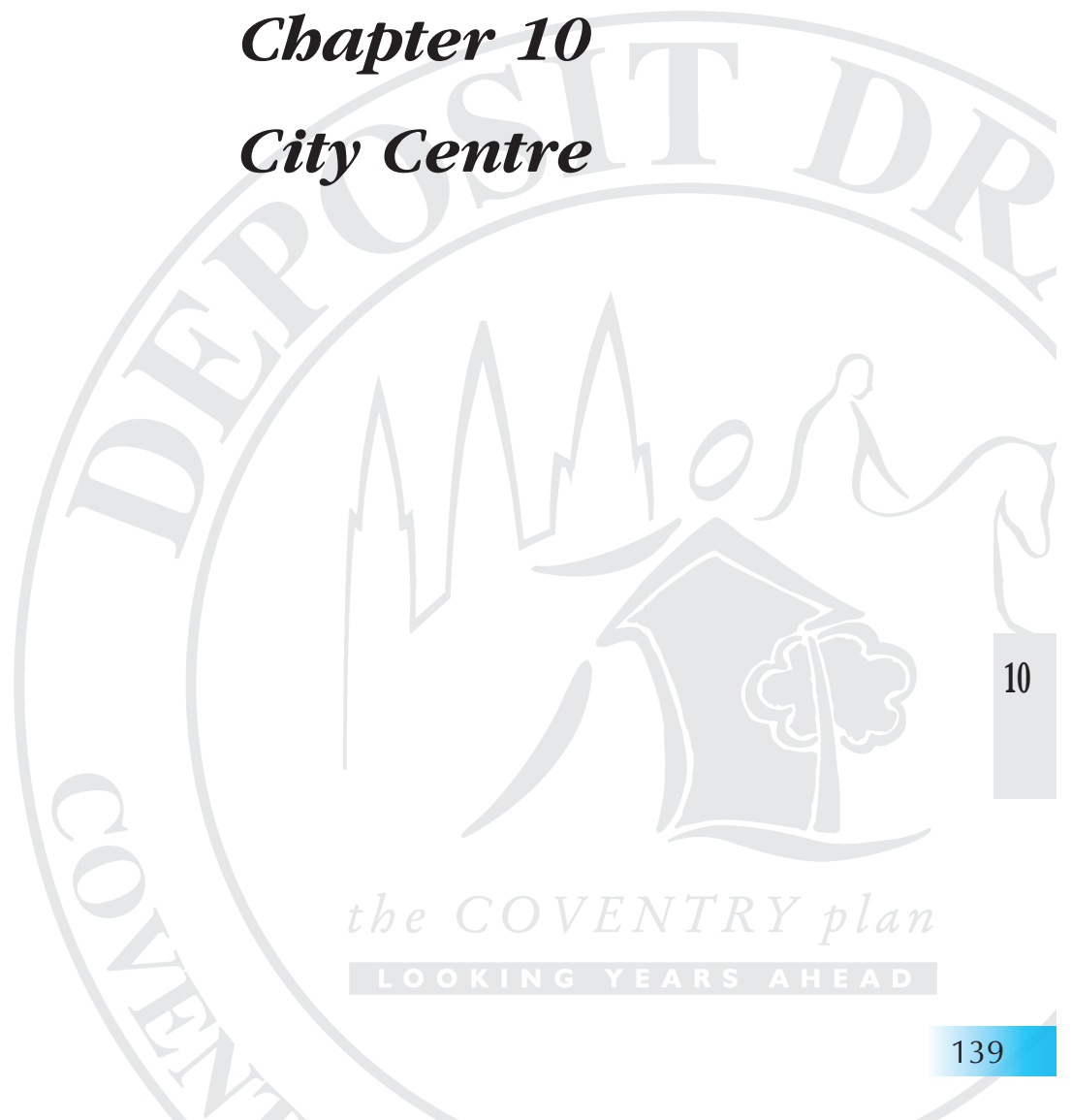




***Chapter 10***  
***City Centre***





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**INTRODUCTION AND POLICY AIM**

- 10.1 The City Centre has traditionally been at the heart of the City's civic and religious life as well as its shopping provision. The expansion of the City has meant that other facilities have been provided in other places but the City Centre remains the single most accessible location. After what was felt to be the "completion" of the City Centre in the 1970s there was a period of little activity but from the mid 1980s there has been a fresh realisation of the importance of continually renewing the heart of the City.
- 10.2 The policy aim is to develop the full potential of the City Centre by making it a more attractive place for all the community and the wider sub-region. This means creating:
- a vibrant and entertaining market place
  - a living heart
  - warm and welcoming public spaces; making it
  - accessible to all and
  - sparkling through good design and management
- 10.3 The definition of the City Centre has changed since the 1993 Plan and the distinction between the "Central Area" and the "City Centre" has also been abandoned. The area has been extended to include the housing developments at Drapers Fields and potential development sites around the Coventry & Warwickshire Hospital but reduced around Lower Ford Street and by the removal of the entire Far Gosford Street area which is now referred to in the Shopping Chapter.

**National and Regional Policy Context**

- 10.4 The main Government guidance is in Planning Policy Guidance Note (PPG) 6 "Town Centres and Retail Development" 1996 which, as its name implies, deals with these two aspects but firstly stresses an approach where the free market operates within a plan-led environment. Guidance therefore starts with:
- emphasis on a plan-led approach to promoting development in town centres;
  - emphasis on the sequential approach to selecting sites for development for retail, employment, leisure and other key town centre uses.

- 10.5 In dealing with town centres, guidance seeks:
- promotion of mixed use development and retention of key town centre uses;
  - emphasis on the importance of a coherent town centre parking strategy through a combination of location, management and pricing for different user groups;
  - promotion of town centre management to develop clear standards of service and improve quality for users; and
  - promotion of good urban design.
- 10.6 "Regional Planning Guidance for the West Midlands" 1998 (RPG 11) identifies Coventry as the centre of a string of towns running from Atherstone in the north to Warwick and Stratford in the south.

**Local Policy Context - Consultants' Reports and the Community Plan**

- 10.7 As a result of the changes that had taken place in the City Centre since the 1993 Plan and the renewed interest in town centres encouraged by Government guidance, the City Council has commissioned a number of studies. These include a City Centre Retail Health Check in the form recommended in PPG 6 and a wider City Centre Audit (carried out by Donaldsons, Urbed and Buchanans), an Urban Design Study and City Centre Access Strategy (Urban Initiatives), Lighting (Speirs & Major) and Public Art (PACA).
- 10.8 The City Centre Retail Health Check established the shopping profile, structure and mix and also covered the other indicators listed in PPG 6.
- 10.9 The shopping profile, structure and mix assessment compared the City Centre with a number of other centres and found less shopping floorspace than both Wolverhampton and Derby and considerably less than Leicester, with which Coventry has frequently been compared. The amount of shopping floorspace has increased by 11% since 1990, principally through the construction of West Orchards and Cathedral Lanes centres. There have been significant increases in the floorspace taken by service uses.

- 10.10 The structure and mix of the City Centre in 1995 showed 62% comparison floorspace (above the national average) with 12% convenience floorspace (below the national average) and about the same for both services and vacant (Cathedral Lanes was being refurbished at the time and was therefore vacant). Comparable figures for 1997 show 67% in comparison floorspace, 13% in both convenience and service floorspace and 7% vacant.
- 10.11 Although the range of shopping is felt to be adequate and there are other attractions such as the Cathedral, the Museum of British Road Transport, Spon Street, the Belgrade Theatre and Coventry University, the Health Check reveals that there is room for improvement in both enhancing existing facilities and attracting new ones. There is no entertainment area as such which results in a sense of isolation for potential users of the City Centre in the evening.
- 10.12 The key shops are the middle- and lower-market multiples including Debenhams, Burtons, New Look and Top Shop. Mainstream retailers such as Marks & Spencer, BHS and Alders are also important but there is a lack of quality multiples and speciality shops. Sainsburys, the food hall in Marks & Spencer and the Market are also key for food shopping. Surveys have shown 50 retailers seeking space in the City Centre including some who wish to expand. Their names suggest a slight strengthening in the quality and speciality areas but essentially the further development of the middle-market.
- 10.13 Information on shop rents suggests that levels have increased over the last 5 years. Prime space is in high demand with the rental gap widening between prime and secondary space which is only maintaining its value. This may lead to some retailers moving to slightly secondary positions in order to increase space or in anticipation of improvements in the secondary areas.
- 10.14 Vacancy levels have varied over the last 5 years as parts of the shopping area have come forward for refurbishment but are currently below the national average. The impending work on the Lower Precinct will increase the level again.
- 10.15 Commercial yields indicate that there has not been a lot of investor confidence in the City Centre, indicated by the potential for rent increases, although the situation may be improving.
- 10.16 Pedestrian flows have been measured on a consistent basis over a number of years and show around a 20% drop in total over the last 5 years. On a day to day basis, Saturday has become around 40% quieter although Friday has become a little busier. Peak flows are recorded around Broadgate, Upper Precinct, Orchard Link and Cross Cheaping with the lowest flows in the Lower Precinct and Queen Victoria Road.
- 10.17 The Health Check shows that most (41%) of visitors to the City Centre come by bus, just more than those who come in a car as driver or passenger (40%). A surprisingly high proportion of people walk (13%) reflecting the close links to adjacent housing areas. Provision for bus services is felt to be good but overcomplicated in some respects. Access for cars was also felt to be good but capable of improvement by improving signing between the Ring Road and the car parks. The car parks themselves were chosen because they were generally central (37%) or closest to the main shop destination (26%). The major problem identified for both pedestrians and cyclists was crossing the Ring Road.
- 10.18 Customer views and behaviour were assessed by a 500 person Shoppers Survey which found that:
- over half the respondents were under 44 with nearly one-third in the both the skilled manual and the unskilled manual/unemployed/student categories which is broadly typical of the City;
  - ethnic minority groups were significantly under-represented in the City Centre;
  - the majority of people had come for shopping although two-thirds combined shopping with something else like eating out;
  - most shopping was for clothing and footwear and the City Centre was chosen mainly because it was closest to where people lived with the choice, range and equality of the shops as the next most important factor;

- for food shoppers, Sainsburys and Marks & Spencer were the most important shops;
- over a third of people come to the City Centre only once a week but nearly a third come more than that, most stay for about two hours;
- the things that people liked about the City Centre were that it was easy to get to (34%) and the choice of shops (30%) while 22% liked it for no particular reason;
- a third of people used the City Centre in the evening, mainly in the younger age groups and mainly to visit the pubs, clubs and cinema.

