

## Local Plan Review Proposed Policy updates and changes guidance note – City Centre Area Action Plan

**Key – middle column** proposed new wording – any **changes to existing policy wording highlighted yellow**. If no change proposed, the column will state no change

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
CC1	<p><b>Policy CC1: Coventry City Centre – Development Strategy</b></p> <p>The city centre will continue to be developed and regenerated to ensure it is a truly world class city centre, leading in design, sustainability and culture.</p> <p>This will be achieved by:</p> <ul style="list-style-type: none"> <li>•Enhancement of its position as a focus for the entire sub- region and as a national and international destination to live, work and play;</li> <li>•Enhancement of its retail and leisure offer to strengthen the city’s sub-regional role;</li> <li>•Provision of high quality office space;</li> <li>•Becoming a hub for education;</li> <li>•Including a variety of places to live which cater for different needs;</li> <li>•Preserving or enhancing the character and setting of the historic built landscape and the archaeological environment;</li> <li>•A connected public realm including public squares and green spaces, easily</li> </ul>	<p><b>Policy CC1 (Part A) Coventry City Centre – Development Strategy</b></p> <p>The city centre will continue to be developed and regenerated to ensure it is a truly world class city centre, leading in design, sustainability and culture.</p> <p>This will be achieved by:</p> <ul style="list-style-type: none"> <li>•Enhancement of its position as a focus for the entire sub- region and as a national and international destination to live, work and play;</li> <li>•Enhancement of its retail and leisure offer to strengthen the city’s sub-regional role;</li> <li>•Provision of high quality office space;</li> <li>•Becoming a hub for education;</li> <li>•Including a variety of places to live which cater for different needs;</li> <li>•Preserving or enhancing the character and setting of the historic built landscape and the archaeological environment;</li> <li>•A connected public realm including public squares and green spaces, easily</li> </ul>	<p>This policy provides an overarching framework for Coventry City Centre and is considered relevant to retain and include in the reviewed Local Plan.</p> <p>The wording has been updated slightly to remove references to the AAP as this is no longer be relevant.</p> <p>The wording relating to views of the spires has been revised to accord with SPD and now links to the Tall Buildings Design Guide and View Management Framework SPD which was adopted on 13<sup>th</sup> December 2022.</p>

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	<p>accessible through the creation of desirable and legible pedestrian routes;</p> <ul style="list-style-type: none"> <li>•Accessibility for all;</li> <li>•Providing an attractive and safe environment for pedestrians, cyclists and motorists;</li> <li>•Provide a high-quality public transport system that benefits from seamless integration and is well connected to existing and new infrastructure;</li> <li>•Being a gigabyte city that offers high speed Wi-Fi and broadband facilities throughout the city centre;</li> <li>•High quality sustainable built design;</li> <li>•Continuing to develop a vibrant and attractive night time economy;</li> <li>•Providing opportunities to improve health and wellbeing;</li> <li>•Continuing to support greater integration of the university within the wider city centre in accordance with the policies in the Area Action Plan;</li> <li>•Recognising and preserving key views to the iconic three spires of St. Michaels, Holy Trinity and Christchurch; and</li> </ul>	<p>accessible through the creation of desirable and legible pedestrian routes;</p> <ul style="list-style-type: none"> <li>•Accessibility for all;</li> <li>•Providing an attractive and safe environment for pedestrians, cyclists and motorists;</li> <li>•Provide a high-quality public transport system that benefits from seamless integration and is well connected to existing and new infrastructure;</li> <li>•Being a gigabyte city that offers high speed Wi-Fi and broadband facilities throughout the city centre;</li> <li>•High quality sustainable built design;</li> <li>•Continuing to develop a vibrant and attractive night time economy;</li> <li>•Providing opportunities to improve health and wellbeing;</li> <li>•Continuing to support greater integration of the university within the wider city centre</li> <li>•<b>Respecting</b> key views to the iconic three spires of St. Michaels, Holy Trinity and Christchurch <b>in line with the Tall Buildings</b></li> </ul>	

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	<ul style="list-style-type: none"> <li>•Supporting the reintroduction of green and blue infrastructure throughout the city centre, including opportunities for deculverting wherever possible.</li> </ul>	<p><b>Design Guide and View Management Framework SPD</b></p> <ul style="list-style-type: none"> <li>•Supporting the reintroduction of green and blue infrastructure throughout the city centre, including opportunities for deculverting wherever possible; and</li> <li>*Contributing to the key aims, vision and objectives of Coventry City Council</li> </ul>	
CC2	<b>Policy CC2: Enhancement of Heritage Assets</b>	Policy deleted	This policy has been deleted with content which did not

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	<p>a.All development within, or affecting the setting of, a Conservation Area (as highlighted in Figure 2) shall preserve or enhance its character and appearance and adhere to the policies of the relevant Conservation Area Appraisal and Management Plan.</p> <p>b.All development relating to or in close proximity to heritage assets such as statutory and locally listed buildings, Scheduled Monuments, public artwork and non-designated heritage assets (Figure 2) shall be undertaken sympathetically to those heritage assets and seek to preserve or enhance their setting.</p> <p>c.New developments which include or take place adjacent to the remaining sections of the medieval City Wall must enhance the setting of the wall and to incorporate it into the landscape design. Where appropriate the Council will seek contributions from developers for the repair and maintenance of the wall. Archaeological investigations</p>		<p>duplicate other plan policies now contained within heritage policy HE2 and new plan policy HE4 Archaeology</p>

