



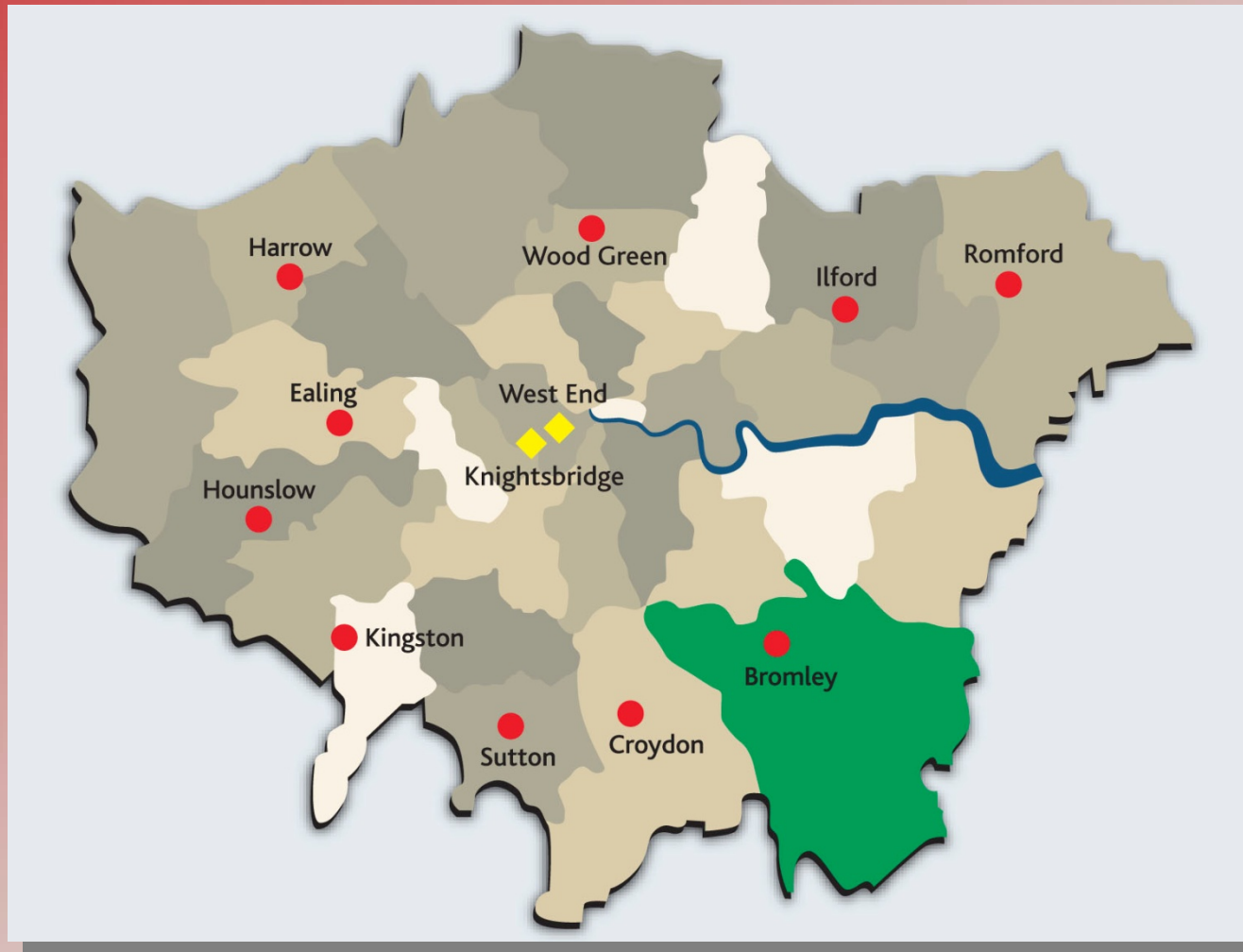
# Bromley Town Centre Area Action Plan

Providing travel and traffic options to allow development

Gareth Alun Davies

Director Business Development Creative Parking Solutions Plc

# Metropolitan Shopping Centres



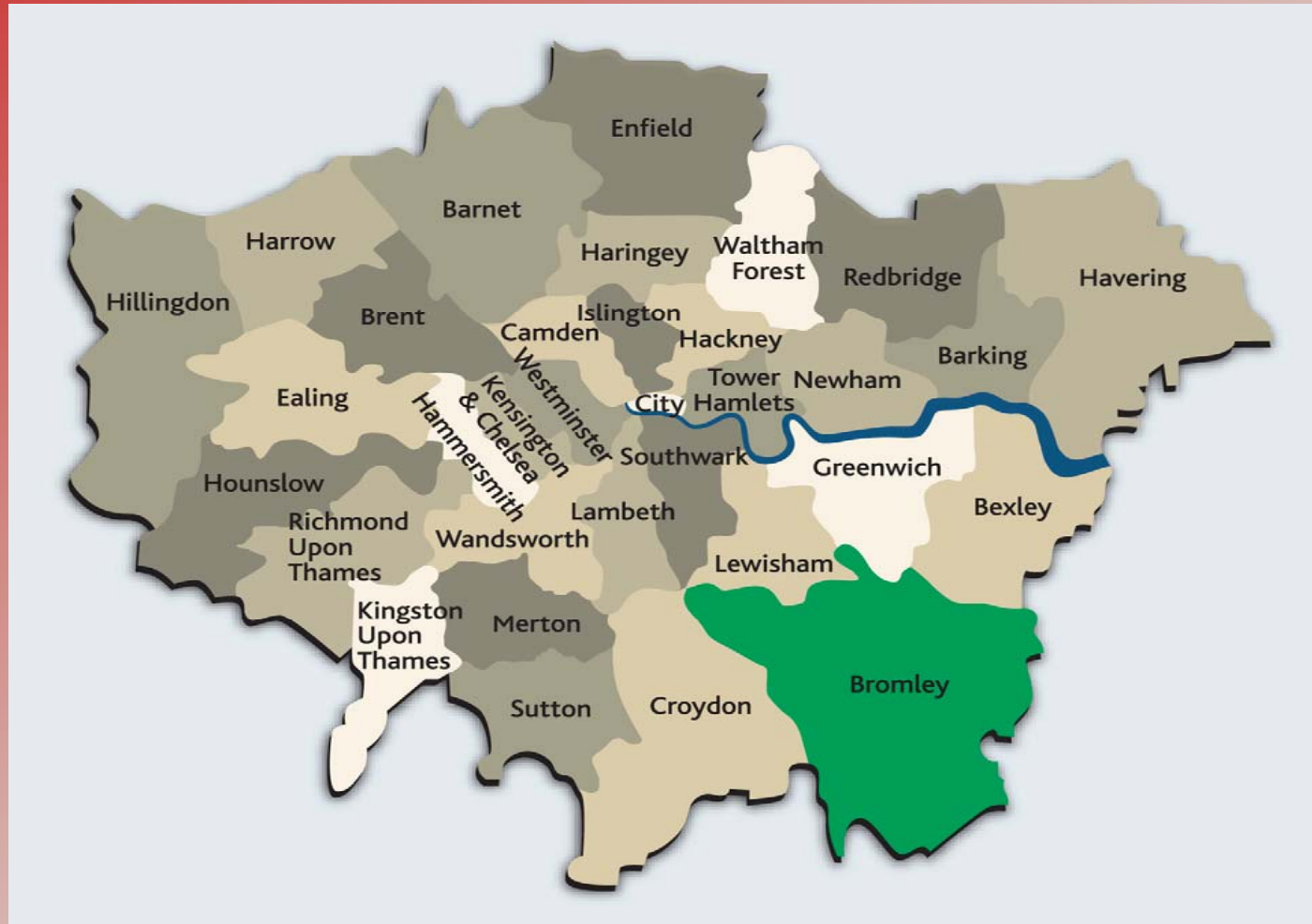
# Competing Shopping Centres



# Not a typical London Borough





## A quick tour

# London Borough of Bromley










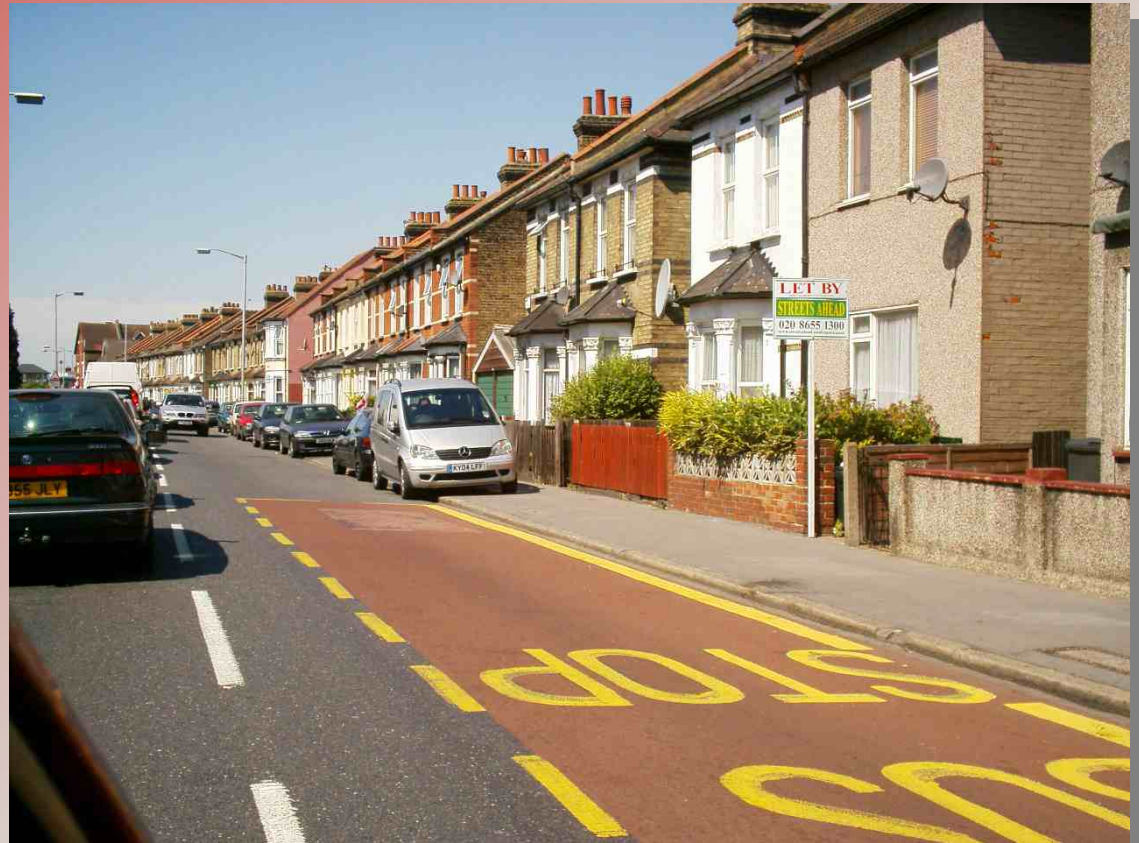
# Facts & Figures

	UK	London	Bromley
Income per household	€42,000	€50,000	€53,000
% Unemployed	5.0%	6.5%	3.8%
Cars per household:			
No car 	27%	37%	23%
1 car 	44%	43%	46%
2+ cars 	29%	19%	31%

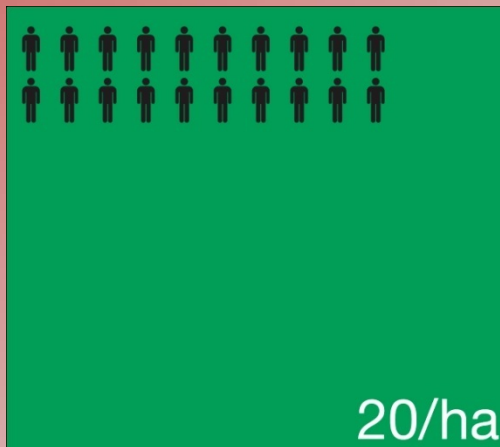
Travel to work	UK	London	Bromley
Car 	65%	37%	46%
Rail 	5%	30%	28%
Walk 	10%	8%	6%
Cycle 	3%	2%	1%
Bus 	6%	11%	7%

