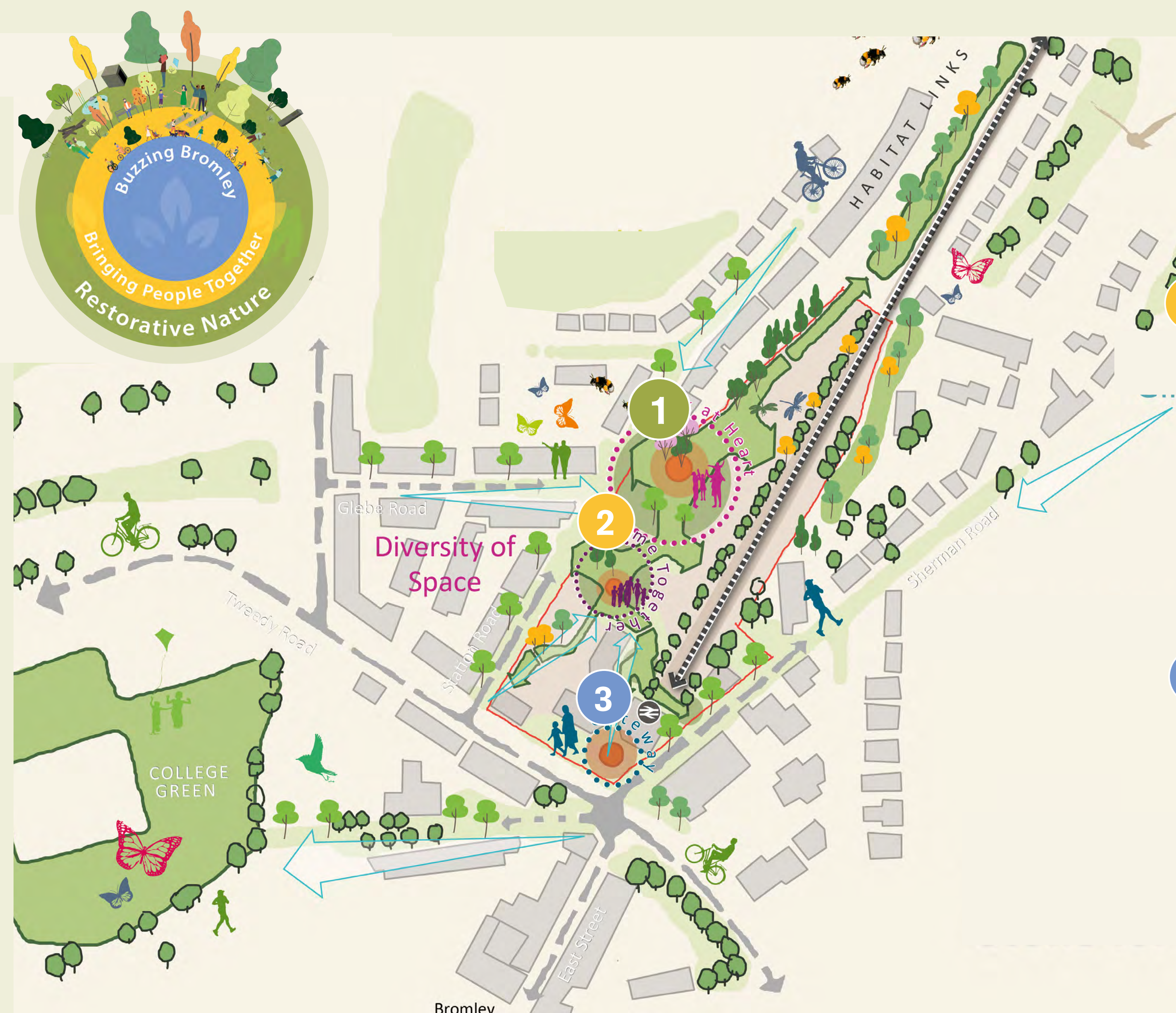
Illustration showing Bromley North as a piece of a wider network of green space

Share your thoughts!