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	<p>must be undertaken where development is proposed on the former site of the City Wall. Opportunities to reflect the line of the medieval Wall should also be incorporated into such developments.</p> <p>d. New developments must retain and where possible re-instate the street plan of the medieval city where it can contribute to accessibility, local character and distinctiveness.</p> <p>e. Within Archaeological Constraint Areas and areas of archaeological potential (Figure 3), appropriate archaeological assessment will be required prior to the determination of a development proposal. Where significant archaeological remains are found they shall be recorded in a manner proportionate to their significance. Remains of high significance shall be preserved and protected.</p> <p>f. The Council will support development proposals that enable the long term</p>		

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	<p>preservation of heritage assets which are considered to be 'at risk' so long as the plans are considered to be sympathetic and respectful to the assets heritage significance.</p> <p>g. Development within the city centre primary shopping area must respect the architectural design principles of the significant elements of the post- World War II reconstruction such as Broadgate and the shopping Precincts.</p>		
CC3	<p><b>Policy CC3: Building Design</b></p> <p>a. High quality design will be required for all new buildings with the criteria set out in the supporting text above forming an integral part of the building design process.</p> <p>b. All new buildings shall be sustainably designed to maximise energy efficiency and limit carbon emissions and the resultant</p>	Policy deleted	Policy deleted to ensure primacy of local plan policy DE1 in respect of building design and EM policies in respect of energy efficiency.

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	<p>impact upon the environment. Sustainable technologies should form an important part of this approach and should be incorporated wherever possible.</p>		
CC4	<p><b>Policy CC4: Public Art</b></p> <p>a. Public art should, where appropriate, form an integral part of the design process of any future development proposals.</p> <p>b. As an alternative to stand-alone pieces of public art, opportunities should be taken to incorporate this into the design of the buildings e.g. through the use of artist/architectural glass or ironmongery etc. thus giving it more legitimacy and integrity.</p> <p>c. Established public art shall be retained in redevelopment proposals unless the benefits of its removal outweigh the harm of its</p>	Policy deleted	New plan policy DE2 inclusive of Public Art Policy, and now applicable to areas beyond the defined City Centre

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	<p>loss. Where public art is lost replacement works shall be incorporated into new development unless robust justification is provided highlighting that this it is not viable.</p>		
CC5	<p><b>Policy CC5: Lighting</b></p> <p>Carefully considered architectural lighting proposals for new buildings and refurbishment of existing buildings will be encouraged to enhance the overall appearance of the city during the hours of darkness.</p>	Policy deleted	New plan policy DE2 inclusive of lighting policy, and now applicable to areas beyond the defined City Centre
CC6	<p><b>Policy CC6: Public Realm</b></p> <p>a. Where relevant, all development proposals will be required to integrate high quality soft and hard landscape designs.  b. The palette of materials and street furniture for any development proposal will need to accord with the palette that already exists in the city centre and reflect the character of its respective area or adjoining</p>	Policy deleted	New plan policy DE2 inclusive of public realm policy, and now applicable to areas beyond the defined City Centre



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	landscaping where no distinctive landscape character exists.		
CC7	<p><b>Policy CC7: Tall Buildings</b></p> <p>The location of proposed tall buildings will be considered in relation to the views of the three spires. New development proposals should reflect these view cones and seek to enhance the key views identified on plan.</p> <p>Further guidance will be provided in a Tall Buildings SPD.</p>	Policy deleted	This policy has been deleted due to duplication with core plan policy DE1. Revised policy DE1 draws reference to the adopted Tall Buildings Design Guide and View Management Framework SPD.
CC8	<p><b>Policy CC8 – Green and Blue Infrastructure</b></p> <p>a.New development will be expected to maintain the quantity, quality and functionality of existing green and blue infrastructure. In line with the city's Green Space Strategy and Local Flood Risk Management Strategy, development proposals should enhance blue and green infrastructure, and create and improve linkages between the areas. Any development which is likely to adversely affect the integrity of a blue or green</p>	<p><b>Policy CC1 (Part B) – Green and Blue Infrastructure</b></p> <p>a.New development will be expected to maintain the quantity, quality and functionality of existing green and blue infrastructure. In line with the city's Green Space Strategy and Local Flood Risk Management Strategy, development proposals should enhance blue and green infrastructure, and create and improve linkages between the areas. Any development which is likely to adversely affect the integrity of a blue or green</p>	Policy retained and developed to with reference to the emerging Coventry City Vision.

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	<p>corridor will be required to be robustly justified and where appropriate, mitigation measures put in place. Development shall support meeting the objectives of the Severn River Basin Management Plan through ensuring that no deterioration of the River Sherbourne or its tributaries shall occur that may result in it failing its objectives under the Water Framework Directive.</p> <p>b. Developments adjacent to the Ring Road should maximise all opportunities to develop the greening of vertical surfaces as far as reasonably possible. Opportunities to add greenery to the area on a north-south and east-west axis through the city centre, defined on figure 5 as 'Green Spines', will be encouraged and supported.</p> <p>c. Trees that contribute towards public amenity shall be retained and protected unless they are of poor quality, have a short life expectancy (less than 10 years), are dangerous or the benefits of removing the tree significantly outweighs the harm that</p>	<p>corridor will be required to be robustly justified and where appropriate, mitigation measures put in place. Development shall support meeting the objectives of the Severn River Basin Management Plan through ensuring that no deterioration of the River Sherbourne or its tributaries shall occur that may result in it failing its objectives under the Water Framework Directive.</p> <p>b. Development adjacent to the Ring Road should maximise all opportunities to develop the greening of vertical surfaces as far as reasonably possible. Opportunities to add greenery to areas adjacent to the Ring Road will be encouraged.</p> <p>c. Trees that contribute towards public amenity shall be retained and protected unless they are of poor quality, have a short life expectancy (less than 10 years), are dangerous, or the benefits of removing the tree significantly outweighs</p>	