# Urban



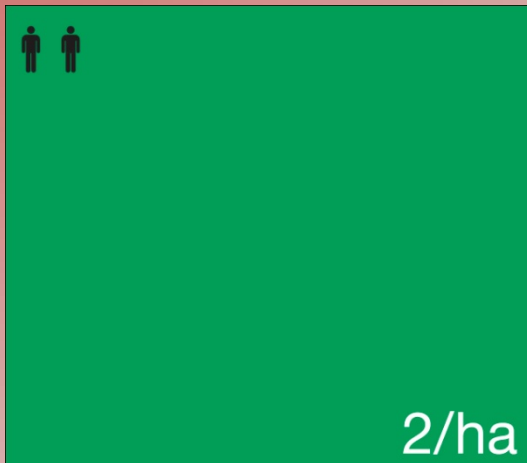


# Suburban





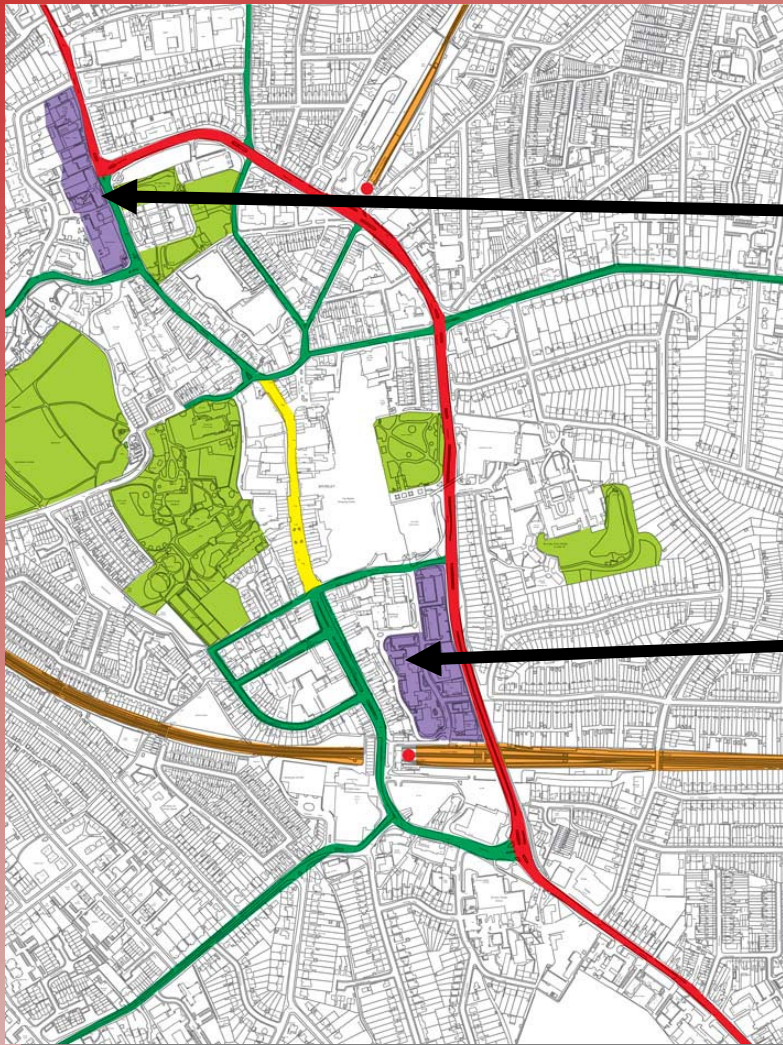
# The Green Belt



# Bromley Town Centre 2006

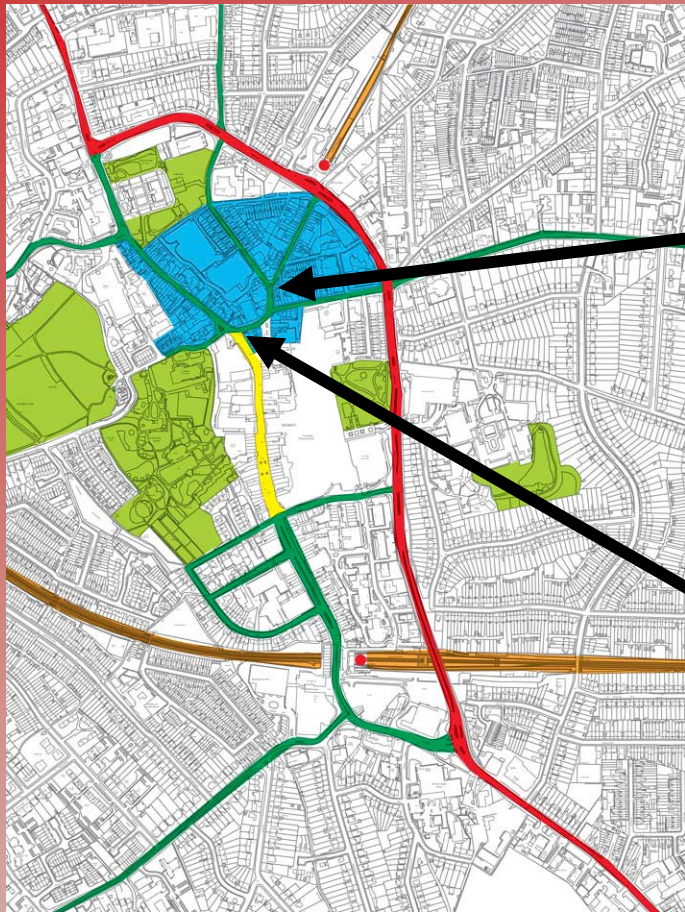


# Business District



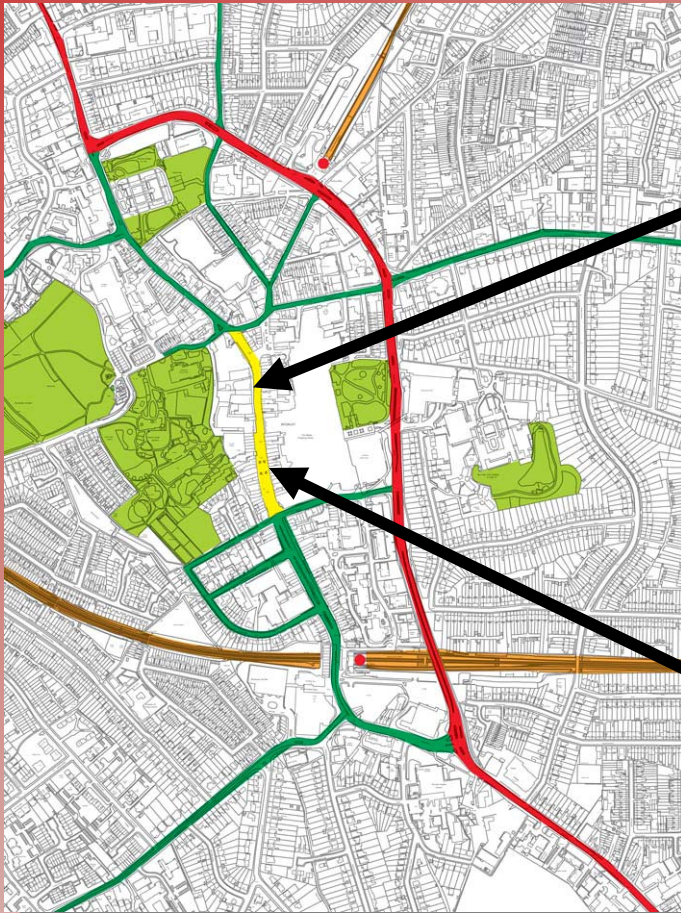