10.19 Questions about the City Centre were also asked in the larger Household Survey which largely confirmed the Shoppers Survey results. The Household Survey also showed that:

- good things include the choice of banks, building societies and other services (57%), the Market (43%), the choice of shops (42%) and signposting (41%);
- poor things include parks and open spaces (26%), the choice of places to eat and drink (20%) and the lack of cinemas/theatres (18%).

10.20 Safety was felt to be an important issue by nearly 80% of the people and over two-thirds of them felt safe in the City Centre. When asked further, safety specifically in the evenings is a concern with the Household Survey showing 58% of people having a fear of violence.

10.21 A survey of City Centre environmental quality was carried out which showed that:

- good things include the general condition of the streets, cleanliness, lack of graffiti and lack of flyposting;
- poor things include street furniture, planting, a general feeling of lack of safety and treatment of vacant sites;
- the main shopping area, the cathedral area, the historic area around Spon Street and the offices area in the south are all of high environmental quality;
- the University area, secondary shopping area and residential area in the south are all of mixed environmental quality;
- the partly industrial area in the north of the City Centre is of poor environmental quality;

- crossing the Ring Road was a particular problem for pedestrians;
- there are few incentives to linger in the City Centre, more green spaces and water features would improve things.

10.22 The wider City Centre Audit also considered employment, housing, culture and the evening economy. It found that,

for employment:

- the City Centre is a major source of employment provided in a sustainable location including City Council staff, Coventry University, AXA Assurance, Coventry Newspapers, Travel West Midlands and retailers;
- businesses run by ethnic minority groups are under-represented in the City Centre;
- the University is a major source of income for the City Centre through direct employment and the student market for night-life;
- managed workspaces and seedbeds for new enterprises are lacking;
- attracting new major office developments will be difficult.

for housing:

- there are fewer people living in the City Centre than in other comparable cities and the quality of the residential environment is not good;
- there are not many “stylish singles” people in the City who favour City Centre living;
- the key to attracting investment is the ability to create a safe and attractive environment. Current opportunities are limited so environmental improvements will be essential;
- Coventry University residences should be focused in and around the City Centre.

for culture and the evening economy:

- the City Centre has an adequate range of attractions but nothing exceptional;
- the general atmosphere of the City Centre at night and at the weekends is not attractive enough to draw in visitors;
- the attractions are too small and too dispersed for them to achieve “critical mass” and the benefits of a concentrated area;
- it is important to reinforce what exists or is developing rather than spread investment too thinly.



- 10.23 These findings were taken forward in the production of the Review Strategy and the Coventry Community Plan. The Community Plan identifies the City Centre as one of the six main priorities and sets out a number of objectives:
- Making the City Centre accessible to everyone by:
    - improving access to shops and buildings;
    - making it a safe place to visit;
    - providing free on-street parking in the evenings;
    - promoting late-night buses.
  - Providing facilities that meet people's needs through:-
    - housing for all ages;
    - a wide range of shops;
    - extended shopping hours;
    - a wide range of restaurants;
    - facilities that meet the needs of all sections of the community and visitors (not just young people).
  - Creating the right environment by:-
    - celebrating our heritage;
    - more street entertainment;
    - multi-cultural events;
    - innovative lighting features;
    - a cleaner and greener environment;
    - an environment which encourages new investment.
- 10.24 The City Council, in partnership with the private sector, has formed the City Centre Company which has taken over the management of the car parks within the Ring Road and the public spaces within the main Precinct.
- 10.25 The Urban Design Study focuses principally on a hierarchy of routes and spaces. These consist of:
- the "civic spines" running east-west and north-south;
  - "community/visitor routes", principally pedestrian;
  - the Inner Circulatory Route for vehicles;
  - Broadgate;
  - "hub spaces";
  - spaces on the "civic spines"; and
  - spaces on the "community/visitor routes".
- There are separate sections on design approaches to the Ring Road, the areas around the Ring Road both inside and outside the City Centre (referred to as "Inner Area Zones of Change"), gap sites, views and landmarks.
- 10.26 The City Centre Access Strategy arose jointly from the Urban Design Study and the need to reconcile the Phoenix Initiative with highway concerns. It suggests:
- the need for controlled bus access across some key spaces during the day;
  - development of a package of complementary measures to support this;
  - revisions to the pattern of taxi access and ranks;
  - remodelling the Station Square area for pedestrians and other means of transport;
  - the need to run the "City Centre People Mover" across key spaces whether or not other forms of public transport are permitted to do so;
  - the existing number of car parking spaces is broadly right but spaces should be concentrated into fewer but bigger car parks;
  - the car park pricing regime should be rationalised and charges should be made for on-street parking;
  - "Dynamic Traffic Management" systems should be introduced to enable traffic to be steered in appropriate directions at different times by Variable Message Signs and other technologies;
  - All long distance and tourist coach traffic should be directed into Pool Meadow;
  - An incremental approach to downgrading the northern side of the Ring Road be considered;
  - improved ways of crossing the Ring Road for pedestrians and cyclists are needed but the particular approach will need to be site specific; and
  - improved cycle parking is needed.
- 10.27 The Lighting Strategy also relates to the Urban Design Study and focuses principally on the image of the City Centre at night. In addition to the routes and spaces in the Urban Design Study it identifies:

- landmark buildings;
- gateways to the City Centre for both vehicles and pedestrians;
- edges to the City Centre, principally the Ring Road;
- “night time economy” locations.

10.28 The Public Art Strategy seeks to place and encourage items of public art in specific City Centre locations. Areas considered appropriate for the inclusion of public art are identified in the various site specific policies below.

### CITY CENTRE STRATEGY

#### CC 1: CITY CENTRE STRATEGY

**The development of the City Centre will be promoted and encouraged as an attractive, vibrant and accessible focus to meet the needs of all the community and to fully develop its Sub-regional role.**

**This will be achieved in partnership with a wide variety of public, private and voluntary agencies.**

(Part 1 policy)

10.29 The City Centre needs to be able to meet a variety of community needs for the City’s population and continue to develop its wider specialised and Sub-regional roles for the 460,000 people in the secondary catchment area (see Text Map S 1). Ways of meeting these needs and roles have been summarised in paragraph 10.2 .

10.30 This Strategy section expands these general objectives and contains key policies for those areas which have a City Centre-wide content, identifying sites on the Proposals Map as necessary. It is followed by both general and site specific policies for the Distinctive Areas of the City Centre shown on the Proposals Map. At the level of these Distinctive Areas, it is the intention that an overall mix of uses is sought in accordance with Policy OS 9.

### ***A Vibrant and Entertaining Market Place***

#### CC 2: A VIBRANT AND ENTERTAINING MARKET PLACE

**The development of the City Centre will be promoted and encouraged as the major focus for new shopping and social, community, leisure and tourism schemes. This will be achieved through a combination of redevelopment, refurbishment and extension.**

10.31 The main focus of the City Centre will continue to be its shopping role. The definition of the Central Shopping Area with appropriate promotional and control policies is intended to develop this in accordance with the Shopping Strategy set out in Policy S 1. The further development of the social, community, leisure and tourism role of the City Centre is also important and the identification of the West End and Phoenix Areas are intended to provide a focus for developments of these types in accordance with Policy SCL 2. Moves towards the “24-hour City” will be supported and Coventry University also helps to generate demand for specific types of leisure facilities.

