

Policy SWN1

Swanley Town Centre

Swanley Neighbourhood Plan was adopted in July 2024. The plan sets out that change will be accommodated in the town, to retain and improve the environment of the town and benefit the community. It seeks to do so by setting out policies allowing higher densities and guiding proposals for taller buildings, particularly within the Town Centre, and through support for a health and wellbeing centre, employment sites, and active travel measures, whilst including additional design guidance for Swanley Village.

Over the plan period, proposals for Swanley Town Centre should focus on:

1. A sustainable and welcoming market town that draws in residents and people from surrounding areas to come together and spend time;
 2. An expanded retail offer with an emphasis on independents, food and drink, alongside an expanded community, leisure and civic offer;
 3. A space for small businesses and co-working, and new homes of different types and tenures; and
 4. High quality buildings and spaces that embrace and enhance Swanley's character.
5. The following potential projects and development opportunities have been identified to help realise the future vision for Swanley Town Centre. For further details of each of these projects, including delivery considerations, please see the Town Centres Strategy and Swanley Neighbourhood Plan.
 - a. Improving the arrival experience of the Town Centre;
 - b. Transforming town square and Asda Walk;
 - c. Rebalancing space for pedestrians;
 - d. New and enhanced station connections;
 - e. Town Centre redevelopment – gradual; and
 - f. Adjacent civic and community uses opportunity, particularly in relation to health.



VISION 2: SWANLEY