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	<p>would be caused by its removal. Where trees are lost, replacement planting must be provided to a commensurate value to that which is lost.</p>	<p>the harm that would be caused by its removal. Where trees are lost, replacement planting must be provided to a commensurate value to that which is lost.</p> <p>d. Introduction of new, accessible green spaces in the City Centre will be encouraged. Proposals which positively contribute toward the open space objectives of Coventry City Council will be encouraged.</p>	
CC9	<p><b>Policy CC9: Drainage &amp; Flood Risk</b></p> <p>a. Development shall be designed and located to minimise the risk of flooding and if permitted development, be resilient to flooding. The opportunity must be exercised to maximise the absorption of surface water run-off by the ground. Sustainable Drainage methods shall be incorporated into new developments including treatment for water quality. Such provisions should consider opportunities to reflect the alignment of the River Sherbourne and/or its tributaries.</p>	<p><b>CC1 (Part C) Drainage &amp; Flood Risk</b></p> <p>a. Development shall be designed in line with the requirements of policy EM4 and located to minimise the risk of flooding and if permitted development, be resilient to flooding. The opportunity must be exercised to maximise the absorption of surface water run-off by the ground. Sustainable Drainage methods shall be incorporated into new developments including treatment for water quality. Such provisions should consider opportunities</p>	<p>Policy retained noting specific City Centre considerations in regard to higher levels of impermeable areas.</p>

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	<p>b. When development occurs, a Flood Risk Assessment will need to be produced to appropriately consider the risk of flooding from all sources.</p> <p>c. When development occurs, it must consider the evidence in the Local Flood Risk Management Strategy, Surface Water Management Plan and Strategic Flood Risk Assessment. This includes all sites being treated as a Greenfield site when calculating permissible discharge rates in line with Policy EM5 of the Local Plan.</p> <p>d. When development is proposed it should utilise water use reduction systems such as grey water harvesting to reduce the water usage within the proposed developments.</p> <p>e. Where a development proposal lies adjacent to the existing de-culverted river Sherbourne, a natural sinuous river channel should be retained. Consideration should also be given to removing water bodies</p>	<p>to reflect the alignment of the River Sherbourne and/or its tributaries.</p> <p>b. When development occurs, a Flood Risk Assessment will need to be produced to appropriately consider the risk of flooding from all sources.</p> <p>c. When development occurs, it must consider the evidence in the Local Flood Risk Management Strategy, Surface Water Management Plan and Strategic Flood Risk Assessment. This includes all sites being treated as a Greenfield site when calculating permissible discharge rates.</p> <p>d. When development is proposed it should utilise water use reduction systems such as grey water harvesting to reduce the water usage within the proposed developments.</p> <p>e. Where a development proposal lies adjacent to the existing de-culverted river</p>	

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	<p>from culverts wherever possible and viable (having regard to Figure 6). This will be of particular importance along Fairfax Street and will be vital to create multi-functional green and blue spaces within the city centre.</p>	<p>Sherbourne, a natural sinuous river channel should be retained. Consideration should also be given to removing water bodies from culverts wherever possible and viable. This will be of particular importance along Fairfax Street and will be vital to create multi-functional green and blue spaces within the city centre.</p>	
CC10	<p><b>Policy CC10 – Environmental Management</b></p> <p>New development must be designed to minimise environmental impact within the city centre and ensure that any impacts of pollution are appropriately considered and mitigated. In doing so new development schemes (including conversions and changes of use where appropriate) must ensure that:</p>	<p><b>Policy CC1 (Part D) – Environmental Management</b></p> <p>New development must be designed to minimise environmental impact within the city centre and ensure that any impacts of pollution are appropriately considered and mitigated. In doing so new development schemes (including conversions and changes of use where appropriate) must ensure that:</p>	<p>Policy retained with minor revision to referencing at point (g) to ensure read across plan policies</p>

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	<p>a)All construction and demolition schemes adhere to a construction environmental management plan which must be submitted to and approved by the council before works commences. The CEMP must specify how the developer will mitigate noise and dust emissions from the works.</p> <p>b)All opportunities to connect to heat line or implement renewable energy generation have been explored and included as part of new development unless shown to be unviable or inappropriate.</p> <p>c)Ground contamination needs have been assessed and remediated using the Environment Agency Model Procedures for the Management of Land Contamination (CLR11).</p> <p>d)Proposals for site investigation and remediation schemes (where appropriate) utilise appropriate risk assessment and are approved by the Council in advance of</p>	<p>a)All construction and demolition schemes adhere to a construction environmental management plan which must be submitted to and approved by the council before works commences. The CEMP must specify how the developer will mitigate noise and dust emissions from the works.</p> <p>b)All opportunities to connect to heat line or implement renewable energy generation have been explored and included as part of new development unless shown to be unviable or inappropriate.</p> <p>c)Ground contamination needs have been assessed and remediated using the Environment Agency Model Procedures for the Management of Land Contamination. <b>(CLR11)</b>.</p> <p>d)Proposals for site investigation and remediation schemes (where appropriate) utilise appropriate risk assessment and</p>	

