This summary has been prepared on behalf of Intu Bromley Limited (intu) to provide an overview of the planning application for a £14 million investment in an exciting new cinema and leisure development at intu Bromley.

The development will comprise internal reconfigurations to create a dining cluster around the Elmfield Road entrance to intu Bromley and a new cinema, located on the roof of the centre. The cinema will be a high quality boutique concept with more luxurious seating, an enhanced food offer and waiter service making it clearly distinct from a more traditional cinema.

Specifically, the planning application seeks planning permission for:

"Erection of a cinema (Use Class D2) on the roof of the shopping centre and the change of use of existing retail units (Use Class A1), a financial services unit (Use Class A2) and mall space (sui generis) to create new restaurant units (Use Class A3), drinking establishments (Use Class A4) and a retail kiosk (Use Class A1) within the shopping centre along with external alterations to the Elmfield Road entrance."

intu Bromley has been an integral part of the town for over 20 years and this development proposal seeks to respond to the changing requirements of its customers. Not only will it enhance intu Bromley but it is also an important project for Bromley town centre as a whole.

Bromley is also a Metropolitan Centre as identified in the London Plan (2011) and is therefore a principal centre in the Greater London hierarchy. As a principal centre, Bromley should have a strong leisure and restaurant offer to reflect its position in the hierarchy. This project will help to achieve this and will also help to fulfill the aspirations of the Bromley Town Centre Area Action Plan (2010), which recognises a requirement for a more vibrant and competitive town centre with an extended offer as a place to shop, work, spend leisure time and live.
The proposals relate to the area of the shopping centre currently occupied by the Regent’s Arcade on the lower level and the floors above to the roof level where the new cinema will be located. This will ensure that the leisure and catering offer is integrated with all floors of the shopping centre and at ground level, with the entrance to Elmfield Road. This part of the shopping centre is likely to be operating longer hours than the retail offer elsewhere in the centre and therefore the link to Elmfield Road and separate vertical circulation is very important.

The cinema will be located on the roof and therefore 118 existing car parking spaces will be lost. Some associated changes to circulation in the car park are proposed also.

### Description of the Proposals

#### Proposed Development – Floorspace by Type of Use

<table>
<thead>
<tr>
<th>Use Class / Floorspace (sq.m)</th>
<th>Existing Floorspace</th>
<th>Proposed Floorspace</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A1 (retail)</td>
<td>7,581</td>
<td>6,044.5</td>
<td>-1,539.5</td>
</tr>
<tr>
<td>Class A2 (financial)</td>
<td>35</td>
<td>0</td>
<td>-35</td>
</tr>
<tr>
<td>Class A3 (restaurant)</td>
<td>572</td>
<td>1,033.5</td>
<td>+1,366.5</td>
</tr>
<tr>
<td>Class A3 and Class A4</td>
<td>0</td>
<td>145</td>
<td>+145</td>
</tr>
<tr>
<td>Class D2 (Assembly and Leisure)</td>
<td>0</td>
<td>1,769</td>
<td>+1,769</td>
</tr>
<tr>
<td>Sui Generis Unit</td>
<td>108</td>
<td>0</td>
<td>-108</td>
</tr>
<tr>
<td>Sui Generis or Mall Space</td>
<td>2,852.5</td>
<td>3,157</td>
<td>+304.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,146.5</strong></td>
<td><strong>13,049</strong></td>
<td><strong>+1,902.5</strong></td>
</tr>
</tbody>
</table>

Areas quoted are Gross Internal Area (GIA)

Indicative layout - Elevational view looking across the Atrium
Economic Benefits

The proposed development will provide a new cinema and dining cluster for the town centre and significantly help to improve the vitality and vibrancy of both intu Bromley and the town centre. In addition to this, the proposed development will generate a wide range of economic benefits including:

1. Total capital investment of circa £14 million over approximately one year, reinforcing intu Bromley’s role as a retail and leisure destination;
2. Up to 130 temporary construction jobs supported during the construction phase across a range of skill levels;
3. Once completed, the cinema and leisure scheme will provide approximately 105 new jobs across the hospitality and leisure sectors and 60 net additional jobs when reflecting the loss of some retail jobs. These jobs will generate almost £1.7 million in Gross Value Added (GVA) each year for the local economy (GVA is a measure of economic output and productivity. It measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom);
4. The scheme will have a significant positive impact on the local labour market, and local recruitment initiatives will be put in place to ensure that the benefits can be realised by local people;
5. A further 220 “spin-off” jobs will be indirectly supported through wage and supplier spending.