### ***A Living Heart***

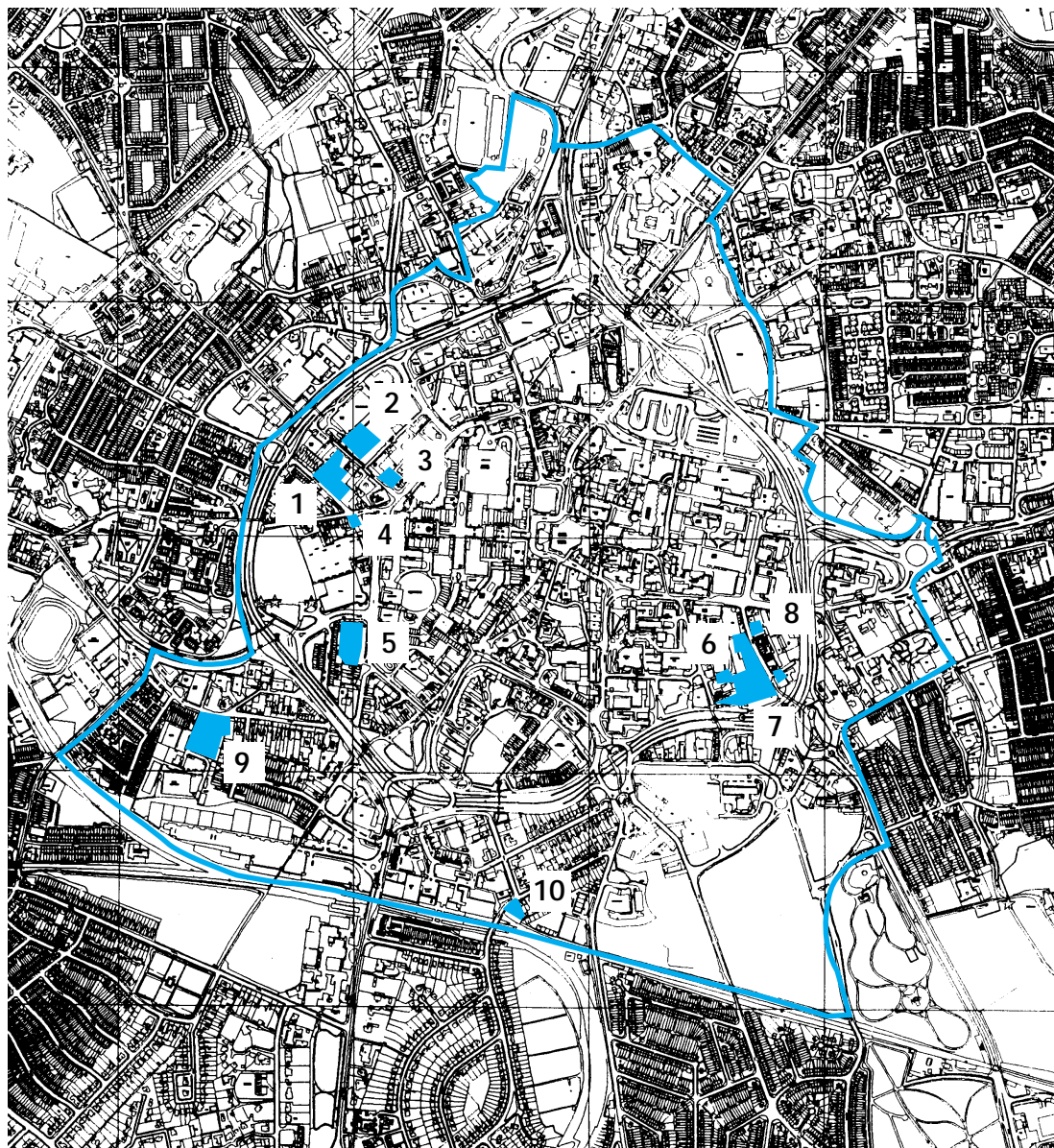
#### CC 3: A LIVING HEART

**The development of the City Centre will be promoted and encouraged to provide a living heart for the City through the identification and promotion of a mix of residential, employment and education sites and areas.**

**Residential schemes will be of a variety of types and tenures.**

**Employment schemes should be primarily for business offices and also include hotels and conference and training accommodation.**





**NEW RESIDENTIAL SITES**

- |                                    |  |
|------------------------------------|--|
| 1. Lower Holyhead Road/Hill Street | 6. Whitefriars Street (Coventry University Car Park) |
| 2. Hill Street/Bond Street         | 7. Whitefriars Lane Car Parks                        |
| 3. Hill Street/Corporation Street  | 8. 64 - 76 Whitefriars Street                        |
| 4. Spon Street/Queen Victoria Road | 9. Winfray Annexe, Butts                             |
| 5. Queen Victoria Road             | 10. Site Adjacent 39 Stoney Road                     |

10.32 In order to fulfil the City Centre Strategy, the development of a “living heart” where people want to live, work and be educated at all hours of the day and night is required. The southern side of the City Centre already has a mix of residential and office employment which co-exist well with each other and with Coventry University. To achieve the 1,000 unit target referred to in the Housing Chapter at paragraph 3.32, three elements are identified:

- new residential sites (referred to in Policy CC 4);
- office conversions (referred to in Policy CC 5);
- “living over the shop” (referred to in Policy CC 6).

The identified new residential sites are spread throughout the City Centre in order to increase the general mix of activities. Sites suitable for a mix of uses but where residential must be a substantial element are identified in Policy CC 7. Other sites may also emerge which will contribute to this element of the Strategy and these are referred to in Policy CC 8.

10.33 The general suitability of the City Centre for a range of employment uses is stressed in the overall Economy and Employment Chapter. Specifically, business offices are indicated to be “principally located” within the City Centre in Policy E 5 while hotels and conference and training facilities are encouraged to locate within the City Centre in Policy E 4. Specific sites are identified for these uses in the Southside, Queens Road/Butts, Station and Parkside Areas (the last linked to Coventry University) and employment uses may also form a part of the development of the Phoenix Area.

#### CC 4: NEW HOUSING SITES

**New housing will be promoted and encouraged on sites shown on the Proposals Map at:**

- 1 Lower Holyhead Road/Hill Street;**
- 2 Hill Street/Bond Street;**
- 3 Hill Street/Corporation Street;**
- 4 Spon Street/Queen Victoria Road;**
- 5 Queen Victoria Road;**
- 6 Whitefriars Street (Coventry University car park);**
- 7 Whitefriars Lane car parks;**
- 8 64-76 Whitefriars Street;**
- 9 Winfray Annexe, Butts;**
- 10 Site adjacent 39 Stoney Road.**

**A further 200 dwellings will be incorporated within the Phoenix 1 and 2 areas.**

**Other uses which are both ancillary and compatible may be included where it can be proved that this will assist in bringing the sites forward.**

10.34 It is important to offer a wide portfolio of housing sites within the City Centre to cater for the changing needs of the population over the Plan period. The housing sites are all considered suitable for owner-occupier developments, especially sites 9 and 10; apart from these two, all are considered suitable for social or student developments. Broadly, owner-occupier developments are sought to widen the social mix of the City Centre.

10.35 Part of the Parkside 2 area is identified in Policy H 7-4 and the Drapers Field site is identified in Policy H 7-7 as Principal Housing Sites. The Phoenix 1 and 2 areas are referred to in Policies CC 37 and CC 39. A site in Greyfriars Lane is to be developed as an extension to Fords Hospital for special needs housing.

10.36 In some cases, an ancillary element of development will be required in order to achieve other objectives for Distinctive Areas. At sites CC 4-3 and CC 4-4 in particular, specialised retailing at ground floor level would help to link existing retail frontages and promote the general character of the West End Area.

**CC 5: OFFICE CONVERSIONS**

**Proposals to convert redundant office buildings to residential use will be permitted subject to a satisfactory residential environment being created.**

10.37 It has become clear that a number of existing office blocks in the City Centre are no longer suitable for that use as a result of changing space and technical requirements. Conversion to residential use has already started to happen but is most likely to be suitable for the social or student housing market. Buildings which are considered suitable include Coventry Point, Market Chambers and Ringway House.

**CC 6: "LIVING OVER THE SHOP"**

**Proposals to convert space above shops and other commercial uses to residential use will be permitted subject to a satisfactory residential environment being created.**

10.38 There are some locations where space above shops and other commercial premises is not being used to its full potential. "Living Over The Shop" has been promoted as an effective way of both achieving more residential units in the City Centre and providing increased income or security for property owners. A scheme is under development above the Coventry & East Mercia Co-op building in Corporation Street which would reuse the top storey of the existing building and add more development above. West Orchards House and the AEUW Offices in Corporation Street are also considered to be suitable and, in other areas, detailed investigations will be carried out to assess the attitude of owners and the feasibility of the work.

**CC 7: OTHER SITES FOR RESIDENTIAL USE**

**Residential use should form a substantial element of the redevelopment of sites shown on the Proposals Map at:**

- 1 Manor House Drive;
- 2 Sibree Hall and Greyfriars Road car park;
- 3 East side of Grosvenor Road.

10.39 On some sites within the City Centre, the most suitable redevelopment will be for a mix of uses, both to aid the development process and also for its own sake. Residential use should be a substantial element of that mix in the three identified sites, detailed below. The inter-relationship of uses, the achievement of a satisfactory residential environment and the financial viability of the overall scheme will all need to be considered.

10.40 The site at Manor House Drive, referred to in Policy CA 38 of the 1993 Plan as Friars Road/Ringway St Patrick, has been the subject of discussion with the site owner. The exact type of residential use will be established by the market and other acceptable uses include offices, hotel or leisure uses including pub/restaurant (although this will be subject to the criteria in Policy S 11). In view of the location of the site, a development of up to 8 storeys will be acceptable on the frontage to Ringway St Patrick while development at the other end of the site will need to relate to the existing buildings in Friars Road and the listed Cheylesmore Manor building.

10.41 The site consisting of the Sibree Hall and the Greyfriars Road East car park was identified as part of a larger Development Option Site in Policy CA 38 of the 1993 Plan. In addition to the substantial residential element, public car parking provision must be retained (referred to in Policy CC 13) and business office and social, community and leisure uses would also be acceptable. The scale of the development will need to relate to the listed buildings on the Warwick Row frontage.

10.42 The site on the east side of Grosvenor Road consists of the Park Court office development, a surface level car park intended to be retained in the 1993 Plan and the former Parkside car dealership, now vacant. In addition to the substantial residential element and in the light of the location adjacent to the Station, business offices and a hotel will also be acceptable uses.

**CC 8: CITY CENTRE WINDFALL SITES**

Proposals for the redevelopment of other City Centre sites should seek to include residential use as part of the overall scheme wherever this is feasible in environmental and economic terms.

10.43 In this context, a windfall site is one for which the proposed uses are not identified by a policy in this Chapter. It is important that when unforeseen redevelopment opportunities emerge, the potential for residential use is carefully considered. It is not possible to identify all these opportunities for residential development within the City Centre which may emerge.

***Warm and Welcoming Public Spaces***

**CC 9: WARM AND WELCOMING PUBLIC SPACES**

Improvements to the environment of City Centre will be promoted and encouraged. This will be through a combination of major environmental improvement schemes, smaller scale improvements and greening exercises.

