

**CHURCHILL QUARTER
REVISED PROPOSALS**

PUBLIC CONSULTATION

July 2021



COUNTRYSIDE + LB BROMLEY COUNCIL PARTNERSHIP

Churchill Quarter is a 2.2-acre site adjacent to the pedestrianised high street of Bromley which has been located by London Borough of Bromley as an area for regeneration. After an extensive bid process Countryside were awarded the scheme to redevelop the area in February 2017 working in Partnership with London Borough of Bromley.

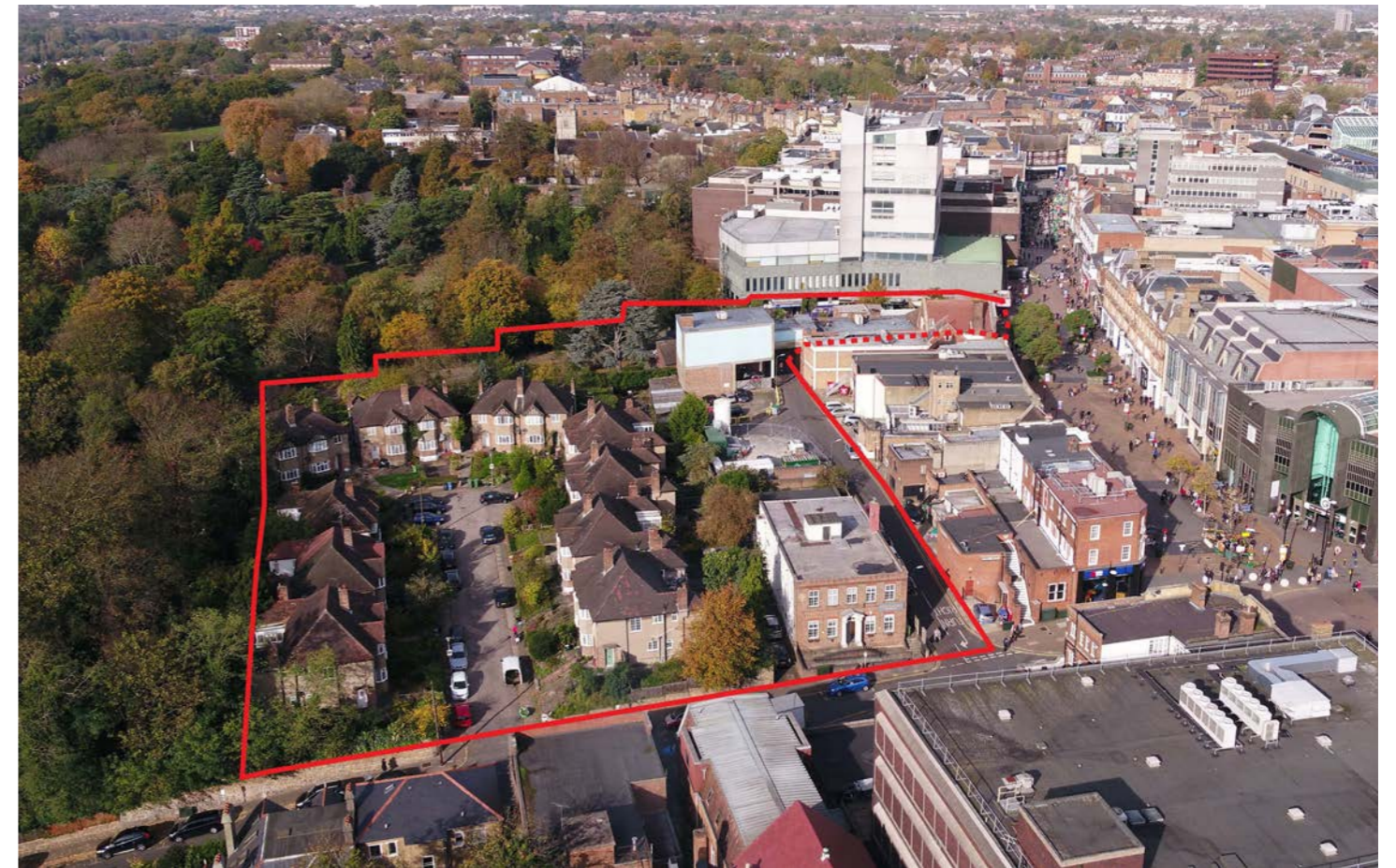
A Development Agreement was entered into by both parties in September of 2017 which secured the future of the scheme. Since then a huge amount of work has been undertaken to engage with a wide variety of stakeholders to evolve the proposal to its current state in 2021.