# Bromley North Village



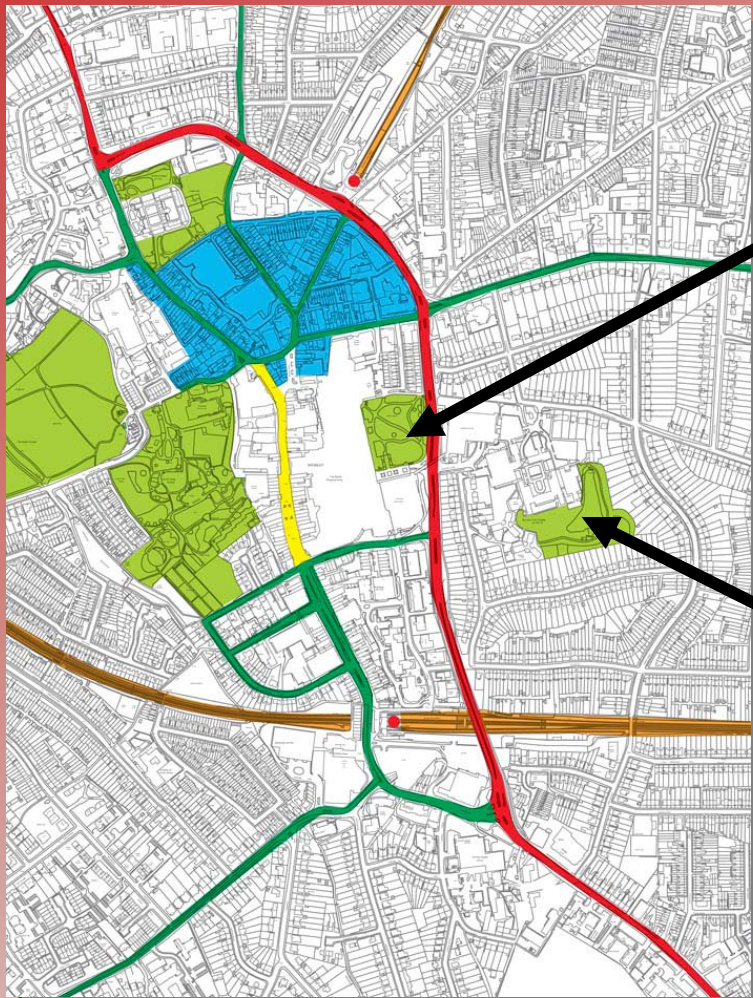


# Public Realm



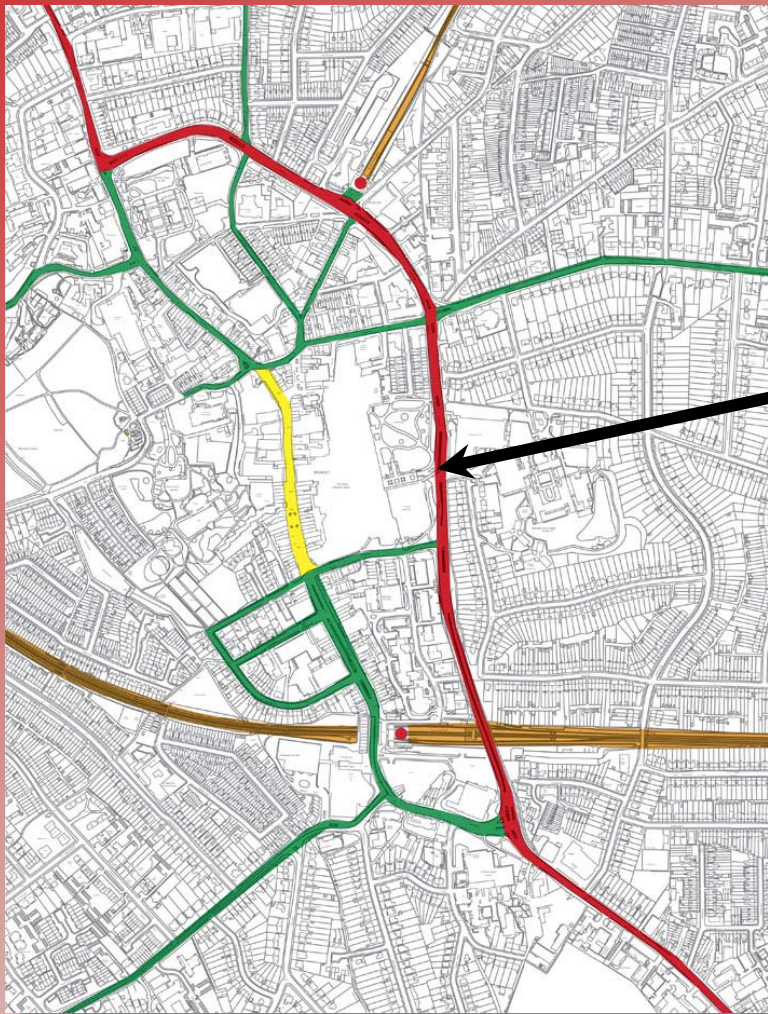


# Public Spaces



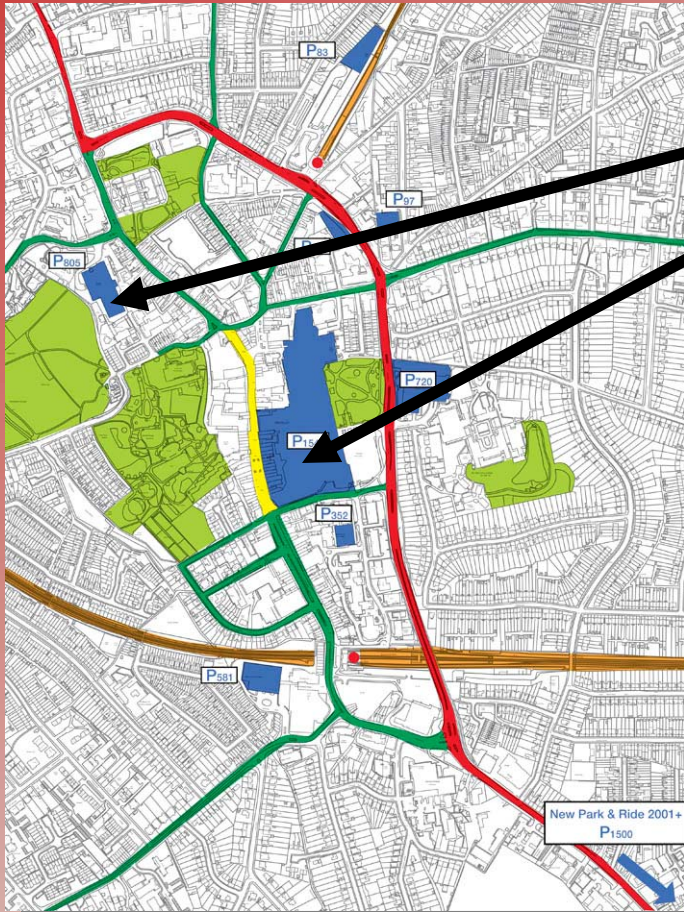


# A21- Road Network



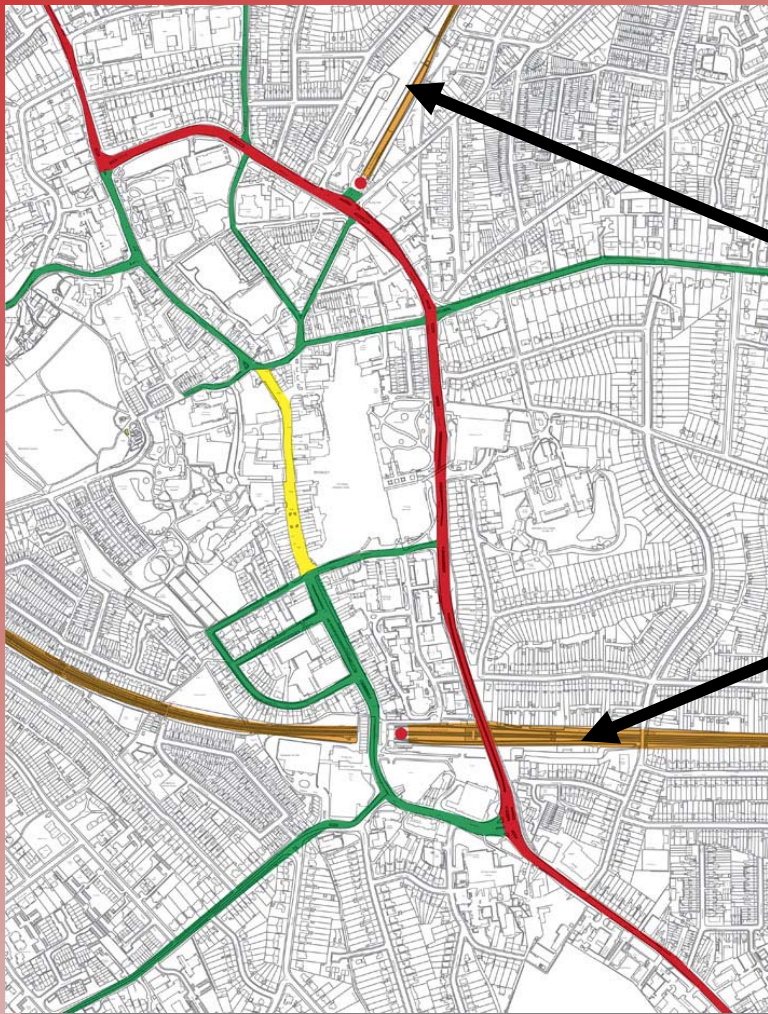