14m capital investment
130 construction jobs

Operational Impacts

Once complete and operational, the intu cinema and leisure extension will create:

105 direct new jobs
60 net additional jobs

Which includes:

40 leisure jobs
65 catering jobs

Plus an additional:

40 indirect new jobs
(permanent equivalent jobs supported in the supply chain)

Would you spend more time at Lakeside if more leisure activity was available?

82% 14% 4%
Planning Policy

The statutory development plan for intu Bromley comprises Bromley’s ‘Saved’ Unitary Development Plan (UDP) Policies (2006), the Bromley Town Centre Area Action Plan (BTCAAP) (2010) and the London Plan (2011). The BTCAAP sets out the vision for Bromley Town Centre and guides future development and change. It states that “it seeks to enhance Bromley’s character and environment and to promote sustainable development which will improve the quality and range of facilities and services available to residents and businesses.”

The BTCAAP also recognises that leisure and entertainment facilities represent an important function of a thriving town centre and recognises that the existing leisure offer in Bromley is relatively limited. Full details of how the application responds to all statutory policies including an assessment of the principle of development, the economic benefits, design and heritage assets, transport and sustainability are set out in the Planning Statement and other accompanying assessments.

The development will help Bromley town centre to revitalise and remain a vibrant and viable centre, particularly in the face of increasing competition from adjacent centres such as Bluewater and the proposed Westfield/Hammerson centre in Croydon. The proposed development is a major investment in Bromley Town Centre and will deliver the objectives of the BTCAAP and be consistent with its London Plan designation as a Metropolitan Centre (2011).

Cinema and Catering Assessment

It is not required by the National Planning Policy Framework to undertake an impact assessment for leisure developments of this scale or for retail uses in town centre locations. However, to fully understand the proposals we have undertaken an assessment to consider the Bromley South proposal and also the restaurant proposal in Queen’s Garden approved last year.

At present only around 5% of the floorspace (2,500 sq.m) within intu Bromley comprises food and drink uses. This is considerably lower than intu’s better performing centres which provide around 10% and new centre openings where the benchmark is 15-18%. These proposals, combined with the Queen’s Garden proposal, would bring the food and dining floorspace within intu Bromley closer to 9.5% which is expected by visitors to a Metropolitan Centre such as Bromley. The introduction of a new cinema and restaurants will significantly enhance the shopping experience and encourage shoppers to stay in the town centre for longer and into the evening.

In terms of Bromley town centre as a whole, the current proportion of food and drink in Bromley is 11.2%, significantly below the current national average which is 15.8%. Even with the proposed development, the Queen’s Garden scheme and the planned development at Bromley South, there would still be capacity for approximately 1,700 sq.m of additional A3 and A5 uses before the level is in line with the national average.

The Cinema and Catering Assessment identifies that existing cinemas in Bromley and surrounding areas are trading significantly above the national average, with around 1.5 million trips compared with the national average of less than 570,000 for cinemas of this size. The surplus trip capacity in the study area could support over 4,100 additional seats. The proposed Vue cinema at Bromley South and the Odeon at Orpington (together totalling 2,133 cinema seats) will accommodate just over half of the additional cinema seat capacity identified in the study area. There is more than sufficient demand to support the 220 seat cinema proposed at intu Bromley, over and above these commitments.

The proposed cinema will also be boutique in concept and will differ from the more traditional cinema offer proposed at Bromley South. The proposals will attract approximately 5,000 new cinema trips to the town centre and this combined with the new restaurant proposals, will significantly enhance the vitality and vibrancy of Bromley Town Centre.
**Design**

The existing retail and catering units will be reconfigured to provide new catering offers which will face onto a central vertical circulation core and atrium. Seating for these units where possible is brought to the atrium edge, promoting activity and vitality at all levels of the scheme.

At roof level, there will be a new cinema. The concept for the cinema facades is the Zoetrope, which is a device that produces the illusion of motion from a rapid succession of static pictures. The design of the cinema extension on the roof will be simple but confident with vertical banding. The simple strategy for this building is supported by its colour pallet which is intended to be in two contrasting but complementary colours. This represents the positive negative nature of film and further enhances the Zoetrope concept.