The development of Churchill Quarter will provide much needed new homes for the Borough, alongside a public promenade, new landscaping and commercial & home working spaces.

We believe that where people live matters. Our creative approach to placemaking ensures a positive impact on all those who live in and around our developments. Countryside has earned a reputation for high quality, innovative community-led design, where considerate development has created award winning developments across the country.

We are passionate about the environments we create, the new community facilities and spaces we deliver and how these support family life and are integral in fostering new communities around the homes we build.

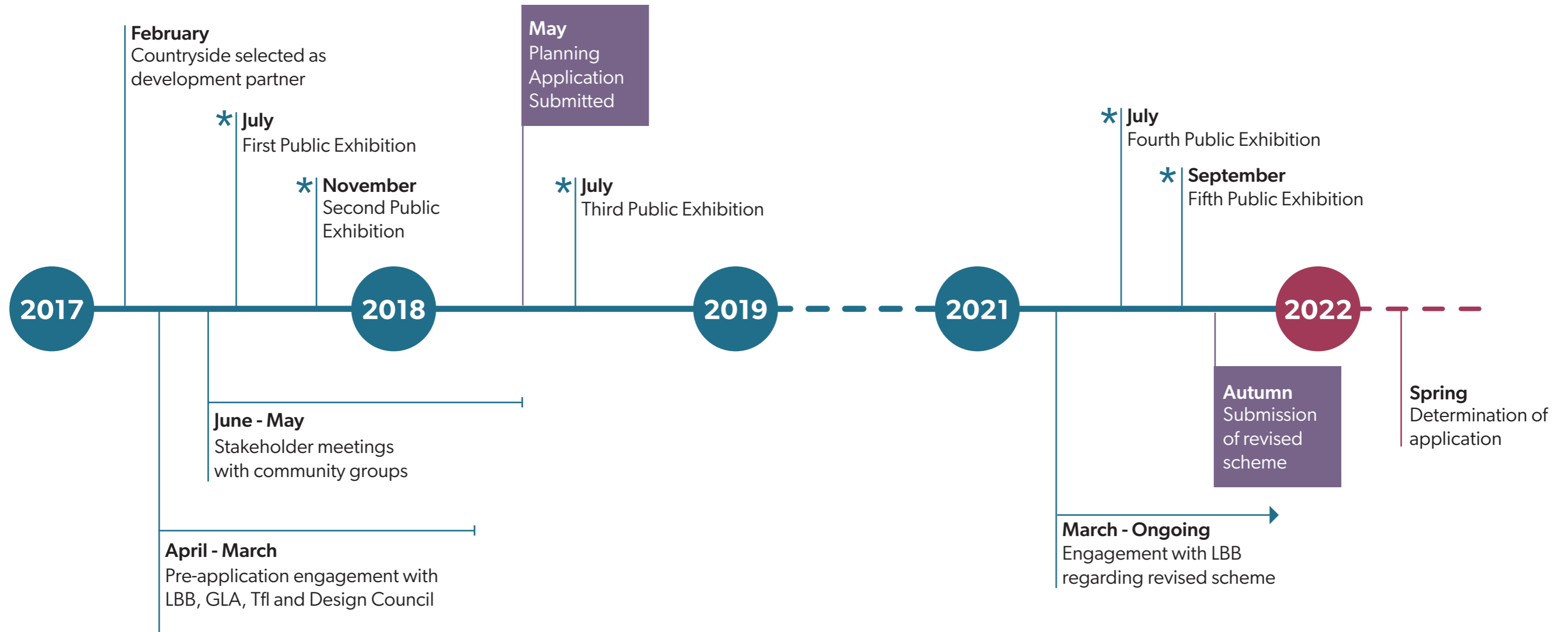
We are committed to working alongside London Borough of Bromley to create the best possible scheme at Churchill Quarter to provide a new community the residents will be proud to call home.