# Town Centre Parking



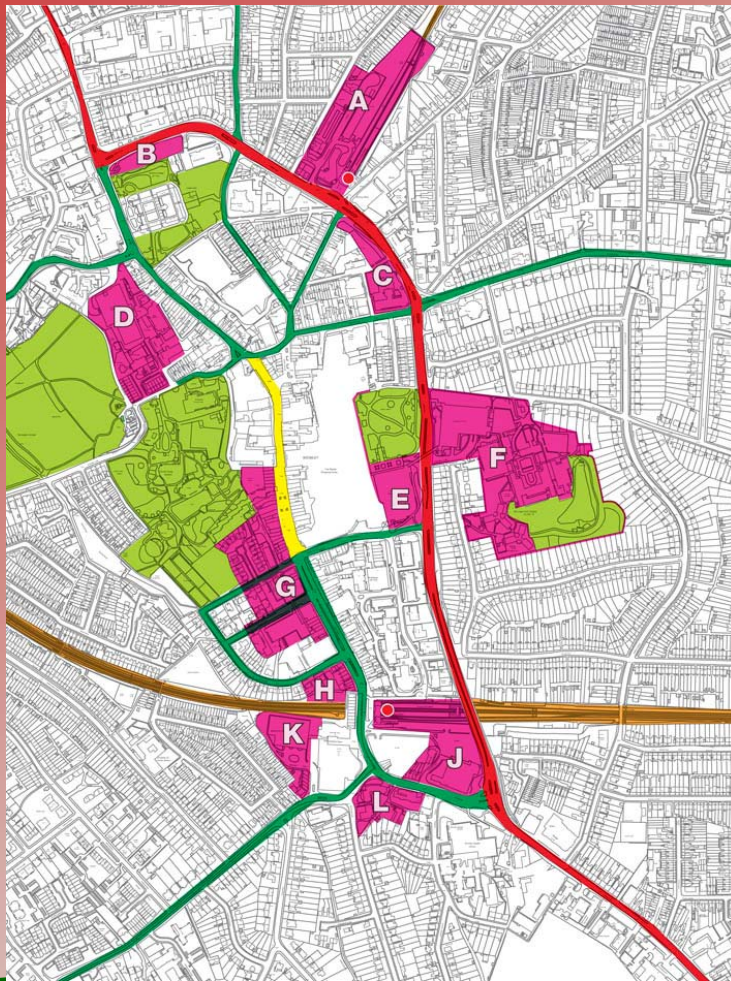



# Rail Network



# The Area Action Plan










# Opportunity Sites





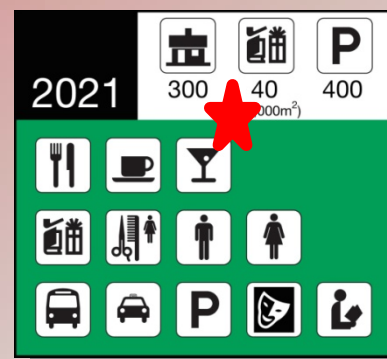
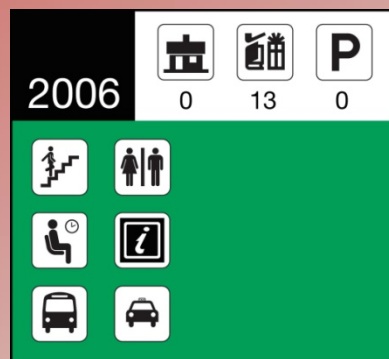