10.44 The City Centre Audit established that, while a lot had been done to improve the environment of the City Centre, some mistakes had been made and much more needed to be done. There is also now a recognition that the improvement process needs to be continuous with evolving ideas to meet the public's changing needs. Work has taken place in the main Precinct area, Bull Yard and the Canal Basin, but further work for the first two is referred to below. The major problem for the Canal Basin is the access to it across the Ring Road and this is referred to in Policies CC 44 and CC 46.

**CC 10: MAJOR ENVIRONMENTAL IMPROVEMENT SCHEMES**

Major environmental improvement schemes will be promoted and encouraged on sites shown on the Proposals Map at:

- 1 Broadgate and High Street;
- 2 Upper Precinct;
- 3 Palmer Lane;
- 4 Belgrade Square;
- 5 Lidice Place;
- 6 Spon Street;
- 7 Greyfriars Green;
- 8 Bull Yard;
- 9 Little Park Street/High Street/Earl Street;
- 10 New Union Street/Little Park Street;
- 11 Jordan Well/Gosford Street/Cox Street;
- 12 Priory Street;
- 13 Ring Road;
- 14 Station Square.

10.45 The locations include those identified through the Urban Design Study and generally follow the categorisation set out in paragraph 10.25. The schemes will all include improved and integrated lighting schemes and public art. Particular details are:

- in Broadgate and High Street, apart from involving the removal of vehicular traffic if this is possible, the removal of the existing canopy, remodelling Broadgate to improve the link with the Upper Precinct and remodelling High Street to improve the pedestrian environment;
- in the Upper Precinct, the removal of the existing ramp to the upper level and relocation of the escalator away from the main axis of the Precinct;
- in Palmer Lane, the separation of pedestrian and vehicular movements and enhancement of the River Sherbourne;
- in Belgrade Square, the remodelling of the space to improve the pedestrian environment and provide a better setting for the Belgrade Theatre;
- in Lidice Place, the remodelling of the space to strengthen the links between the Lower Precinct, Spon Street and Hill Street and improve the setting of historic buildings;
- in Spon Street, the repaving of the street to complement its historic character;



- at Greyfriars Green, the widening of the footway from Bull Yard, removal of the subway under Greyfriars Road and the remodelling of the Green itself;
- in Bull Yard, the extension of the existing repaving scheme up New Union Street and Warwick Row and around Christchurch spire;
- at the Little Park Street/High Street/Earl Street junction, the creation of a new square to improve the pedestrian environment and improve the setting of the Council House;
- at the New Union Street/Little Park Street junction, improvements to the pedestrian environment;
- in the Jordan Well/Gosford Street/Cox Street area, improvements to the pedestrian environment;
- in Priory Street, the creation of a new square to improve the pedestrian environment, the setting of the Cathedrals and Coventry University buildings and the exclusion of large vehicles;
- around the Ring Road junctions, a programme of visual improvements to pillars, cladding panels and surrounding spaces;
- in Station Square, remodelling of the space to improve the pedestrian links to the rest of the City Centre and the setting of the Station building.

10.46 Both the City Centre Audit and the Urban Design Study remarked on the very high level of general accessibility of the City Centre to the rest of the City. Clear problems were, however, identified with some aspects of moving around within the City Centre and crossing the Ring Road. There was also a concern that, in an effort to create a pedestrian and public transport friendly environment, the importance of the private car for the evening economy had been overlooked. The achievement of an “accessible to all” City Centre means that these remarks need to be considered.

### **Accessible to All**

#### **CC 11: ACCESSIBLE TO ALL**

**Improvements to accessibility to and within the City Centre to provide access for all sectors of the community will be promoted and encouraged. These will include:**

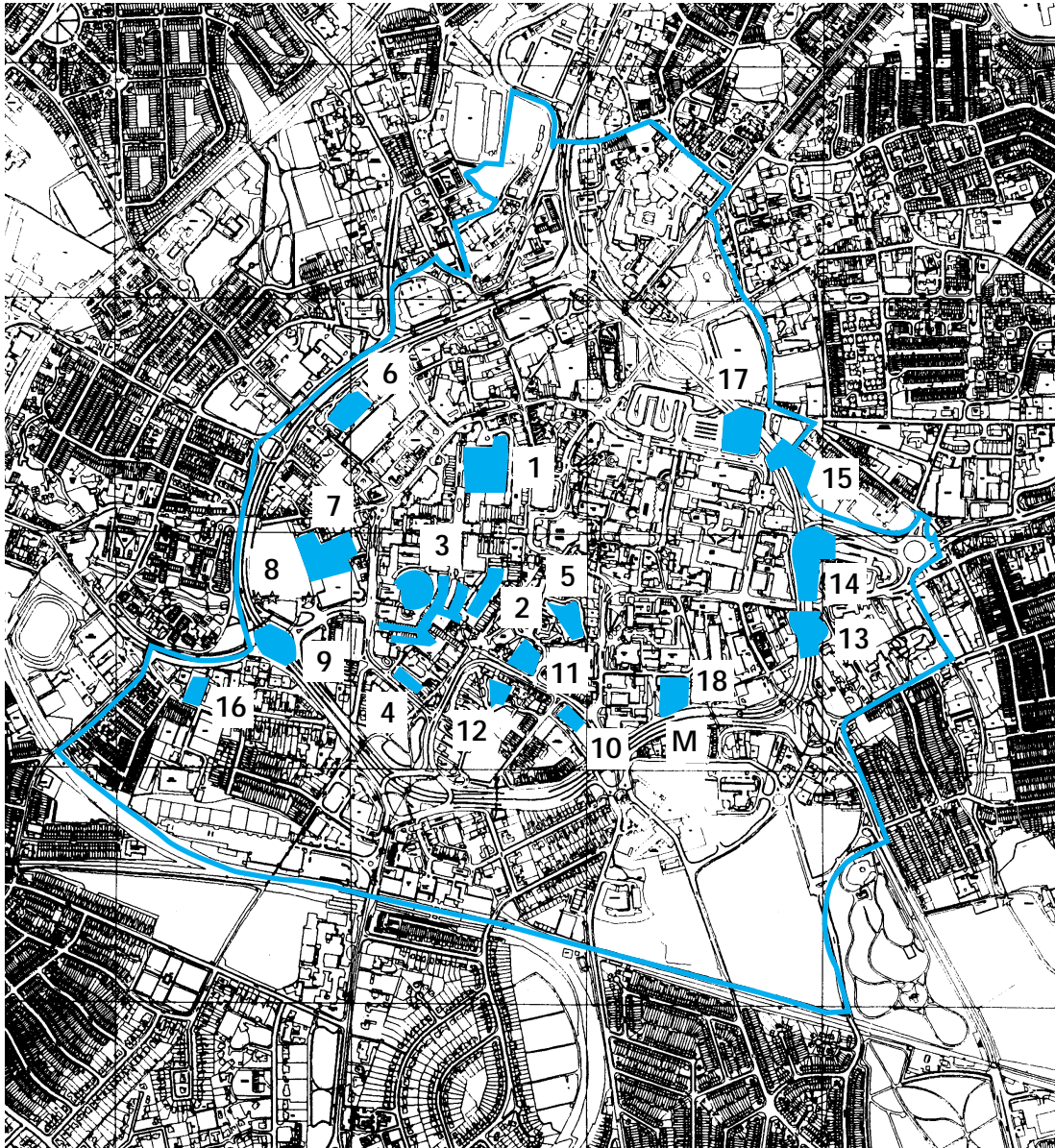
- promotion of a “City Centre People Mover”;
- schemes to make crossing the Ring Road easier for pedestrians and cyclists;
- provision of an adequate supply of car parking for shoppers; and
- opening some streets for car traffic and parking in the evening.

**Special attention must be paid to the needs of disabled people.**

**The removal of buses from Broadgate and High Street and the complementary development of other convenient locations for public transport interchanges will be sought.**

10.47 In accordance with Policy AM 1, the safe, efficient and easy movement of people in and around the City Centre will be promoted and a balance sought between public transport, pedestrians, cyclists and car users. This balance will change for different types of journey and at different times of day.

10.48 One way of helping people to get around the City Centre is the concept of a City Centre People Mover. This could take a variety of forms ranging from a conventional diesel bus through to electric powered vehicles or a fixed-track ultra-light system. The route would depend, to some extent, on the system but would link all the major destinations within the City Centre. It would be able to cross the Millennium Boulevard and run through Broadgate and High Street if a non-polluting vehicle is used.



**PUBLIC CAR PARKING**

- |                        |  |
|------------------------|--|
| 1. West Orchards       | 10. New Union Street                         |
| 2. Barracks            | 11. Christchurch House                       |
| 3. Market/City Arcade  | 12. Manor House drive                        |
| 4. Greyfriars Road     | 13. Gosford Street                           |
| 5. Salt Lane           | 14. Grove Street                             |
| 6. Leigh Mills         | 15. Lower Ford street                        |
| 7. Queen Victoria Road | 16. Queens Road                              |
| 8. Leisure World       | 17. Ford Street                              |
| 9. Moat Street         | 18. St. Johns Street                         |
|                        | M. Multi-storey car park at St. Johns Street |



- 10.49 The major problem associated with both walking and cycling to the City Centre is crossing the Ring Road; getting to the Station and the Canal Basin are the most notable problem areas. A number of alternative approaches to this are possible including improving and providing more bridges, providing “at-grade” crossings and, if nothing else is possible, improving the existing subways. Providing “at-grade” crossings may involve either filling in existing subways or replanning stretches of the Ring Road to make it more pedestrian friendly. These are referred to in Policies CC 42 to CC 46.
- 10.50 Shoppers will be encouraged to come to the City Centre by both improvements to other modes of transport and the provision of short-stay car parking.
- 10.51 During the day, pedestrians and cyclists will be given priority over public transport apart from the City Centre People Mover. During the evening, parts of the City Centre such as Corporation Street will be opened to car traffic and on-street car parking allowed.
- 10.52 The existing layout of Broadgate and High Street causes inconvenience for many through a combination of high pedestrian and bus flows and illegal use by private cars and other vehicles during the day. The desired solution consists of the removal of all vehicular traffic from these areas, apart from the City Centre People Mover if it is a non-polluting vehicle. It is recognised that this will involve major reorganisation of bus routes and the relocation of public transport interchanges in the City Centre and will require investigation by the City Council and public transport planners and providers.
- 10.53 Commuting to work by alternative means of transport to the private car will be promoted through continued improvements to other modes, “green commuting” and by limiting long-stay car parking. A number of existing long-stay car parks are identified for residential or substantially residential use in Policies CC 4 and CC 7. New developments and extensions for non-residential uses should not provide more than the operational minimum number of spaces in order to encourage the use of alternative means of transport. The operational minimum will exclude long-stay staff and visitor parking but will include provision for “Orange Badge” drivers. Car parking standards are Supplementary Planning Guidance, referred to in Policy AM 18, and planning obligations in accordance with Policy IM 2 will be sought to implement this policy.