Aerial view of the site

KEY PLANNING MILESTONES AND PROGRAMME

The application process to date:



THE CURRENT SUBMITTED SCHEME

The current scheme submitted for planning comprises:

- 407 residential units
- 35% affordable housing provision
- Circa. 1800 sqm commercial floorspace with a mix of retail, restaurant and office / maker spaces proposed
- Re-provision of flexible community space intended to be occupied by Bromley Town Church
- Public realm works including Library Gardens, Churchill Way and creation of new promenade
- Building heights of up to 15 storeys

Through continued engagement with LB Bromley and feedback from the local community, concerns have been raised, primarily with the massing of the proposed scheme. Furthermore, the context for the proposals has evolved since 2018 with updated planning policy coming into force.

As a result the design team have undertaken a number of changes to improve the proposals for Churchill Quarter.



View of the submitted scheme

TOWARDS A NEW AND IMPROVED SCHEME

The opportunity to revisit our proposals for Churchill Quarter comes at great time, allowing us to reflect on the impact of Covid on daily life in the town centre and adapt the scheme to address the new challenges and opportunities facing us as we move forward.

In the next few months we will be developing our design proposals around this vision:

Churchill Quarter will be a flagship mixed use development that brings life and energy into the town centre with new homes, activity and residents to support the high street. The scheme will be known as a sustainability exemplar that celebrates its green setting, providing a wealth of public open space and a great sense of 'breathing space' for everyone in the town centre to enjoy.



Wider masterplan

KEY DESIGN OBJECTIVES UNDERPINNING THE REVISED SCHEME

- Providing high quality design which reflects the character of Bromley Town Centre
- Providing more green space / a pocket park on Ethelbert Road
- Creating a greener setting on the promenade
- Creating a direct link for pedestrians from Ethelbert Road into the promenade
- Breaking down the massing of the scheme, creating spaces between the buildings to let the light in
- Providing a space for public art as a community project
- Providing 'workspace on the doorstep' for residents
- Showcasing an exemplar of sustainability, updating the scheme and setting a new benchmark for the town centre
- Utilising sustainable transport modes with increased cycle parking
- Onsite wheelchair accessible car parking
- Providing 35% affordable housing



Concept plan

AN ACTIVE GROUND FLOOR

- Commercial uses lining the route to Church House Gardens - shops, cafes and workspace
- The re-provided church in a prominent position on Ethelbert Road, visible from the high street
- Workspace 'on the doorstep' for residents, fronting onto the promenade
- Celebrated entrances to apartment blocks along the promenade
- A much greener setting along the promenade, providing amenity for residents and visitors alike
- The promenade becomes an active pedestrian route to the plaza and gardens from the south end of the high street