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	<p>development. Such measures should ensure that sites are 'fit for purpose'.</p> <p>e)New residential and commercial development schemes and the introduction of fixed plant machinery have been designed to meet internal and external noise levels specified in BS4142 and BS8223, or subsequent replacement standards.</p> <p>f)Appropriate odour extraction systems are incorporated where the sale / preparation / consumption of food takes place within the relevant buildings. Appropriate consideration has been given to the West Midlands LETC Air Quality guidance (or replacement guidance) and necessary mitigation measures incorporated into schemes.</p> <p>g)Have regard to other relevant polices within this City Centre AAP and its supporting documentation.</p>	<p>are approved by the Council in advance of development. Such measures should ensure that sites are 'fit for purpose'.</p> <p>e)New residential and commercial development schemes and the introduction of fixed plant machinery have been designed to meet internal and external noise levels specified in BS4142 and BS8223, or subsequent replacement standards.</p> <p>f)Appropriate odour extraction systems are incorporated where the sale / preparation / consumption of food takes place within the relevant buildings. Appropriate consideration has been given to the West Midlands LETC Air Quality guidance (or replacement guidance) and necessary mitigation measures incorporated into schemes.</p> <p>g)Have regard to all other relevant polices within the Local Plan.</p>	

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CC11	<p><b>Policy CC11: Accessibility</b></p> <p>a. Development proposals in the city centre will be required to incorporate improvements to the significant routes and linkages as shown in Figure 8 above.</p> <p>b. Where appropriate, development proposals will be required to incorporate improvements to crossing the Ring Road to ensure enhanced connectivity between the city centre and the wider city for pedestrians and cyclists and should reflect the priorities in the supporting text above. This will be of particular relevance at:</p> <ul style="list-style-type: none"> <li>• Ring Road Junctions 1, 2, 4 and 5</li> <li>• The Canal Basin crossing between Ring Road junctions 9 and 1</li> <li>• Connectivity between Parkside and Much Park Street.</li> </ul> <p>Development proposals should support the needs of pedestrians and cyclists by incorporating new dedicated safe and direct pedestrian and cycle routes which integrate</p>	Policy Deleted	Policy deleted in respect of primacy of core local plan accessibility policies within Chapter 12 - Accessibility



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	<p>seamlessly into established networks including connecting to the public transport network, interchanges and stops to deliver seamless integration together with provision of high quality cycle parking.</p> <p>c.City centre cycling and walking routes should be connected to the wider Metropolitan Strategic Cycle Network and be in partnership with TfWM.</p> <p>d.Development proposal should have regard to, and where appropriate, make provision for:</p> <ul style="list-style-type: none"> <li>a.Infrastructure which supports the intelligent mobility agenda;</li> <li>b.The inclusion of public transport infrastructure;</li> <li>c.The development of Mobility Hubs;</li> <li>d.The delivery of the Coventry Station Masterplan;</li> <li>e.The provision of high quality cycle parking; and</li> <li>f.The development of Rapid Transit.</li> </ul>		

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	<p>e. Proposals for the redevelopment, intensification and enhancement of the following car parks will be encouraged as part of the wider regeneration of the city centre.</p> <ul style="list-style-type: none"> <li>• Salt Lane car park (See policy CC13);</li> <li>• Cheylesmore / New Union Street car parks (See policy CC14);</li> <li>• Bishop St car park (See policy CC25);</li> <li>• Whitefriars St car park (See policy CC14);</li> <li>• Leicester Row Car Park;</li> <li>• Cox St Car Park (See policy CC25);</li> <li>• Christchurch House Car Park (See policy CC14).</li> </ul> <ul style="list-style-type: none"> <li>• Far Gosford St car park;</li> <li>• *Gosford Street car park;</li> <li>• Grosvenor Road car park (See policy CC12);</li> <li>• *Grove Street car park;</li> <li>• Barracks Car Park (See policy CC19)</li> <li>• City Arcade car park</li> </ul> <p>* Partial redevelopment</p>		

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	<p>Redevelopment proposals must consider the following factors:</p> <ul style="list-style-type: none"> <li>•Changes which affect the provision of public car parking spaces must be clearly justified as part of an on-going strategic review process and shown to have an acceptable impact on the performance and accessibility of the city centre and overall car parking provision.</li> <li>•The redevelopment and improvement of surface level car parks will be prioritised.</li> <li>•New car parking should be accommodated in a multi-storey format.</li> <li>•Proposals for multi storey car parks should respect the character and scale of the surrounding environment and maximise opportunities for high quality aesthetics.</li> </ul> <p>f.Changes should have regard to other relevant policies including the Coventry Connected SPD, Coventry Car Parking Strategy and TfWM Strategic Transport Plan parking policy objectives, including any future metropolitan wide parking strategy. Parking needs and the role of the</p>		

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	<p>car will also be balanced with promoting the use of public transport, cycling and walking. The provision of new surface level car parking will not be supported within the city centre unless its provision is to support the implementation of longer term regeneration schemes. In such cases surface level provision will only be allowed on a temporary basis.</p> <p>g. Development proposals which result in significant changes to the location or supply of public car parking spaces will be required to address any associated necessary changes to associated car park signing and management systems.</p> <p>h. Proposals for the redevelopment of White Street Coach Park will be encouraged, where they are linked to appropriate amendments to Ring Road junction 2.</p>		
CC12	<p><b>Policy CC12 Friargate</b></p> <p>a. Development proposals within this area must be informed by the approved</p>	Policy Deleted	Policy deleted and superseded by new policy CC1 – Part E

