

# Benefits

## Proposed plans for 76a and 76b The Avenue



We firmly believe the scheme could deliver several key benefits for The Avenue and Beckenham more generally.



### Delivery of new homes on a suitable, sustainable site

The proposals seek to best utilise a previously developed site to deliver new homes in a way which is sensitive to the surroundings. Bromley has been set an ambitious housing target by the Mayor of London and must be able to provide a robust supply of new homes.

The principle of this sort of development on the Avenue is also well-established and the plans best optimise the site to deliver new homes in a sustainable location close to local amenities and transport links.



### Delivery of family housing

Unlike many new developments, which seek to minimise the delivery of family housing, this scheme increases the number of family houses on site from two to three family properties, with sizeable gardens to help encourage the retention of families within the Bromley, rather than them moving out to nearby Kent.



### Improving The Avenue

The plans will enable comprehensive repairs to over half of The Avenue and the remaining section will be delivered at phase 2. Repair works will include a new road surface, new drainage, curbs and lighting.



### High-quality design

The design looks to take influence from some of the art-deco style properties on the Avenue and modernise the concept. The buildings will be predominantly brick, to blend with the materials of the surrounding area.

The plans are of a high architectural quality and would not cause any overbearing impacts to neighbours in terms of overlooking implications, indeed where possible we have implemented design-led solutions to enhance privacy for new and existing residents, including the angling of windows away from existing neighbours.



CGI of the proposed development