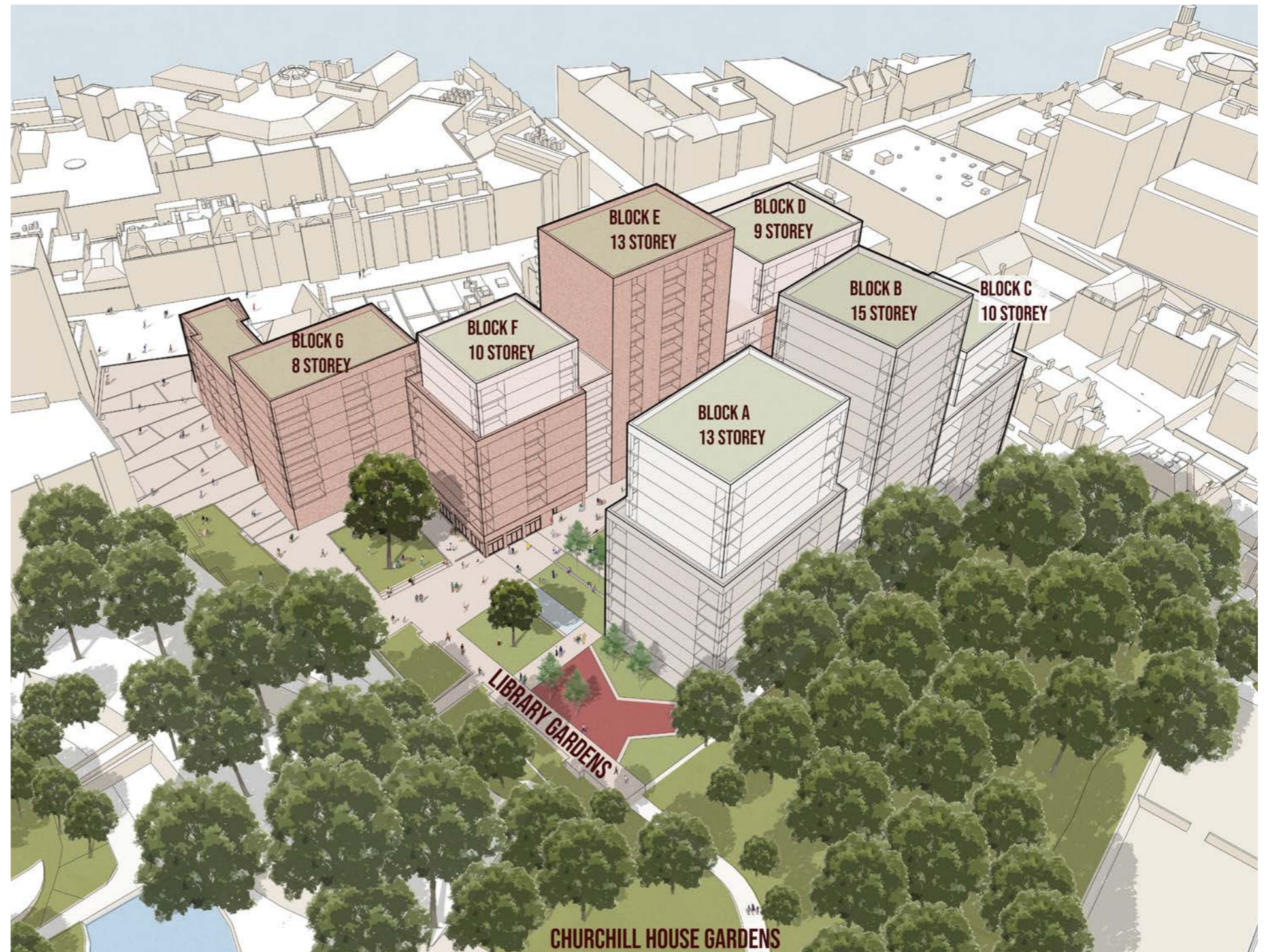
Ground floor plan

HEIGHTS AND MASSING

- Gaps introduced between buildings to break up the massing
- Buildings articulated to read as a collection of forms rather than as a single mass
- Heights drop down to the high street at the entrance to Library Gardens
- The tallest buildings (13 and 15 storeys) are in the centre of the scheme where relationships with neighbours are least sensitive
- Block C is pulled back to create a pocket park on Ethelbert Road



Roof plan with proposed storey heights



Aerial massing view looking south east from the Church House Gardens

A WELCOMING ENTRANCE FROM ETHELBERT ROAD

View from the high street

- On approach from the high street, the scheme is welcoming and invites pedestrians into the space
- Double height church facade set back to create a generous colonnade facing Ethelbert Street
- More space for pedestrians and people using the church
- Gentle ramp leading directly into the promenade beyond
- Green spaces introduced along Ethelbert Road, with Block C set back to allow views to the gardens beyond



View from the high street of the church and pedestrian access into the scheme



Existing view along Ethelbert Road from the High Street

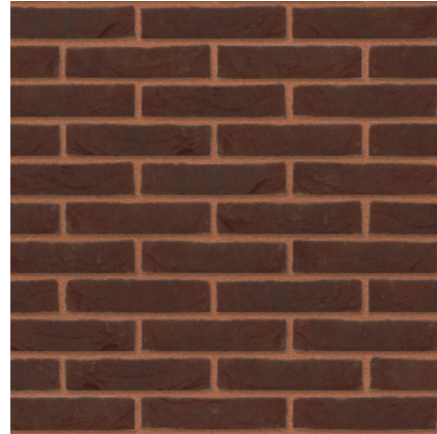
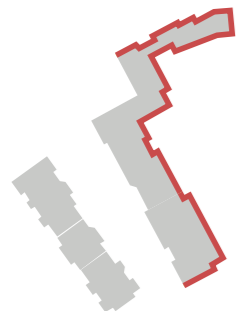
TOWARDS A DISTINCTIVE 'BROMLEY' EXPRESSION

Town facing facade

- Using a variety of red brick tones and textures the facades facing the high street will have a distinctive character that reflects the red tones of the traditional town centre buildings
- Each building will have its own distinctive expression, and the collection of facades will have an overall coherence with their common palette of materials
- A bespoke colour palette will be used for special features including balconies and window treatments