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	<p>Masterplan (as identified in the supporting text or any approved amendment thereafter).</p> <p>b.The business area will be the primary location within the city centre for new office development. As such, at least 176,000sq.m of office space is to be allocated within this area.</p> <p>c.The provision of up to 20,500sq.m of A1-A5 retail based floor space will be allowed as part of mixed use buildings and to support the creation of active frontages. Any individual unit should not exceed 500sq.m gross and should not be of a scale that would cause inappropriate competition with the Primary Shopping Area.</p> <p>d.Within the area an allocation is to be made for the provision of at least 400 new homes</p>		<p>Reference to City Centre character areas now contained within CC1E</p>

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	<p>e. Other uses that are considered acceptable within the business area include:</p> <ul style="list-style-type: none"> <li>•Leisure and recreation uses, including hotels;</li> <li>•Social and community uses;</li> <li>•New multi-storey car parking; and</li> <li>•Provisions for public transport infrastructure delivered in accordance with the Station Masterplan and NUCKLE project</li> </ul> <p>f. Improvements to and expansion of the Coventry Railway Station will be supported in accordance with the Station Masterplan so long as it does not negatively affect the listed building.</p> <p>g. Greyfriars Green will continue to be protected as a conservation area and an important 'green' asset to the city centre. Any development proposals that would erode the character of the Green and damage the setting of the listed buildings will not be accepted.</p>		

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CC13	<p><b>Policy CC13 Cathedrals and Cultural Area</b></p> <p>a.All development proposals within the Hill Top and Lady Herbert’s Garden and The Burges Conservation Areas will only be considered acceptable if they demonstrate that they preserve and enhance the historic environment of the area and are in adherence with the policies of the respective Conservation Area Management Plans.</p> <p>b.Development in areas adjoining the Conservation Areas should enhance their setting and improve linkages between them and other areas of the city centre.</p> <p>c.Mixed use development including active ground floor uses (A1, A2, A3, A4) with upper floor residential provision of at least 60 homes will be promoted on the land at the junction of Hales Street and Trinity Street (1). As part of any development opportunities should be taken to enhance</p>	Policy Deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

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	the setting of the exposed River Sherbourne at Palmer Lane.		
CC14	<p><b>Policy CC14 Civic Area</b></p> <p>a.New developments within the Civic Area must have regard to its historic characteristics of public service provision. As such, the following uses will be acceptable:</p> <ul style="list-style-type: none"> <li>•Social and community uses;</li> <li>•Leisure and recreation uses;</li> <li>•Educational uses, including new university and research provisions;</li> <li>•Office use;</li> <li>•Residential development; and</li> <li>•New multi-storey car parking.</li> </ul> <p>b.New developments must also respect and enhance the setting of the areas heritage assets, and where appropriate incorporate them into the design of new buildings and landscape.</p> <p>c.Other commercial activities (excluding A1 retail) will be supported where they support</p>	Policy Deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>



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	<p>the provision of active frontages within a mixed use development.</p> <p>d.The provision of new retail development is unlikely to be supported within the Civic Area unless it can be demonstrably shown to form an integral part of a mixed use scheme.</p> <p>e.Opportunities to expand the programme of public realm improvements will be supported</p> <p>f.The existing surface level car park at Cheylesmore (1) is encouraged to be redeveloped for a multi-storey provision and incorporated into the adjoining New Union Street multi storey car park. As part of this scheme the overall quality of the parking provision must be improved.</p> <p>g.The site of the Spire house and Christchurch House office buildings (2) is to be allocated for at least 6,500sq.m of new</p>		

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	leisure uses, including a new swimming pool and fitness suite.		
CC15	<p><b>Policy CC15 Far Gosford Street Area</b></p> <p>a. New developments, changes of use and conversions within the Far Gosford Street Area must respect and reflect the area's historic character. As such:</p> <p>I. All development proposals, including applications for signage and the provision of new and improved parking (for cars and cycles), within the area will only be considered acceptable if they demonstrate that they respect the historic environment of the area and are in keeping with the aims of the Far Gosford Street Conservation Area Appraisal and Management Plan, published 2013 (or any subsequently published updated documents).</p> <p>II. All new build development within the area must be accompanied by an initial archaeological assessment of the site's potential.</p>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

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	<p>b. Far Gosford Street will be regarded as a local centre meaning proposals for local shopping provisions will be supported. This will however exclude the provision of any further hot food takeaways (use class A5), which will not be permitted.</p> <p>c. To support the local centre designation a mix of creative industries, employment, residential and social and community uses will be supported within the Far Gosford Street Area.</p> <p>d. The use of upper floors of buildings for residential or office use will be supported and encouraged providing that appropriate noise insulation is included to ensure that the use is compatible with ground floor commercial activity.</p> <p>e. Opportunities to enhance the setting of the exposed River Sherbourne within this Area through improvements to green infrastructure will be encouraged. This should include opportunities to improve</p>		