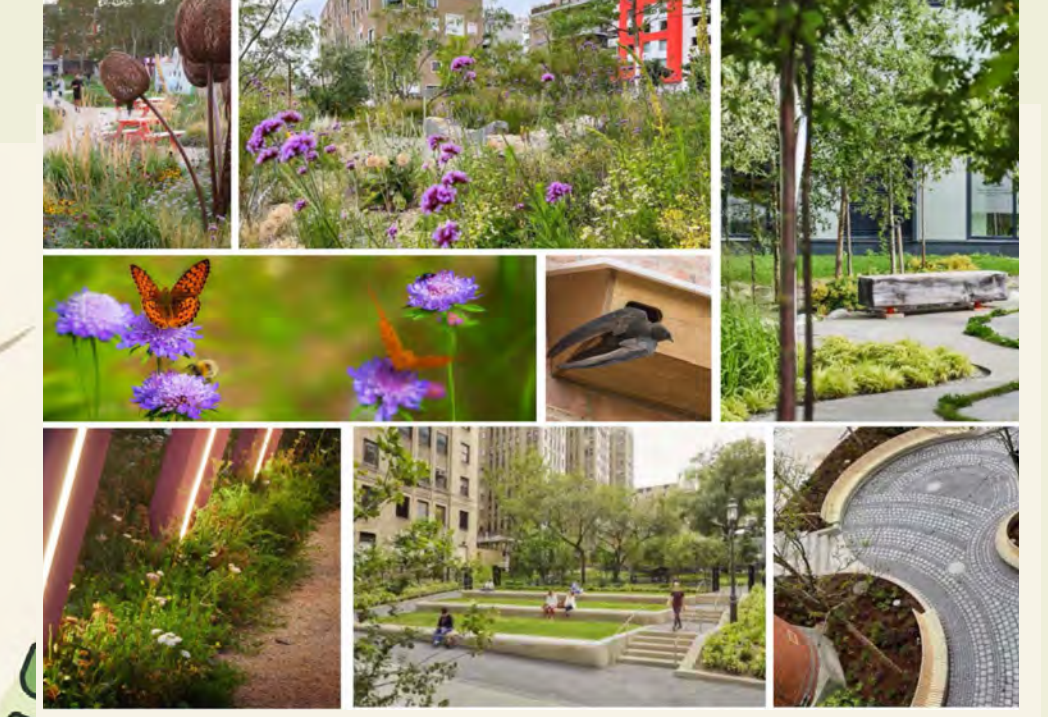
Which green spaces do you use most in Bromley Town Centre?  
Share your feedback through this survey