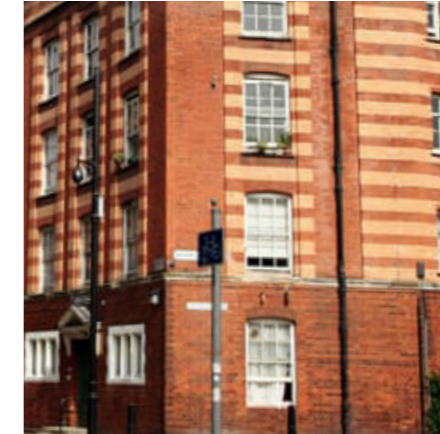
Heritage red brick buildings along Bromley High Street



Deep red/purple toned brick



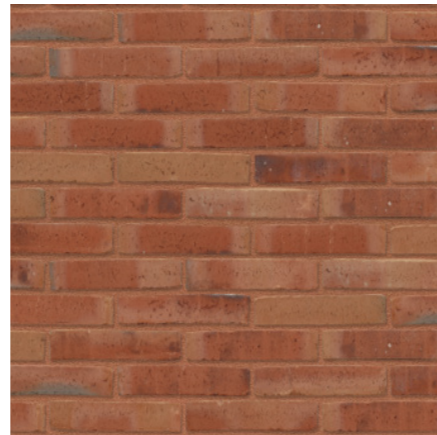
Bell Phillips, Ealing Dean Gardens



London City Council, Boundary Estate



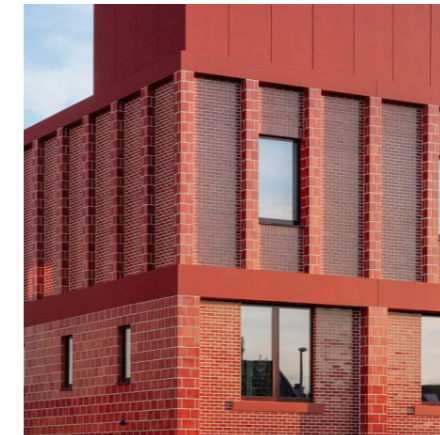
Datscha Architecten, School and Community



Red brick



3144, Keelson Yard



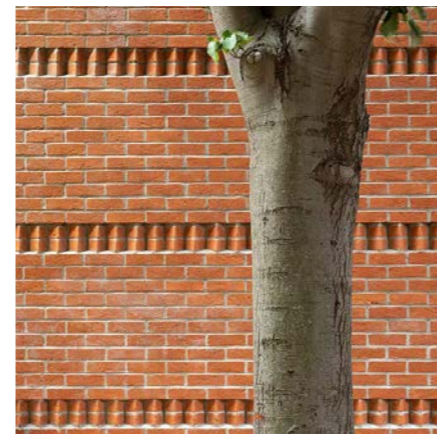
Happel Cornelise Verhoven Fire Station



MAPA, Santiago Apartment



Light red brick



Bell Phillips



David Chipperfield, Jane Street



PT Architekten, Engelselei

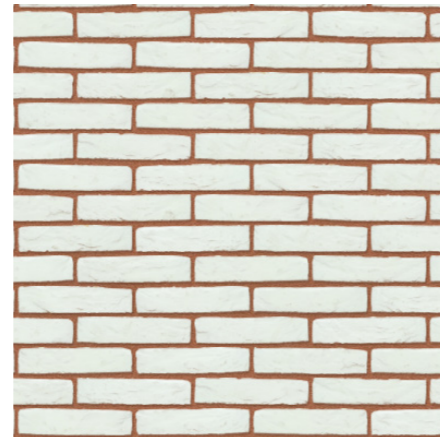


Colour Palette

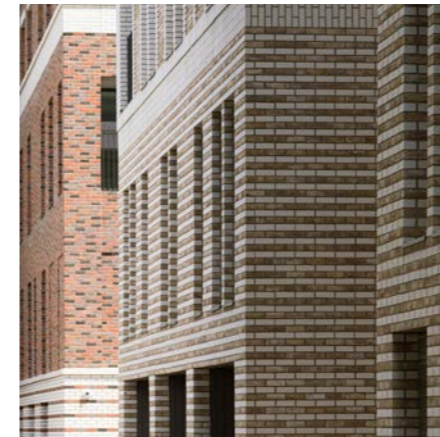
TOWARDS A DISTINCTIVE 'BROMLEY' EXPRESSION

Park facing facade

- The park facing facades will be visible from Library Gardens and from above the trees further away. To blend with this lovely green setting we are developing a bespoke palette of pale buff brick tones and textures
- Using the trees and colours in the gardens as inspiration we will complement the bricks with a palette of green to pale yellow colours to provide accents in the balustrade and window treatments
- Each building will have its own distinctive expression, and the collection of facades will have an overall coherence with their common palette of materials