#### CC 12: CAR PARKING AND NEW DEVELOPMENTS

Private car parking provision for new developments will be subject to maxima standards and will be limited in the case of non-residential development to that necessary for the essential operational needs and provision for “orange badge” holders.

The developer will be required to contribute in fair and reasonable proportion to the cost of meeting or reducing demand for additional parking provision through public car parking, park and ride schemes or other transport measures.

Supplementary Planning Guidance will implement these principles in detail.

#### CC 13: PUBLIC CAR PARKING

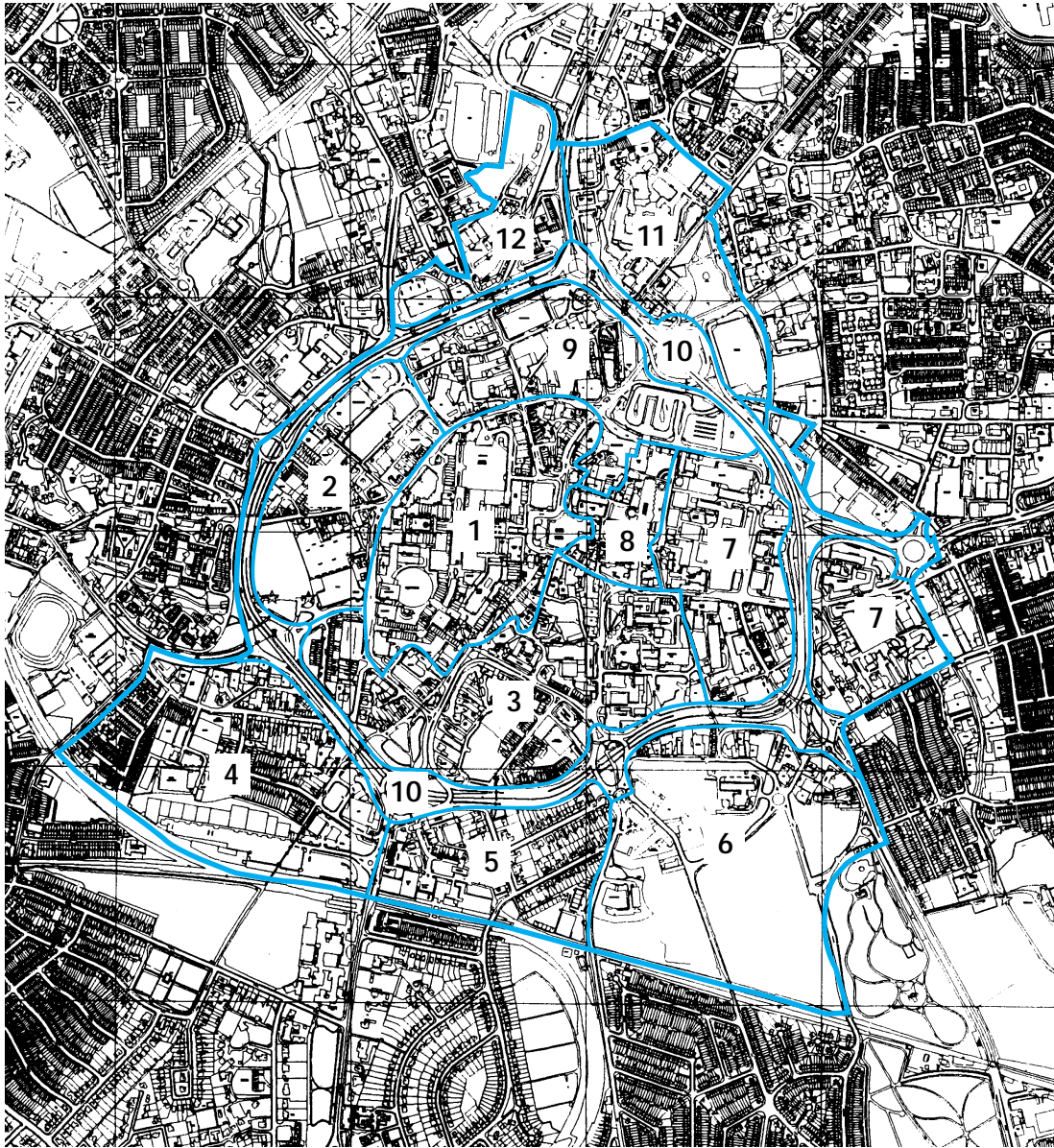
Public Car Parks will be retained on sites shown on the Proposals Map at:

- 1 West Orchards;
- 2 Barracks;
- 3 Market/City Arcade;
- 4 Greyfriars Road;
- 5 Salt Lane;
- 6 Leigh Mills;
- 7 Queen Victoria Road (Central Midlands Co-op);
- 8 Leisure World;
- 9 Moat Street;
- 10 New Union Street;
- 11 Christchurch House;
- 12 Manor House Drive;
- 13 Gosford Street;
- 14 Grove Street;
- 15 Lower Ford Street;
- 16 Queens Road;
- 17 Ford Street;
- 18 St Johns Street.

Proposals to redevelop any of these sites will only be considered if adequate and suitable alternative provision is made through one or more of the following:

- replacement parking as part of the scheme;
- a financial contribution towards replacement parking within the City Centre; or
- a financial contribution towards the provision of “Park and Ride” services.

A new multi-storey car park will be constructed at St Johns Street over the existing surface level car park.



10

- |                           |                             |
|---------------------------|-----------------------------|
| 1. Central Shopping Area  | 7. Coventry University Area |
| 2. West End Area          | 8. Cathedral Area           |
| 3. Southside Area         | 9. Phoenix Area             |
| 4. Queens Road/Butts Area | 10. Ring Road Area          |
| 5. Station Area           | 11. Swanswell Area          |
| 6. Parkside Area          | 12. Drapers Fields Area     |

10.54 The City Centre Access Strategy concluded that the existing number of public car parking spaces (around 6,000) should be retained in order to ensure the continued attraction of the City Centre for car users. It suggested that overall management would be improved by the concentration of spaces into fewer but larger car parks directly accessed from the Ring Road as far as possible. There would then be an opportunity to redevelop a number of existing surface level car parks for other uses. Car parks to be retained are shown on Text Map CC (2).

### ***Sparkling through Good Design and Management***

#### **CC 14: SPARKLING THROUGH GOOD DESIGN AND MANAGEMENT**

**Improved design and management of the City Centre will be promoted and encouraged through partnerships with landowners, developers, businesses and the City Centre Company.**

**This will include:**

- **major lighting and public art schemes; and**
- **an approach to urban design that recognises the Distinctive Areas of the City Centre.**

10.55 The partnership that the City Council has established through the City Centre Company for the management and promotion of the City Centre will be a crucial part of this exercise but one which is largely outside the land use remit of the Plan. Partnerships will also be sought with other landowners to secure agreements which support the City Centre Strategy.

10.56 The Lighting and Public Art Strategies need to be linked with the Urban Design Study both in the promotion of the mini and major environmental improvements and referred to in Policies CC 9 and CC 10 and in day-to-day design and maintenance work. The overall approach to Urban Design is referred to in the Built Environment Strategy and the Principles of Urban Design Policies BE 1 and 2.

## ***DISTINCTIVE AREAS***

### **CC 15: DISTINCTIVE AREAS**

**Distinctive Areas are shown on the Proposals Map to guide development within the City Centre. Although there will be a predominant use or uses within these Areas, an overall mix of uses will be maintained and sought.**

10.57 The identification of Distinctive Areas, also shown on Text Map CC (3), helps to focus development in appropriate parts of the City Centre where this is desirable. Within these Areas, in accordance with Policy OS 9, mixed land use will be sought although it will not always be appropriate to pursue mixed uses on every site. There will also need to be consideration of the details of developments in accordance with the principles set out in Policy BE 2.

### ***The Central Shopping Area***

#### **CC 16: THE CENTRAL SHOPPING AREA**

**The Central Shopping Area is shown on the Proposals Map.**

**Within this Area, proposals for redevelopment, refurbishment, extension or conversion for shopping uses will be promoted and encouraged.**

**Outside this Area, proposals for refurbishment, extension or conversion for shopping uses be considered in the light of the character of the relevant Distinctive Area and its role. Proposals for redevelopment and conversion for shopping will not be permitted except as indicated in other City Centre policies.**

10.58 In the light of the City Centre Retail Health Check and other changes and proposals in this Chapter, the Central Shopping Area in the 1993 Plan has been redefined by the exclusion of the Central Midlands Co-op, Spon Street, the west side of Corporation Street, Fairfax Street and the Hay Lane area. This does not mean that the City Council will discourage existing retailing in the excluded areas but rather that the development of additional new roles for these areas will be encouraged. The balance of shopping uses within the Central Shopping Area will be subject to Policy CC 20.