Bromley Town Centre  
Action Plan

2006 – Develop Plan

Phase 1 2011		Phase 2 2016	Phase 3 2021
Sector		Area/Unit	% Increase
Retail		49,500m <sup>2</sup>	+40%
Food & Drink		9000m <sup>2</sup>	+50%
Parking		1436	+35%
Park & Ride		1500	-5%
Houses		1485 units	+585%
Leisure	 	9000m <sup>2</sup>	+40%
Hotel		250 beds	+250%
Community		4250m <sup>2</sup>	+150%
Investment: €2,300 million			

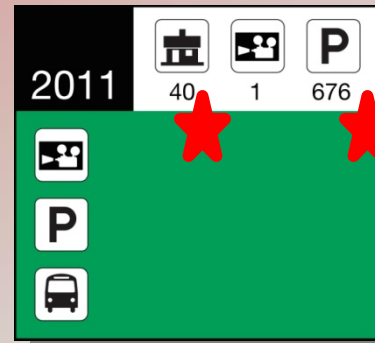
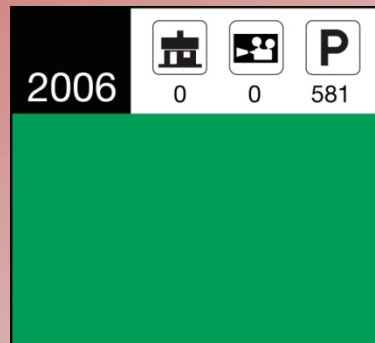
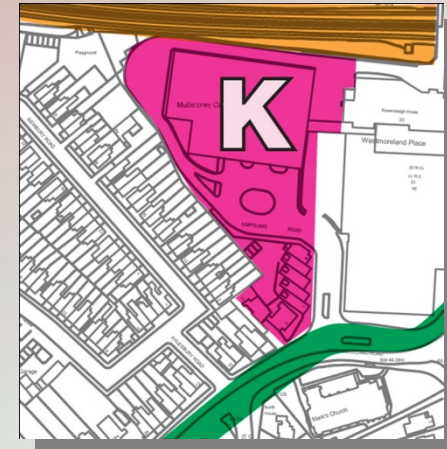