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	wider green linkages beyond the city centre boundary, especially towards the Heritage Park at Charterhouse.		
CC16	<p><b>Policy CC16 Health and Education Area</b></p> <p>a.New developments within the Health and Education Area must have regard to its established character; respond to the environmental issues associated with its proximity to the Ring Road and deliver high quality buildings and public space which reflect this areas position as a gateway to the inner city centre. As such, the following uses will be acceptable:</p> <ul style="list-style-type: none"> <li>•Education provisions;</li> <li>•Public Health provisions;</li> <li>•Residential development;</li> <li>•Social and community uses; and</li> <li>•Green and blue infrastructure</li> </ul> <p>b.All prospective developments should:</p> <ul style="list-style-type: none"> <li>•reflect and enhance the area's character through mixed-use developments;</li> <li>•ensure a mix of residential densities where appropriate;</li> </ul>	Policy Deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<ul style="list-style-type: none"> <li>•improve and introduce high quality buildings;</li> <li>•Promote active travel and ensure it becomes easier and safer to move within the area and into adjoining parts of the city centre</li> <li>•Mitigate the negative impacts of the Ring Road;</li> </ul> <p>c.The conversions of existing buildings, where appropriate, and the development of small infill opportunities for new residential developments will be encouraged and supported in principle.</p> <p>d.The reuse of the listed buildings (1) which remain as part of the former Coventry and Warwickshire Hospital site will be allocated for conversion to residential use, with the provision of up to 95 units.</p> <p>Remaining land at the former Hospital site or to the rear of Primrose Hill Street (2) should be retained for the provision of a new 2 form entry primary school to serve</p>		

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>the needs generated from wider housing provision across the city centre.</p> <p>e. The sympathetic conversion of the former St Mark's church (3) will be supported for the delivery of uses appropriate to this area of the city centre.</p> <p>f. Swanswell Pool is of historic importance to the local area and the city centre as a whole. Opportunities to expand the park and enhance its quality will be supported. This should include opportunities to improve its linkages to the wider city centre.</p>		
CC17	<p><b>Policy CC17 Leisure and Entertainment Area</b></p> <p>a. All development proposals within the Spon Street Conservation Area, including applications for signage, will only be considered acceptable if they demonstrate that they respect the historic environment of the area and are in keeping with the aims of the Spon Street Conservation Area</p>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

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	<p>Appraisal and Management Plan, published 2015 (or any subsequently updated documents).</p> <ul style="list-style-type: none"> <li>b. Spon Street will be encouraged as a suitable and attractive location for specialist and independent retailers. In order to protect the availability of property for such use, further hot food takeaways (use class A5) will not be permitted within this Area.</li> <li>c. Development for at least 325 homes on vacant land between Bond Street, Hill Street and Ryley Street (1) will be supported subject to:</li> <li>d. The development providing an active frontage at ground floor to Belgrade Plaza. To provide this activity approximately 1,000sq.m of A1-A4 uses will be considered appropriate</li> <li>e. High quality design that both relates well to the modern Belgrade Plaza development whilst ensuring the setting of adjacent listed buildings and Spon Street Conservation Area is preserved</li> </ul>		

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	<p>f. Satisfactory noise mitigation measures, where required.</p> <p>g. Proposals for a hotel or residential use on the vacant site bounded by Ringway Hill Cross, Upper Well Street and Ryley Street (2) will be supported and encouraged. The development will be expected to be high density and well-designed reflecting its prominent position adjacent to the Ring Road and its location adjacent to the sizeable Belgrade Plaza development. Active frontages (where appropriate) providing for no more than 1,000sq.m, will be encouraged within use classes A1-A4.</p> <p>h.</p> <p>i. Redevelopment proposals for land on Watch Close abutting Ringway Rudge</p> <p>j. (3) for approximately 55 new homes will be considered acceptable subject to high quality design and noise and air quality mitigation.</p>		



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	<p>Development proposals should ensure the setting of adjacent listed buildings and Spon Street Conservation Area is preserved</p> <p>k.</p> <p>l. The re-development or conversion of the property known as Ringway House on Hill Street (4) will be encouraged for residential use of up to 30 units subject to high quality design that respects the amenities of neighbouring residential properties</p> <p>m.</p> <p>n. The redevelopment of the former Evening Telegraph Offices at the junction of Upper Well Street and Corporation Street (5). Will be supported for at least 230 new homes and up to 1,500sq.m of A1-A4 uses in order to support active ground floor frontages subject to high quality design and noise and air quality mitigation. Development of this site should also incorporate the remaining parts of the city wall into</p>		

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	<p>its landscaping proposals and enhance its setting.</p> <ul style="list-style-type: none"> <li>o.</li> <li>p. Opportunities to improve the linkages between:</li> <li>q. Spon Street and the Primary Shopping Area;</li> <li>r. Belgrade Plaza and the Primary Shopping Area; and</li> <li>s. Belgrade Plaza with the Northern Regeneration Area</li> <li>t. Improvements to the Ring Road underpass and Spon End.</li> <li>u. will be promoted and encouraged. Where appropriate these improved linkages should be incorporated into, or supported by, new development proposals.</li> </ul>		
CC18	<p><b>Policy CC18: The Primary Shopping Area</b></p> <p>a. The Primary Shopping Area is identified by the red line in Figures 17a and 17b and again in Appendix 1. This will be the principal focus for all new shopping</p>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>developments including redevelopment, refurbishment, extension or conversion of buildings for shopping uses.</p> <p>b.This area is expected to accommodate at least 40,000sq.m of gross new floor space up to 2031, covering a range of retail needs (A1-A5) in accordance with Table 3 of this AAP.</p> <p>c.Opportunities to provide a new purpose built convenience food offer of up to 10,000sq.m within or in close proximity to the PSA will also be encouraged.</p> <p>d.Other proposals that would introduce new town centre uses within the PSA will be encouraged and supported where they do not undermine or conflict with this or any other policy within this AAP.</p> <p>e.Opportunities for new residential provision above new or existing ground floor town centre uses will be supported with a view to supporting the vitality and viability of the city centre as a whole. This</p>		