10.59 The Coventry Shopping Study has identified capacity for up to 67,300 sq m gross of in-centre development during the Plan Period. Following the “sequential test” set out in Government guidance, the City Centre sites identified below will be the main priorities for refurbishment and redevelopment but other proposals may arise for smaller parts of the Area which will normally be supported in the interests of maintaining the Area’s role.

10.60 Outside the Central Shopping Area, redevelopment for shopping will not be permitted except for:

- small scale redevelopments in association with residential use (referred to in Policy CC 4);
- sites at the corner of New Union Street and Little Park Street (referred to in Policy CC 25); or
- the Phoenix 1 development area which includes shopping both within the Central Shopping Area and outside it (referred to in Policy CC 37).

Refurbishments and extensions which help to support a changing role will be permitted. This would apply to sites and shops within the West End, Southside or Cathedral Areas if owners sought to adapt to meeting changing needs.

**CC 17: LOWER PRECINCT REFURBISHMENT**

**The refurbishment of the Lower Precinct area shown on the Proposals Map for predominantly shopping uses will be promoted and encouraged.**

10.61 In a short section referring to the Lower Precinct, the 1993 Plan stated “consideration will be given early in the Plan Period to improvements to the existing physical structure”. In the light of quicker than anticipated developments in other parts of the City Centre, the City Council have pursued improvements with a developer partner in the light of interest from English Heritage.

10.62 As a result of these influences, the current proposal is for a refurbishment of the main Lower Precinct space including a lightweight roof, widening the ramp access from the Precinct Cross, the construction of a new link from the Lower Precinct to the Market and the construction of a new multi-storey car park.

**CC 18: SMITHFORD WAY REDEVELOPMENT**

**The redevelopment of the area between Smithford Way, Corporation Street and the Lower Precinct shown on the Proposals Map for predominantly shopping uses will be promoted and encouraged.**

10.63 The next stage in the redevelopment of the Central Shopping Area is likely to be the area bounded by Smithford Way, Corporation Street and the Lower Precinct. The principal occupier of the area is the Coventry & East Mercia Co-op while the City Council are also a significant landowner. The scheme should take the opportunity to improve the linkages between the three streets particularly at the point where Smithford Way joins the Belgrade Square environmental improvement scheme area identified in Policy CC 10.

**CC 19: BARRACKS REDEVELOPMENT**

**The redevelopment of the Barracks Car Park area shown on the Proposals Map for predominantly shopping uses will be promoted and encouraged.**

10.64 In the longer term, the redevelopment of the Barracks Car Park is likely to arise. While the exact form and nature of the development will be left to the market, the scheme should take the opportunity to improve linkages between Upper Precinct, Market Way, Bull Yard and Hertford Street. Replacement public car parking provision must be considered in accordance with Policy CC 13.



**CC 20: PRIMARY FRONTAGES**

**Primary Frontages are shown on the Proposals Map and will remain predominantly in Class A1 use to protect their shopping role.**

**Proposals for Class A3 use will be permitted if they contribute to the vitality and viability of a Frontage, subject also to Policy S 11. Proposals for increases in the number of Class A2 or other uses in a Frontage will not be permitted.**

**A window display or open frontage will normally be required.**

**Outside the Primary Frontages any mix of Class A uses will be accepted.**

- 10.65 The Coventry Shopping Study has commented on the current extent of primary retail frontage and, as a result, this has been much reduced from the 1993 Plan. It now consists of the Upper and Lower Precincts (both levels), Smithford Way, Market Way and Shelton Square, the West Orchards, Orchards Link and Cathedral Lanes covered shopping centres, parts of Broadgate and Cross Cheaping. It will also extend to the covered mall to be created between the Lower Precinct and the Market.
- 10.66 Within the Primary Frontages, shops (Class A1 of the Town & Country Planning Use Classes Order (UCO)) will be the predominant use. Catering Outlets (Class A3 uses) can provide an extra element of liveliness and variety. Financial and Professional Services (Class A2 uses) have already taken some units within the Primary Frontages and it is felt that they have now reached an acceptable level. The provision of a window display or an open frontage through which the shop area can be seen will normally be required. The visual effect of a blank frontage is considered inappropriate in a prime shopping area.
- 10.67 In West Orchards, Orchards Link and Cathedral Lanes, each individual floor level will be considered as a separate Primary Frontage.

- 10.68 Outside the Primary Frontages, any mix of shops, professional and financial services and catering outlets will be accepted although catering outlets will still also be subject to consideration under Policy S 11. Groupings of catering outlets are already in existence around Ironmonger Row and Cross Cheaping and have been suggested for Bull Yard and Spon Street. This policy would accept such groupings if the market seeks them. Sui generis uses such as amusement centres may also be acceptable in some of these secondary locations. Streets such as City Arcade and Spon Street should be promoted for specialised shopping.

***The West End Area***

**CC 21: THE WEST END AREA**

**The West End Area is shown on the Proposals Map.**

**Within this Area, proposals for redevelopment, refurbishment, extension or conversion for social, community, leisure and tourism uses will be promoted and encouraged.**

- 10.69 The West End area and its identification for predominantly social, community, leisure and tourism uses is based on the existence of a number of buildings serving this market at present, the major "Leisure World" development between Croft Road and Spon Street and the prospect of further developments in this general market.
- 10.70 The construction of the "Leisure World" development on the site bounded by Spon Street, the Ring Road, Croft Road and the Central Midlands Co-op store will focus more attention on the uses in Spon Street. Their response to this pressure is helped by the removal of restrictions on the mix of Class A uses.

10.71 Between the social, community, leisure and tourism uses, there are existing pockets of residential development in Lower Holyhead Road and Hill Street, many of them in historic buildings and included within the (extended) Spon Street Conservation Area. The consolidation of the residential character of these areas can be achieved by the use of a number of existing vacant sites and sites occupied by inappropriate uses. These sites are referred to in Policy CC 4 and others may be identified in the Plan Period which could provide a satisfactory residential environment. The overall effect will be to increase the mix of uses in the area.

**CC 22: BELGRADE THEATRE EXTENSION**

**Proposals for the extension of the Belgrade Theatre on land south of Bond Street shown on the Proposals Map will be promoted and encouraged.**

10.72 The existing Belgrade Theatre is a fine example of post-Second World War theatre design and is now listed as of architectural and historic interest. It is, however, lacking some of the facilities expected at a venue of this size and status. The Theatre Trust have prepared a funding submission which envisages the extension of the theatre towards Bond Street to provide additional backstage areas and improved public facilities. A small existing car-park will be released to assist this.

**CC 23: ARTS AND MEDIA CENTRE**

**Proposals for the development of an arts and media centre or other similar uses on land at Bond Street/Upper Well Street shown on the Proposals Map will be promoted and encouraged.**

10.73 As a result of the changing national pattern of the provision of arts and media training, Coventry University, in partnership with the City Council and the Belgrade Theatre Trust, have prepared a proposal for an arts and media centre on a site bounded by Bond Street, Upper Well Street and Ringway Hill Cross. The proposal includes both teaching and performance spaces, much of which are intended to be publicly available. The identified site includes part

of the main Bond Street car park and the Bond Street Annexe car park. Alternative car parking will be provided by the demolition of Coronet House. If this particular proposal does not proceed at this location, it is considered that the site should still be used for an arts, media or leisure related development, given its location adjacent to the Belgrade Theatre.

**The Southside Area**

**CC 24: THE SOUTHSIDE AREA**

**The Southside Area is shown on the Proposals Map.**

**Within this Area, proposals for redevelopment, refurbishment, extension or conversion for business office or residential uses will be promoted and encouraged.**

10.74 The Southside area is the principal business office area of the City Centre including much of the City Council's office space as well as commercial, legal, police and Government space. It houses the bulk of the City Centre's banks, building societies and estate agents and a number of uses which serve these activities. There are also significant residential areas at Friars Road/St Patricks Road and Starley Road. These uses are considered to be broadly compatible and while, in the past, redevelopment, refurbishment, extensions or conversions for business offices have been the main emphasis, a shift towards residential is now encouraged. The area between High Street, Little Park Street, Cow Lane and Greyfriars Lane is within the High Street Conservation Area.

**CC 25: SITES AT NEW UNION STREET/LITTLE PARK STREET**

**Proposals for development of sites shown on the Proposals Map at:**

- 1 1-8 Union Buildings;**
- 2 Cheylesmore car park;**

**should be mainly four storeys in height. Acceptable uses will include business offices and hotel with retail on the ground floor of 1-8 Union Buildings.**



- 10.75 These sites are needed to be developed at an appropriate scale (around 4 storeys) to provide a satisfactory frame for the space at the junction of Little Park Street and New Union Street. In view of the surrounding uses, it is considered that business offices or hotel would be the most suitable use. The inclusion of retailing is referred to in paragraph 10.60.

### ***The Queens Road/Butts Area***

#### **CC 26: THE QUEENS ROAD/BUTTS AREA**

The Queens Road/Butts Area is shown on the Proposals Map.

**Within this Area, proposals for redevelopment, refurbishment, extension and conversion contributing to an overall mix of residential, business offices and social, community and leisure uses will be promoted and encouraged.**

- 10.76 This area has traditionally been considered as part of the City Centre for the role it plays in providing office space both small and large scale; residential uses including care homes, guest houses and students; planned social and community uses and edge-of-centre retail development at the Central Six Retail Park. A recent trend has been a move away from office space towards residential which has resulted in the Apollo House conversion for Coventry University. A new housing site is referred to in Policy CC 4 and the site on the east side of Grosvenor Road is referred to in Policy CC 7.