![The Zoetrope - Inspirational for the cinema extension at Intu Bromley](image)

Illustrative drawing of the proposed cinema extension by night

![Illustrative drawing of the proposed cinema extension](image)

![View of the proposed development from the High Street](image)

![Corner of Elmfield Road looking north-west](image)

**Heritage**

The application site lies adjacent to the Bromley Town Centre Conservation Area and there are a number of listed buildings in the vicinity.

For the purpose of establishing the existing townscape character and quality, the site and surroundings are divided into character areas.

The Heritage Townscape and Visual Impact Assessment reports that the proposed cinema will have a negligible impact on the identified character areas as well as the setting of adjacent heritage assets. Indeed, external alterations to accommodate the new cinema will be confined to roof level, and the simple architectural treatment of the development will ensure that it is read as a sympathetic and modest addition.

The proposed cinema will be viewed within the wider context of the commercial retail and office centre of Bromley, where the character is one of substantial mid to late 20th Century buildings. The Heritage Townscape and Visual Impact Assessment concludes that the character and appearance of the Bromley Town Centre Conservation Area would be preserved.
Transport

For vehicular access into Bromley’s multi-storey car park provides 1,540 car parking spaces. Additional parking is available at The Pavilion, The Mall and the Civic Centre.

The proposed development will result in a net loss of 118 car parking spaces and the accompanying Transport Statement concludes that no additional parking is required to serve the development, primarily due to the evening peak associated with the development.

In terms of public transport, the site has a Public Transport Accessibility Level (PTAL) of 6A which is the highest score possible. A number of bus routes go through Bromley Town Centre and have stops in close walking distance to the site.

The closest bus stop is located on Elmfield Road outside entrance to intu Bromley. The site is also approximately 500 metres walk from both Bromley South (Zone 5) and Bromley North (Zone 4) Stations.

The application accords with the BTCAAP and saved UDP by promoting sustainable development.

Environment

Sustainability

intu is committed to working closely with the communities it serves and operating responsibly in terms of care for the environment, reduction in energy consumption and promotion of increased recycling of waste.

The Building Research Establishment Environmental Assessment Methodology (BREEAM) is an established way of assessing buildings in order to identify and minimise their environmental impact.

A BREEAM pre-assessment has been undertaken which confirms that a ‘Very Good’ rating is being targeted, in line with policy requirements.

A “Be Lean – Be Clean – Be Green” approach has been followed in order to minimise energy consumption. We have explored the use of renewable technologies and air source heat pumps are proposed to provide heating and cooling to the development. This combined with the use of energy efficient measures will provide a carbon saving of 29.47%.

Noise

Potential noise from mechanical plant and entertainment noise breakout has been considered.

To determine, the existing noise climate a survey of existing noise levels has been carried out at a site representative of the nearest noise sensitive properties.

An assessment against national standards demonstrates that the noise from the proposed development will not cause harm to the health and quality of life of local residents or material harm to the amenity of the area as advised by the National Planning Policy Framework.

For vehicular access into Bromley’s multi-storey car park provides 1,540 car parking spaces. Additional parking is available at The Pavilion, The Mall and the Civic Centre.

Grades 1-6 where 1 is ‘poor’ and 6 is ‘excellent’.

Public Transport Accessibility Levels (PTAL) in the vicinity of the application site.
**Timetable**

<table>
<thead>
<tr>
<th>Spring 2014</th>
<th>Late 2014</th>
<th>Early 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission of planning application</td>
<td>Commencement of construction</td>
<td>intu Bromley Cinema and Leisure development opens</td>
</tr>
</tbody>
</table>

**Sources of Information**

**Planning Application**

The planning application comprises the following:

1. Planning application and Community Infrastructure Levy forms
2. Planning application drawings
3. Planning Statement, including Economic Benefits
4. Design & Access Statement
5. Heritage, Townscape and Visual Impact Assessment
6. Cinema and Catering Assessment
7. Sustainability Statement, including BREEAM Pre-Assessments
8. Energy Statement
9. Transport Statement
10. Noise Assessment
11. Restaurant Ventilation Strategy Statement
12. Drainage Strategy

Cross section through intu Bromley showing the new atrium, dining cluster and cinema extension. For illustrative purposes only.