# Site G - New Retail Centre

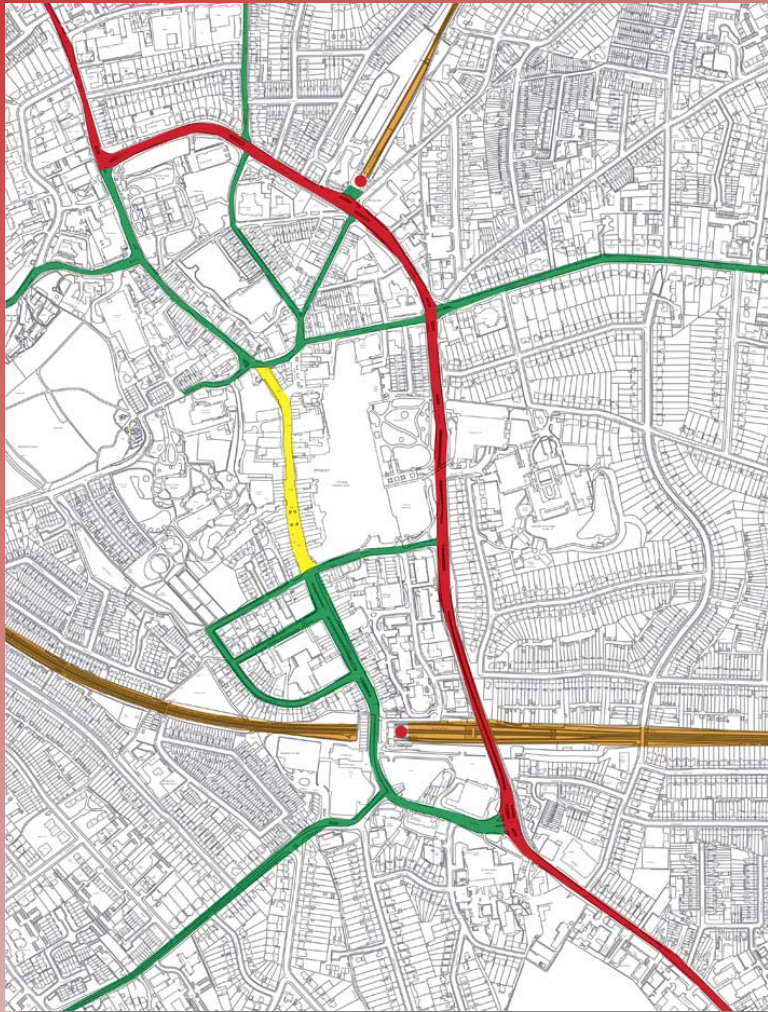




# Site K – Westmorland Road



# Traffic Model



# Conclusions of analysis

- Key decision on priority sites
- Key decision on scale of development mix
- Cap on total parking stock
- New parking strategy & extend CPZ
- Mixed approach to mitigation strategy
- Traffic reduction target with triggers
- Mobility management plan

# Mitigation 2006+



# Promoting Alternatives to Car

2006



2011



- Mobility Management
- Traffic reduction plan
- Town Wide Travel Plans
- Car Clubs
- Cycling & walking

# Improve Public Transport





# Parking and access strategy

- Political sensitivity
- Not anti-car but pro-choice
- Cap on total number of parking spaces
- Good parking vs bad parking
- Priority to wealth generation
- Priority to existing residents
- But provide alternatives

## Off-Street - Public

- Managing the existing parking stock
- Creating new car parks
- Reallocating spaces and locations
- Improved standards
- More sophisticated tariff controls
- ANPR-Phone & Pay



# Off Street-Private

- Limit on residential parking
- Mixed developments
- Mobility management
- Car clubs
- Restrictions on-street parking

# On-Street

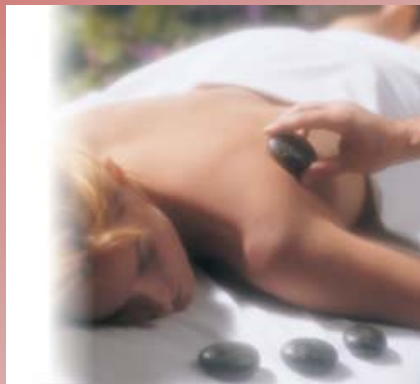
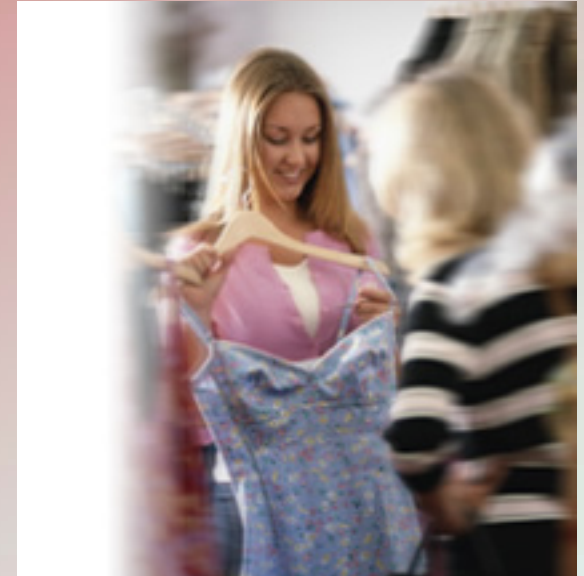
- Bromley town centre - suburbs
- Existing CPZ - zones too large
- Internal commuting
- Extend CPZ but smaller zones
- Restrict resident's parking
- New over-night restrictions



# Migration strategy

- Close car park for development
- Must support local economy
- Utilize existing stock
- Good parking vs bad parking
- Travel planning
- Park & Ride
- Monitoring

# The Vision 2006 - 2021





# Any Questions ?

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