## Transforming Bromley North



### 1 Community Gardens



### 2 A central plaza



### 3 Arrival





# Creating New Connections

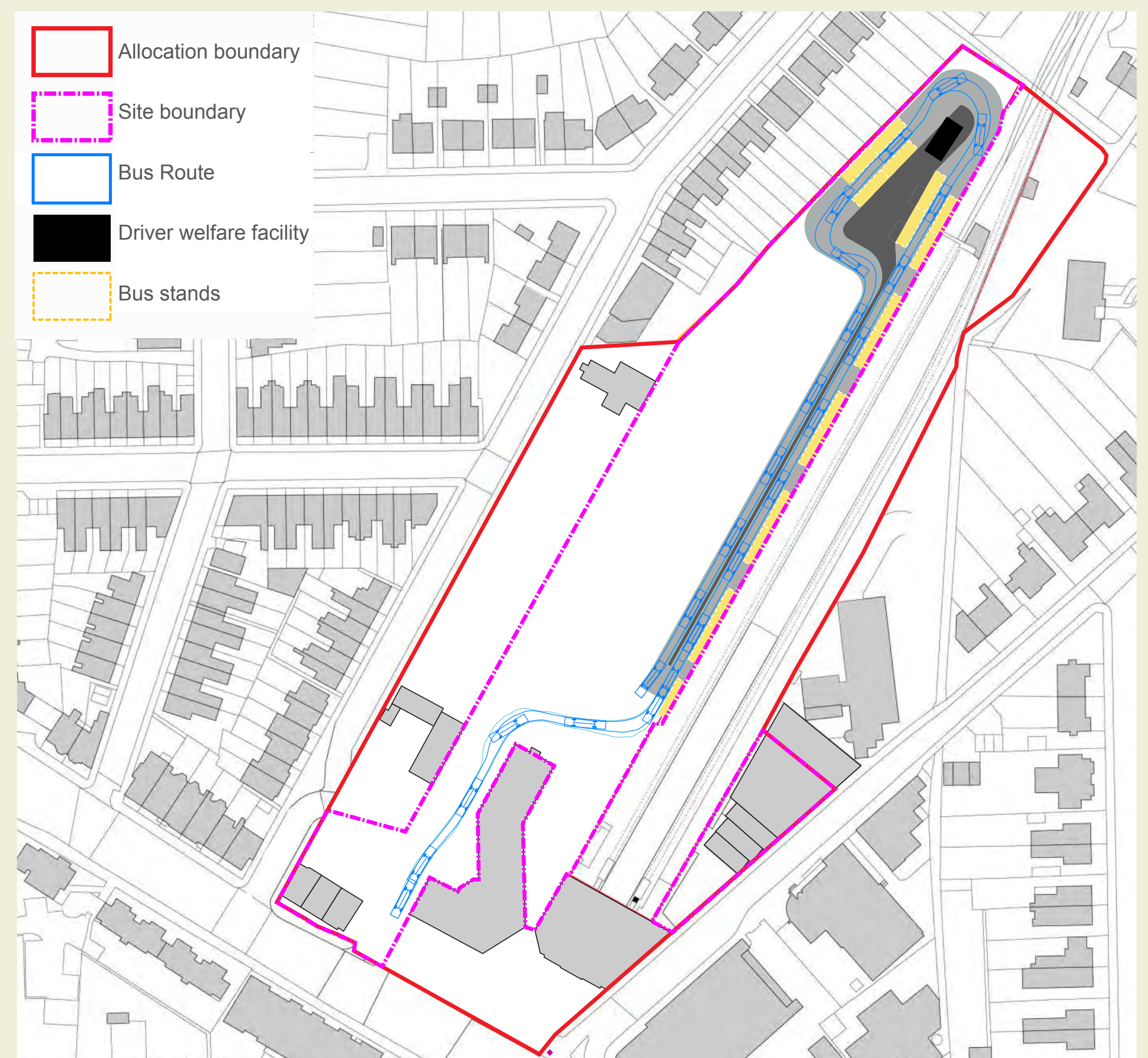


The proposed layout unlocks the site, creating a more inviting environment that helps link the broader Bromley North neighbourhood to East Street and neighbouring residential streets.

The vast open spaces of the car park and TfL facility currently detract from any sense of place, with Northside House and Northpoint dominating the views. The key junction of Tweedy Road and Station Road are currently disconnected.

By moving the TfL facility, the site can provide new safe pathways leading through the site to Bromley North Station, with improved access for both residents and visitors. The new layout also integrates green spaces along these paths, creating a more inviting environment and to the nearby connected streets. Station car parking will be re-provided on

the site at a reduced level which will still meet the current demand at peak times. The reduction in parking is part of a strategy to prioritise public realm improvements and a more sustainable development. There will also be a reduction in parking for Northside House. Spaces for blue badge users will be provided on the ground level, and the rest in a new basement.



Plan showing the proposed location of the TfL facility opening up the rest of the site to new connections and green space.

The majority of the new bus stands will be located along the railway line to ensure more public realm and better routes can be delivered, as well as minimising impact on the community. This is supported by Network Rail and TfL.