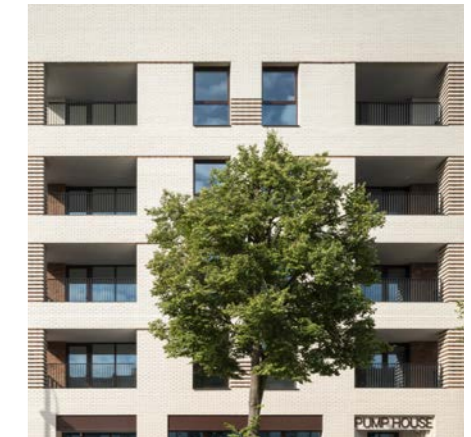
White brick



Maccreanor Lavington, South Gardens



Squire and Partners, Garden Square Housing



Common Ground, Pump House



Light buff brick



Koppert Koenis, Scherpenzeel Complex



Manalo White, Hackney Road



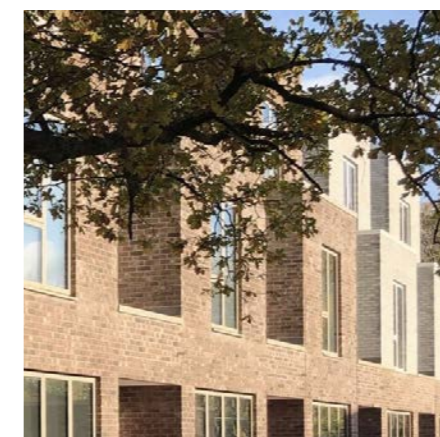
Alison Brooks, Ely Court



Buff brick



Stitch, Acton Gardens



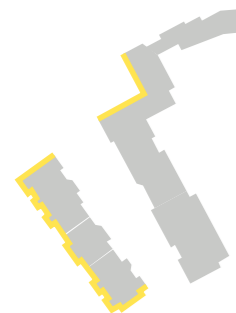
Stitch, Marston Way



Emil Eve, Marvic House



A palette evolved from the backdrop of Church House Gardens



Colour Palette

CELEBRATING THE PEDESTRIAN EXPERIENCE

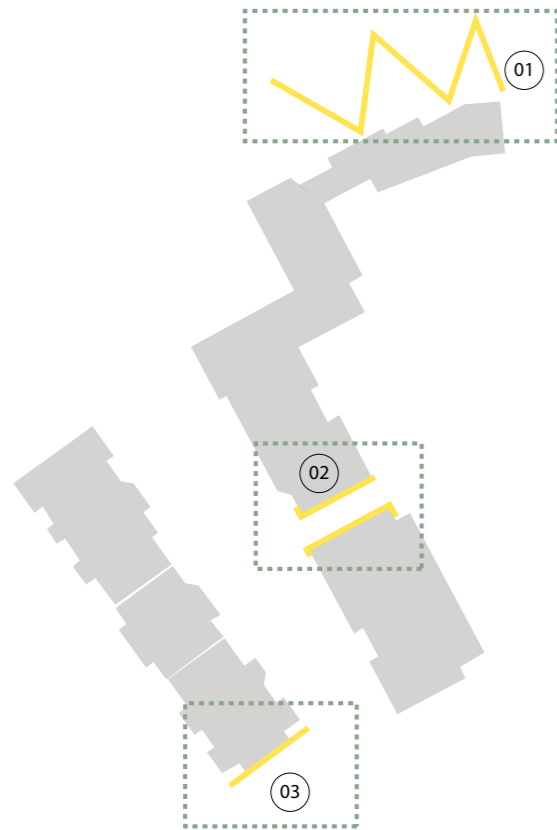
- The promenade offers a wealth of new green space to the town centre, connecting the high street and Ethelbert Road with Library Gardens.
- Pedestrians are encouraged into the space with new green links and the pocket park space on Ethelbert Road
- The church frontage is distinctive and provides a welcoming entrance into the development for pedestrians
- The promenade completes the urban block, providing clear pedestrian links with the high street at both ends.
- Public art in the pocket park and along the promenade will become the distinctive feature of the scheme



PUBLIC ART

Opportunities for public art are embedded into the proposals with the aim to commission local artists and creatives to design installations that reflect the character and spirit of Bromley.