#### **CC 27: QUEENS ROAD/BUTTS AREA - SOCIAL, COMMUNITY AND LEISURE USES**

**Proposals for the expansion of existing social, community and leisure uses within the area shown on the Proposals Map will be determined on the basis of the overall environmental and traffic impacts.**

- 10.77 There have been a number of recent developments in this area which have served to strengthen the role in providing for City wide needs for religious, social, community and leisure purposes while there is pressure on some of the long-standing users to move out. These have resulted in some environmental and traffic problems which will be very carefully considered if there are proposals for further expansions.

### ***The Station Area***

#### **CC 28: THE STATION AREA**

The Station Area is shown on the Proposals Map.

**Within this Area, proposals for redevelopment, refurbishment, extension or conversion contributing to an overall mix of uses including business office, hotel and residential uses will be promoted and encouraged.**

**The improvement of transport links between this Area and the rest of the City Centre will be required.**

- 10.78 The Station Area consists of the post-war office redevelopment in association with the listed Station buildings and the surviving pre-war area of Manor Road, Park Road and Stoney Road which has largely retained its residential use and character. A new housing site which would continue this theme is identified in Policy CC 4. The Urban Design Study identified the area as an important gateway to the City with a need for environmental improvements to Station Square referred to in Policy CC 10-14. The key improvement which is required is the link between the Station Area and the rest of the City Centre and Policy CC 29 below sets out a process for beginning this with other elements referred to in Policies CC 45 and CC 46.

#### **CC 29: STATION AREA SITES**

**Proposals for the redevelopment of the multi-storey car park site shown on the Proposals Map for a new access to Warwick Road and a mix of uses including replacement car parking, business offices, hotel and public house/restaurant will be encouraged.**

**Proposals for the redevelopment of the eastern side of the Station shown on the Proposals Map for business offices will be encouraged.**

10.79 The creation of a new access to Warwick Road is the key first stage in the reorganisation of Station Square and will be a requirement of any development proposal. The other part of the former multi-storey car park site should be redeveloped to provide replacement car parking space and a mix of other uses which could include business offices, hotel and replacement public house. On the eastern side of the station, the original parcels area provides an opportunity for business office development.

**The Parkside Area**

**CC 30: THE PARKSIDE AREA**

**The Parkside Area is shown on the Proposals Map.**

**Within this Area, proposals for redevelopment, refurbishment, extension or conversion contributing to an overall mix of uses including business offices, research and development, residential and Urban Green Space uses will be promoted and encouraged.**

10.80 The Parkside Area was identified as a Development Option Site in Policy CA 38 of the 1993 Plan and it was hoped that a comprehensive redevelopment of the entire 24 ha site could be achieved. Due to a number of land assembly problems, this has not been possible and instead, three separate parts of the area are now identified.

10.81 The Parkside 1 area is bounded by Quinton Road, Mile Lane and the Coventry-Rugby railway line. Redevelopment at this stage has consisted of a large business office development for the Further Education Funding Council and a car showroom. A further business office development is under construction on the major frontage to Mile Lane. Remaining areas for development include a site on Quinton Road and the Elm Bank teachers centre with adjacent premises. The area is considered most suitable for further business office developments because of its availability to meet these needs in a location in conformity with Policy E 5 and accessible by a choice of means of transport. It is identified in Policy E 7-4.

**CC 31: PARKSIDE 2**

**Proposals for the redevelopment of the Parkside 2 area shown on the Proposals Map for business office, research and development, residential and Urban Green Space together with ancillary uses will be encouraged.**

10.82 The Parkside 2 area is the former Rolls Royce site bounded by Mile Lane, Parkside, Quarryfield Lane and the Coventry-Rugby railway line. Redevelopment has begun with the construction of the “TechnoCentre” building for Coventry University as well as Puma Way and Swift Road to access more of the site. Further road construction will enable more of the site to become available for development. The conversion of the former “Swift” car factory building as part of a larger hotel development is committed.

10.83 In addition to the “TechnoCentre” building, the concept of the development of the northern part of the area envisages offices, further research and development uses together with ancillary light industrial uses. It is identified in Policy E 7- 5.

10.84 The development of the southern part of the area is to be for residential purposes, a capacity of 300 units is identified in Policy H 7-4. To serve these and the wider area a local shop or shops up to a total gross floorspace of 250 sq m would be an acceptable ancillary use.

10.85 There are existing areas of structural landscaping along Puma Way and Swift Road and further areas of Urban Green Space will be required both between the employment area and the residential area and within the residential area.

**CC 32: PARKSIDE 3**

**Proposals for the redevelopment of the Parkside 3 area shown on the Proposals Map for predominantly business offices and research and development uses together with a public house/restaurant will be promoted and encouraged.**

- 10.86 The Parkside 3 area consists of the fringe between Parkside and the Ring Road/London Road. Some of this area was included within Policy CA 38 of the 1993 Plan but a more comprehensive approach is now felt necessary to consolidate the redevelopment of the Parkside 2 area. In view of the range of uses that are likely to remain and the need for general environmental compatibility, the predominant suitable uses are business offices and research and development work. An acceptable ancillary use in the area between Paradise Street and Quarryfield Lane would be a pub/restaurant. The area is identified in Policy E 7-6.

### ***The Coventry University Area***

#### **CC 33: THE COVENTRY UNIVERSITY AREA**

**The Coventry University Area is shown on the Proposals Map.**

**Within this Area, proposals for the redevelopment, refurbishment, extension or conversion of buildings for use by Coventry University will be encouraged.**

- 10.87 The Coventry University Area is unique in that it flows under the main elevated section of Ringway Whitefriars to include N, Q and R Blocks down Gosford Street and "The Planet" Club towards Ford Street. Coventry University plans to consolidate more of its activities in and around its main campus including converting the existing library space into teaching space once it has been replaced. In urban design terms, the construction of a building between the Herbert Art Gallery and Museum and D block is required to give sufficient enclosure to Jordan Well and an Urban Design Framework should be established to steer the gradual process of refurbishment of the University's buildings.
- 10.88 In addition to the main University campus, there are pockets of residential development around the Whitefriars area which are to be strengthened by the redevelopment of a number of sites in the area referred to in Policy CC 4. Other existing uses include the Herbert Art Gallery and Museum and the Central Swimming Baths and Sports Centre. The Swimming Baths has been listed as a building of architectural and historic interest and the complex is envisaged to remain substantially unchanged.

#### **CC 34: GULSON ROAD SITE**

**Proposals for the redevelopment of this site shown on the Proposals Map by Coventry University for a new library, arts provision and a major residential development will be encouraged.**

- 10.89 Coventry University has now begun the construction of a new library building behind the William Morris building on Gosford Street and future plans include a linked building for arts use which could also link up with the surviving Whitefriars monastic buildings. On the Gulson Road frontage, a major residential development is envisaged to contribute towards the estimated 600 multi-person units required for the expansion of the University and to encourage students to live close to the campus.

### ***The Cathedral Area***

#### **CC 35: THE CATHEDRAL AREA**

**The Cathedral Area is shown on the Proposals Map.**

**Within this Area, proposals for tourism purposes which also maintain and enhance the historic environment will be promoted and encouraged.**

- 10.90 This area includes the old and new Cathedrals, which are a major tourist destination, as well as the surviving core of the old City including St Mary's Hall, Hay Lane, Cuckoo Lane, Holy Trinity Church and Hill Top. It also includes the Britannia Hotel and parts of Coventry University's Priory Hall blocks which enclose Cathedral Square. A large part of the Area is within the Hill Top Conservation Area, part is also within the High Street Conservation Area and there are a number of historic buildings including Drapers Hall and the 18th Century County Court building that could find new uses in accordance with the Policy above.
- 10.91 The tourist experience of the Cathedral Area is not entirely favourable and the impact of traffic, particularly coach parking, on Priory Street for tourists, students and others is unacceptable at times. The remodelling of this area is referred to in Policy CC 10-12.

**The Phoenix Area**

**CC 36: THE PHOENIX AREA**

**The Phoenix Area is shown on the Proposals Map**

**The redevelopment of significant parts of this Area for an overall mix of uses including major public spaces, limited retail, leisure and recreation, residential and employment uses will be promoted and encouraged.**

10.92 This area represents a part of the City Centre which has not, in the past, been the subject of much planning policy guidance. The 1993 Plan principally identified the redevelopment of Pool Meadow which has taken place in part, the Conservation Area status of Lady Herbert's' Garden which remains, a multi-storey car park at Bishop Street which has now been abandoned and a Development Option Site at the corner of Bishop Street and Well Street which has similarly been abandoned.

10.93 Following the decision to retain the Museum of British Road Transport in Hales Street, a scheme to link the Museum to the Cathedral was developed. This is referred to as Phoenix 1 and is the subject of a substantial grant offer from the Millennium Commission. It is envisaged as the first phase of a major redevelopment of this part of the City Centre which could include the Museum of British Road Transport, the area around Bishop Street/Tower Street, the area around Lamb Street/Chapel Street and the Pool Meadow area.

**CC 37: PHOENIX 1**

**Proposals to link the Cathedral Area with the Museum of British Road Transport through a sequence of major public spaces shown on the Proposals Map will be promoted and encouraged.**

**Proposals will also include redevelopment for limited retail, residential, business office and hotel uses.**

10.94 The substantial grant offer from the Millennium Commission is to construct a major new pedestrian link running from Priory Row north and west across New Buildings and the junction between Hales Street, Fairfax Street and Trinity Street to the Museum of British Road Transport through a sequence of spaces. These will include:

- the Old Priory and Priory Cloister spaces devoted to the first monastic Cathedral;
- Priory Place, Priory Causeway moving down towards Hales Street and Millennium Place; and
- the improvement of Lady Herbert's Garden and the creation of a Garden of International Friendship running up to the Ring Road.