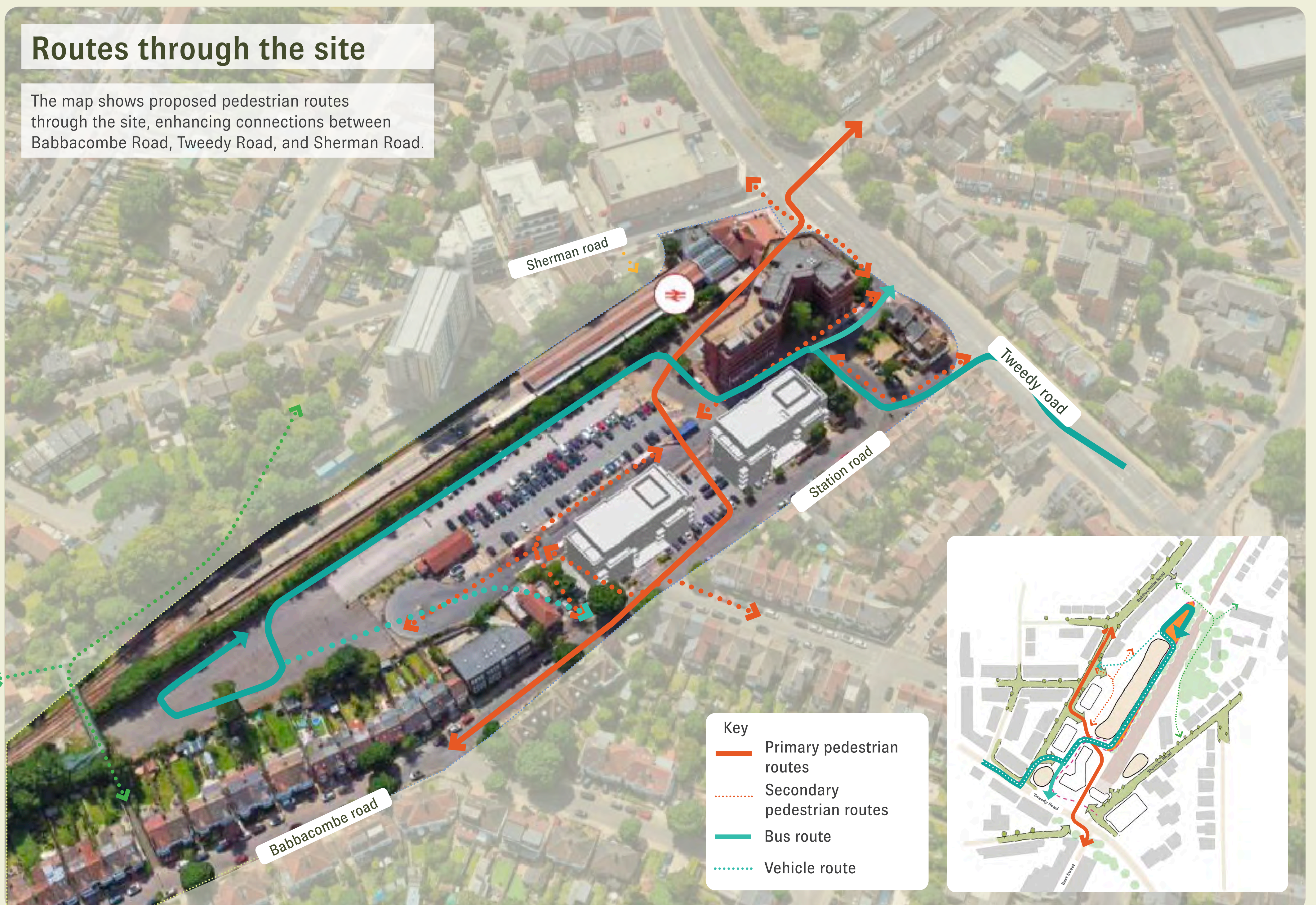
**Share your thoughts!**

**The development will create improved pedestrian routes through the site. What is most important to you when creating new routes and connections?**

Share your feedback through this survey

## Routes through the site

The map shows proposed pedestrian routes through the site, enhancing connections between Babbacombe Road, Tweedy Road, and Sherman Road.





# Opportunities to get involved



## Project timeline

We are at the early stages of our engagement programme. There are going to be plenty more opportunities to get involved to help develop the proposals. See some of these below.

### Summer 2024

Early engagement and conversations through one-to-one meetings and walk and talks with local residents and key stakeholders.



### Winter 2024

Sharing key principles with the community through public exhibition and a workshop on the public realm.



### 2025

#### Early

Landscaping workshop with the community in early 2025.

Sharing evolving proposals with the community through public exhibition, following feedback from conversations and first exhibition.



#### Later

Final proposal shared before submission of planning application.

We aim to submit a planning application in 2025.

## Stay involved

We have launched a dedicated project engagement website where we will provide information about the project and share updates with the community, including the exhibition materials.

[www.bromleynorth.co.uk](http://www.bromleynorth.co.uk)

You can also email us at:  
[hello@bromleynorth.co.uk](mailto:hello@bromleynorth.co.uk)

Share your thoughts!

Scan me for updates and to share your feedback.