The site plan below highlights areas that would make ideal locations for public art which can be delivered in various media, and with the potential to offer opportunities for training and apprenticeships for local people in the arts.



*Tree of Life mural at Acton Gardens, Ealing
A Countryside project, with Stitch as architects*

Key areas identified for consideration include:

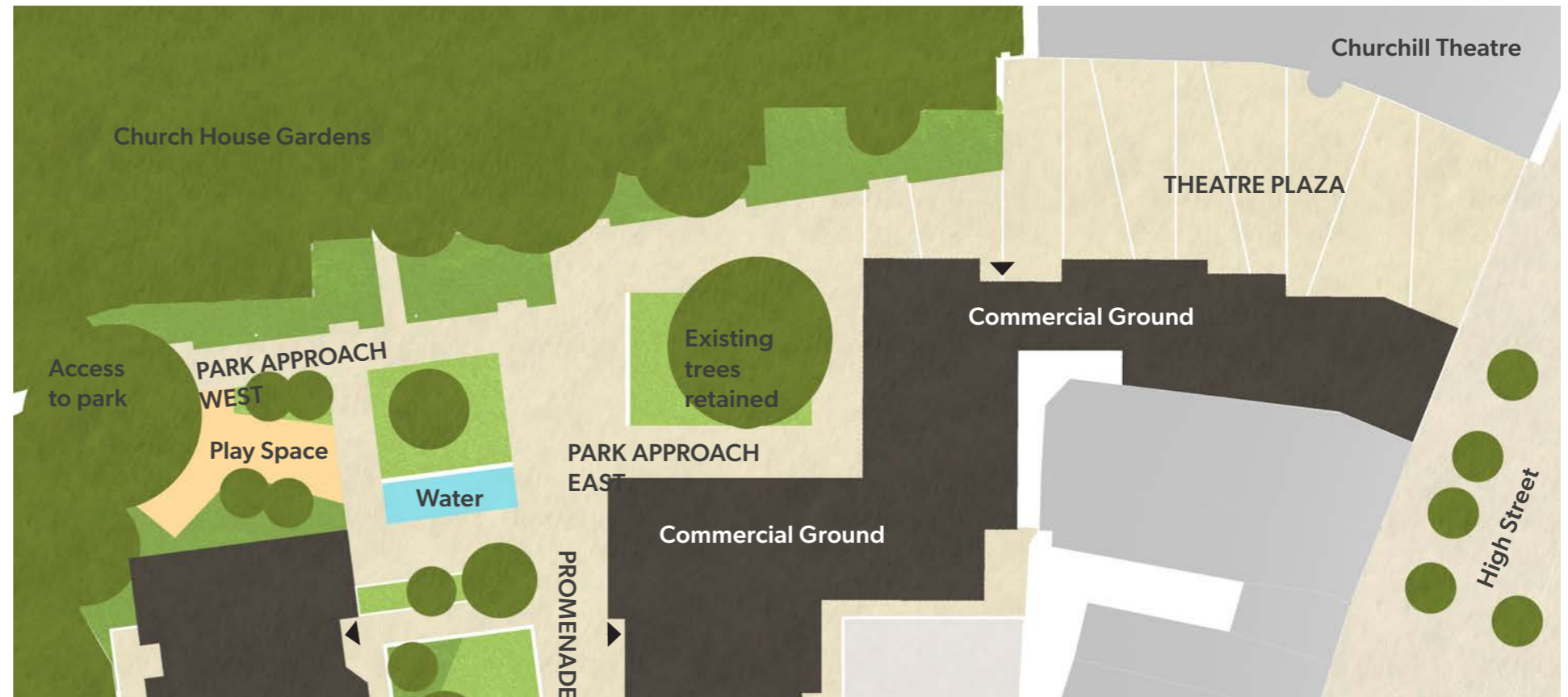
01 Theatre Plaza: Embedded paving art or feature lighting.