Development along the major public spaces and south of Hales Street will include specialised retail, cafes, etc with residential space above and the replacement of some of the Britannia Hotel facilities. The limited retail redevelopment is referred to in paragraph 10.60. Millennium Place will be linked to the Garden of International Friendship by a glass bridge. Provided that the City Centre People Mover is a non-polluting vehicle, it will be allowed to cross Millennium Place.

**CC 38: MUSEUM OF BRITISH ROAD TRANSPORT**

**Proposals for the refurbishment and expansion of the Museum of British Road Transport on the site shown on the Proposals Map will be promoted and encouraged.**

10.95 The Museum of British Road Transport has been recognised as being of national significance and schemes for its improvement are in preparation. In addition to work to be carried out as part of the Phoenix 1 development, these could involve redevelopment in part. The use of the Old Grammar School at the Bishop Street/Hales Street junction and other premises in the immediate area may be included in later development phases.

**CC 39: PHOENIX 2**

**Within the Phoenix 2 area, shown on the Proposals Map, redevelopment for an overall mix of uses including the improvement of access from the Ring Road, residential, hotel, business offices and leisure and tourism uses will be promoted and encouraged.**

- 10.96 The part of the Phoenix Area around Tower Street and Bishop Street includes a number of small scale industrial premises which are a hangover from the pre-War pattern of development, vacant premises including a former night-club, a surface level car park and a major postal Sorting Office.
- 10.97 In order to access the overall Phoenix Area better, the improvement of the existing access onto the Ring Road at the Foleshill Road roundabout is required. The re-creation of the historic route via Tower Street, College Green and Silver Street to Burges would be a possibility. This would allow the role of Bishop Street to change away from a vehicular route and towards the major pedestrian link to the canal basin and Drapers Fields Area. It would also define a number of potential development sites. Uses considered appropriate for this area include a significant residential element adjacent to the existing residential uses in the Cook Street area, a hotel, business offices and leisure and tourism as an extension to the Museum of British Road Transport.

**CC 40: PHOENIX 3**

**Within the Phoenix 3 area, shown on the Proposals Map, redevelopment, refurbishment, extension or conversion contributing to an overall mix of uses including residential, business offices and social, community and leisure uses will be supported.**

- 10.98 The part of the Phoenix Area between Bishop Street and Upper Well Street includes major employers in purpose-built offices in the form of AXA Assurance and the Coventry Evening Telegraph, smaller employers, shops, restaurants, a pub and community uses. Part of the historic City Wall still survives and Bishop Street is the major link between the City Centre and

the Drapers Fields Area. The Bishop Street/Well Street corner was identified as a Development Option Site in Policy CA 38 of the 1993 Plan but its redevelopment has not proved practicable because of land ownership difficulties.

- 10.99 Large parts of the area are expected to remain unchanged and the City Council will not initiate any particular development action. Both small and larger scale change that should be proposed can usefully be guided and the most appropriate uses are considered to be residential and business offices.

**CC 41: POOL MEADOW**

**The role of Pool Meadow bus station as the centre of all long distance, excursion and tourist traffic will be promoted and encouraged.**

**Within the Pool Meadow East area, proposals to redevelop the site for uses including City Centre health facilities, leisure and public car parking will be promoted and encouraged.**

- 10.100 The development of Pool Meadow Bus Station has not taken the form envisaged in the 1993 Plan. The practical redevelopment has enabled the use of the Pool Meadow East site to become a temporary car park in addition to the permanent Ford Street car park. To promote the use of the bus station, the City Council will seek to persuade bus and coach operators to use it for both regular long-distance services and excursion traffic rather than White Street which will revert to its previous purposes for bus and coach parking only. It will be also able to accommodate coaches unable to wait by the Cathedral as a result of the Priory Street environmental improvement scheme referred to in CC 10
- 10.101 For the Pool Meadow East area, a combination of uses including City Centre health facilities (if the major new hospital is built at Walsgrave), leisure and public car parking is considered the most appropriate. An urban design solution to the combination of these uses and dealing with the elevated Ring Road will be required.



## The Ring Road Area

### CC 42: THE RING ROAD AREA

The Ring Road Area is shown on the Proposals Map.

Within this Area, a range of actions designed to make crossing the Ring Road easier, particularly for pedestrians and cyclists, will be promoted.

- 10.102 The Ring Road was completed in its present form in the mid-1970s and has been the subject of recent refurbishment works to give it a life beyond the end of the Plan Period. It reflects an approach to traffic management which has caused what are now seen as unacceptable problems for pedestrians and cyclists. The design has also led to the separation of the City Centre from some of the surrounding areas particularly around its northern length.

### CC 43: SUBWAYS

A reduction in the number of subway crossings of the Ring Road will be sought. Subways which have to be retained will be the subject of environmental treatment to improve their appearance and the perception of safety.

**Improvements to the Spon Street and Butts Radial Road (west) subways, shown on the Proposals Map, will be a priority.**

- 10.103 The subway crossings of the Ring Road have been the subject of much criticism as to their safety and general environment. Since it is now accepted that pedestrians and cyclists should not automatically be forced to give way to motorised vehicles to this extent, opportunities to remove subways will be sought.
- 10.104 There will, however, be a number of instances where an alternative crossing is not practicable or where an existing subway is of reasonable safety and appearance. In these locations, further improvements will be sought which will aim to:
- widen the subway if it is narrow;
  - provide clear views through the subway and avoid blind corners at the ends; and
  - improve lighting and surfaces.

### CC 44: BRIDGES

The construction of a new bridge at Hill Street and the reconstruction of the existing bridges between Manor Road and Friars Road and between Bishop Street and the Canal Basin to accommodate pedestrian and cycle traffic, shown on the Proposals Map, will be promoted.

- 10.105 The City Centre Access Strategy suggested that there were a small number of possibilities for replacing subways with bridges. Hill Street appears to be capable of treatment in this way. The existing footbridges between Manor Road and Friars Road and between Bishop Street and the Canal Basin are not currently capable of accommodating both pedestrians and cyclists in safety and the latter is very inconvenient. Their reconstruction would, however, achieve provision for both modes of transport.

### CC 45: "AT-GRADE" CROSSINGS

The provision of safe "at-grade" crossings of the Ring Road on slip roads at Butts Radial Road (east), Upper Well Street and Warwick Road, shown on the Proposals Map, will be promoted.

- 10.106 A number of informal crossing places have developed based on what is perceived to be "reasonably" safe. An "at-grade" crossing has been provided as part of the reconstruction of the London Road roundabout, possible because the roundabout is already partially controlled by traffic lights. The installation of traffic lights at other roundabouts for traffic control reasons would also enable the provision of safe pedestrian crossings.

### CC 46: DOWNGRADING THE RING ROAD

**Opportunities to downgrade the Ring Road around its northern side will be considered in the light of the benefits to be gained.**



- 10.107 The City Centre Access Strategy suggested that, as a result of changing traffic flows which are tending to use the southern side of the Ring Road, it might be possible to downgrade the northern side. A sequence of changes was suggested beginning with Foleshill Road roundabout, moving on to the stretch between Radford Road and White Street and culminating in work to the entire length between Butts Radial Road and Sky Blue Way.
- 10.108 There would be clear advantages in linking the City Centre more directly with areas outside the Ring Road, particularly the Drapers Fields and Swanswell Areas and more land for development might be released. Changes in levels of accessibility by different means of transport would need to be considered as part of a series of studies.

### ***The Swanswell Area***

#### **CC 47: THE SWANSWELL AREA**

**The Swanswell Area is shown on the Proposals Map**

**Within this Area, the redevelopment of the Coventry & Warwickshire Hospital site and the enhancement of Swanswell Pool will be promoted and encouraged.**

- 10.109 Parts of this area will be subject to a considerable change during the Plan Period and policies to provide a degree of certainty will aid the process. Swanswell Pool and the buildings which surround it to the west are not anticipated to change but should be the subject of enhancement action to improve the setting of an important community Green Space. Links between this Area and the rest of the City Centre will need to be improved either as a result of the downgrading of the Ring Road referred to in Policy CC 46 or through improvements under elevated sections of the Ring Road that are retained.

#### **CC 48: THE COVENTRY & WARWICKSHIRE HOSPITAL SITE**

**Proposals for the redevelopment of the Coventry & Warwickshire Hospital site for either a new hospital or a mix of residential and employment use will be promoted and encouraged.**

**The redevelopment site may be extended by the inclusion of sites and properties in the area bounded by Stoney Stanton Road, Howard Street, Harnall Lane West and Foleshill Road.**

- 10.110 The Walsgrave Hospital NHS Trust has been successful in achieving agreement for a Public Finance Initiative funded redevelopment of their sites at Coventry & Warwickshire and Walsgrave Hospitals. Their initial planning applications only relate to land within their control but could be extended to ensure a comprehensive scheme on sites and properties in the area bounded by Stoney Stanton Road, Howard Street, Harnall Lane West and Foleshill Road. These include the Hillfields Health Centre, Russell Street car park, a number of vacant sites, a terrace of residential properties, the Salvation Army Hostel and the Ambulance Station.
- 10.111 If the Hospital development does not proceed, redevelopment for a mix of residential and employment uses will be promoted with the retention of some of the existing uses or their inclusion in a redevelopment scheme.

### ***The Drapers Fields Area***

#### **CC 49: THE DRAPERS FIELDS AREA**

**The Drapers Fields Area is shown on the Proposals Map.**

**Within this Area, further residential development will be encouraged as well as further enhancement of the Canal Basin and surrounding buildings.**

10.112 The redevelopment of the Canal Basin has been completed with the exception of a site identified for a pub. Development of the adjacent Drapers Fields residential site identified in Policy H 7-7 is also proceeding. Further residential development would help to support the facilities in and around the Basin which needs to be linked better to the rest of the City Centre.