02 Central access to the Promenade: Lighting and wall art

03 Ethelbert Road: Mural facing the street at the south of the development, overlooking the gardens (see 'Tree of Life' example at Acton Gardens)

ENHANCING LIBRARY GARDENS

- Re-design of Library Gardens, with new features and attractions, providing a safe and inviting route to Church House Gardens
- A palette of granite materials binds the space together and ties it into Bromley High Street
- Plaza space for events
- Open lawns, and generous planted borders to frame the space and provide seasonal colour. Key existing trees are retained
- New benches to sit and enjoy the gardens.
- Fenced play space for younger children, while a new water feature will become a hub of activity at the centre of the space



CHURCH HOUSE GARDENS



BROMLEY HIGH STREET



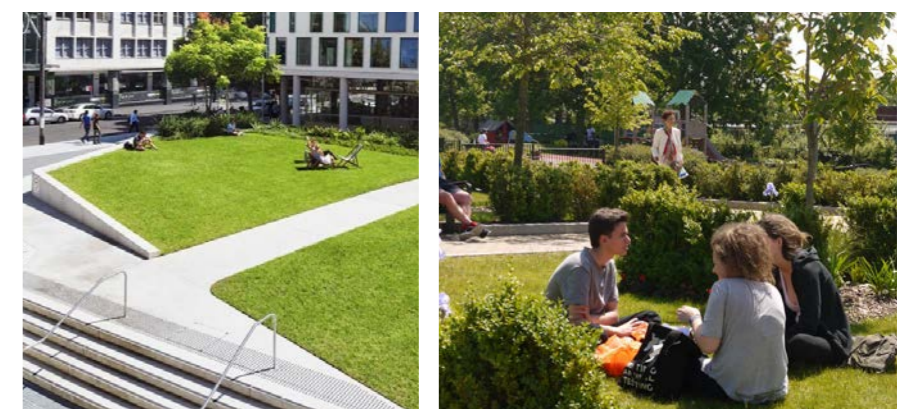
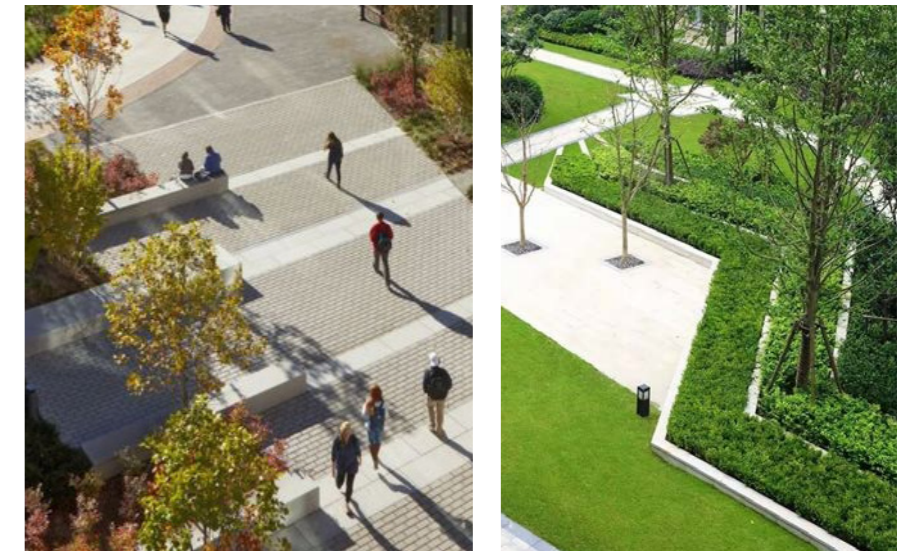
PARK APPROACH WEST - PRECEDENT IMAGES

PARK APPROACH EAST - PRECEDENT IMAGES

THEATRE PLAZA - PRECEDENT IMAGES

NEW PUBLIC SPACE

- Additional green space from the previous proposal
- Lawns provide spaces for a lunchtime sandwich or places for people to meet
- Places for children to run and play
- Planting to provide a colourful backdrop to the space while providing privacy to the ground floor residential units to the west
- Richly planted biodiverse borders, with seasonal accents of nectar-rich flowering herbaceous planting
- Generous footways to provide pedestrian access to the ground floor commercial uses
- Low walls provide opportunities for informal seating
- High quality materials using the Bromley granite palette, creating an extension to the High Street



PRECEDENT IMAGES