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	<p>will be subject to appropriate design and appropriate mitigation of environmental concerns outlined in policy CC10.</p> <p>f. Opportunities to reinforce the original design concept of the Gibson plan and the precinct cross will be encouraged and supported. This could include the removal the central fountain as well as the external escalators and the ramp within Upper Precinct leading to West Orchards, which should be replaced with attractive and less intrusive structure(s) (1).</p> <p>g. The removal of the building, at ground level below Broadgate House, between Broadgate and Hertford Street, currently occupied by the Nationwide Building Society (2) will be supported. The removal of this structure will improve linkages between Broadgate and Hertford Street and thus enhance and encourage pedestrian movement through the city centre.</p>		

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CC19	<p><b>Policy CC19: Primary Shopping Area regeneration – South</b></p> <p>The regeneration of the Southern part of the Primary Shopping Area (3), for predominantly comparison shopping will be promoted, encouraged and supported. This should be delivered in accordance with a Masterplan which supports the approved planning permission (outlined above) or replacement document. This will provide for:</p> <ul style="list-style-type: none"> <li>•An increase of at least 10,000sq,m gross retail floor space</li> <li>•A range of shop sizes that reflect market requirements;</li> <li>•High quality entrances from the Precinct, Queen Victoria Road and Bull Yard;</li> <li>•The redevelopment of the Barracks car park and the relocation of the parking spaces as part of a new multi storey car park incorporated within the development;</li> <li>•The relocation of the listed mural situated in Bull Yard to a new and prominent site situated within the new development; and</li> </ul>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<ul style="list-style-type: none"> <li>•The retention of the listed market building, with improvements made to its setting and connectivity to Queen Victoria Road and Market Way</li> <li>•Associated residential provision of at least 40 homes as part of upper floors above retail uses.</li> <li>•Complimentary leisure, office and hotel uses as part of upper floors above retail uses.</li> </ul>		
CC20	<p><b>Policy CC20: Primary Shopping Area regeneration – North</b></p> <p>The regeneration of the northern part of the Primary Shopping Area, focused around Smithford Way (4), will be promoted and encouraged for predominantly comparison shopping. This will provide for:</p> <ul style="list-style-type: none"> <li>•An increase of at least 10,000sq,m gross retail floor space</li> <li>•A range of shop sizes that reflect market requirements;</li> <li>•High quality entrances at Smithford Way and Corporation Street;</li> </ul>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<ul style="list-style-type: none"> <li>•Enhanced linkages to Belgrade Plaza and Spon Street.</li> <li>•Associated residential provision of at least 300 homes as part of upper floors above retail uses.</li> <li>•Associated leisure, office and hotel uses on upper floors above retail uses.</li> </ul>		
CC21	<p><b>Policy CC21: Cathedral Lanes</b></p> <p>Cathedral Lanes (5) will continue to be promoted for a change of use to café and restaurant uses, with such uses encouraged to spill out onto Broadgate Square to help reflect the new public realm. Opportunities should also be taken to enhance the façade of the building and create a new link through the building in order to improve the connectivity from Broadgate/Upper Precinct to Coventry Cathedral and the Hill Top Conservation Area.</p>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>
CC22	<p><b>Policy CC22: Primary and Secondary Frontages</b></p> <p>a.Primary Frontages, shown in appendix 1, are expected to include a high proportion of</p>	Policy deleted	Policy deleted and superseded by new policy CC1 – Part E

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>retail uses which may include food, drink, clothing and household goods. A clear majority of A1 retail uses should remain within all Primary Frontages at all times. Where proposals would result in less than 60% of primary frontages being classed as A1 retail then the applicant will be expected to demonstrate exceptional circumstances to justify a change of use. Under no circumstances though will A1 retail be allowed to fall below 51% of primary frontages. Class A5 and sui-generis uses will only be permitted in exceptional circumstances.</p> <p>b.Secondary frontages are defined as any frontage situated within the PSA that is not identified as a Primary Frontage in appendix 1. Within such frontages a mix of Class A uses will be permitted as well as D1, D2 and sui generis uses.</p>		Reference to City Centre character areas now contained within CC1E
CC23	<b>Policy CC23: Technology Park Area - Parkside</b>	Policy deleted	Policy deleted and superseded by new policy CC1 – Part E



Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>a. Development proposals within the Parkside area, should support the hi-tech character that has been developed within this part of the city centre. As such, the following uses will be acceptable:</p> <ul style="list-style-type: none"> <li>•Hi-Tech industry use;</li> <li>•Research and Development activity;</li> <li>•Other Education facilities;</li> <li>•Residential provisions;</li> <li>•Leisure and recreation uses;</li> <li>•Social and community uses;</li> <li>•Office use;</li> <li>•New multi-storey car parking;</li> </ul> <p>b. The area of land situated north of Parkside and Deasy Road, South of Ring Road St Johns and West of London Road (1) will be allocated as the London Road Gateway. This area must create a high quality frontage to the Ring Road and London Road, including high quality landscaping and more efficient use of land. The area will benefit from comprehensive redevelopment and should be supported by a Gateway Masterplan.</p>		<p>Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>c.Developments within the London Road Gateway as well as the vacant sites identified below should make provision for in excess of 400 new homes and a minimum of 30,000sq.m of gross floor space linked to the Technology Park:</p> <ul style="list-style-type: none"> <li>•land East of Cheetah Road (2);</li> <li>•land situated bounded by Mile Lane and Puma way (3);</li> <li>•The site of the former Formula One hotel (4)</li> <li>•Land south of Parkside (5)</li> </ul> <p>d.Opportunities to improve the linkages and connectivity across the Ring Road, especially at junctions 4 and 5 of the Ring Road and the subway linking Short Street with Much Park Street (6) will be promoted. Improvement to these links should also include connectivity to the wider green infrastructure assets along London Road, including the cemetery and Charterhouse.</p> <p>e.The provision of a well-designed multi-story car park will be supported within a suitable location within the Parkside area subject to appropriate design and access.</p>		

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CC24	<p><b>Policy CC24 University and Enterprise Area</b></p> <p>a. Within the University and Enterprise Area, proposals for redevelopment, refurbishment, extension or conversion of buildings for the following uses will be supported subject to high quality building and landscape design:</p> <ul style="list-style-type: none"> <li>I. Education and faculty buildings;</li> <li>II. University administrative facilities;</li> <li>III. Supporting ancillary sport, recreation, retail and maintenance facilities;</li> <li>IV. Research facilities;</li> <li>V. Residential provision including student accommodation; and</li> <li>VI. Multi-story car parks (subject to evidence of need).</li> </ul> <p>b. Land to the east of The Computer and Engineering Building on Gulson Road (1) will be allocated for the development of new building(s) to support this faculty or an alternative faculty. High quality building(s) will be supported on the site.</p>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>c. The demolition of the Priory Halls and Foundation Campus building at Priory Street (2) will be supported with new high quality buildings being introduced to support the setting of the Cathedrals and improving pedestrian routes and vistas along Priory Street.</p> <p>d. Proposals to bring the Grade I listed Whitefriars Monastery (3) into appropriate and regular use will be strongly supported subject to that use not having a detrimental impact upon the architectural and historic interest of the building and surrounding public realm. Proposals shall respect the design unity of this part of the University and Enterprise area.</p> <p>e. Any redevelopment proposals for the Sir John Laing building (4) will be supported only if they include measures to enhance the setting of the adjacent Grade II* listed 'Medieval stonehouse' sandstone building.</p>		

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	<p>f.Any redevelopment proposals for the James Starley building (5) will be supported subject to high quality design and measures to significantly improve the pedestrian environment along the western side of Cox Street adjacent to the site.</p> <p>g.University Square (6) shall remain as an attractive public square at the interface of Coventry Cathedral, the Herbert Art Gallery and Museum and Coventry University.</p> <p>h.Within this area new development, where applicable, shall seek to improve and enhance the following pedestrian routes:</p> <ul style="list-style-type: none"> <li>•Jordan Well/Gosford Street to Far Gosford Street (7);</li> <li>•Gulson Road and the River Sherbourne (8); and</li> <li>•Cox Street between the junction with Fairfax Street and junction with Jordan Well (9)</li> </ul>		
CC25	<b>Policy CC25: Regeneration Areas</b>	Policy deleted	

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>a. Proposals for comprehensive redevelopment within the Bishop Street and Fairfax Street regeneration areas for a mix of uses including a significant proportion of residential development will be encouraged and supported.</p> <p>b. Both areas will be primarily promoted for new residential development in a range of types and tenures although a range of other uses will be acceptable subject to conformity with other parts of this AAP. These include:</p> <ul style="list-style-type: none"> <li>• Office;</li> <li>• Retail and commercial;</li> <li>• Social, community and leisure uses;</li> <li>• Education uses (including those linked to the university);</li> </ul> <p>Such uses should, where practicable and viable will be supported where they contribute towards active frontages at ground floor level.</p> <p>c. Green and blue infrastructure should form an integral part of all development</p>		<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>

Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>proposals within these areas. This should include the consideration of deculverting where possible and viable.</p> <p>d. Proposals for the redevelopment and reconfiguration of existing parking facilities at Cox Street and Bishop Street will be supported, subject to forming part of a comprehensive scheme that does not reduce the overall level of city centre parking, unless otherwise shown to have an acceptable impact on the city centre as a whole. As part of this, new Multi Storey car parking within these areas will be supported where it relates positively to the highway network.</p> <p>e. The removal of the slip roads around Junction 2 of the Ring Road will be supported alongside the development of the White Street car and coach park. Any proposals should come forward as a comprehensive scheme, include significant green infrastructure and create a new high</p>		

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	<p>quality route between Fairfax Street and Swanswell Pool.</p> <p>f.The replacement of the existing Canal Bridge with a new form of crossing will be supported to help improve the connectivity between the Canal Basin and the wider city centre.</p> <p>g.New development opportunities should not conflict with any other policies within this AAP.</p>		
	<p><b>Policy CC26: The Warwick Row Area</b></p> <p>a.Proposals for limited and sympathetic infill development in the Warwick Row area will be encouraged and supported where appropriate.</p> <p>b.Applications for conversions or changes of use will be considered on the basis of their relationship with adjoining buildings and uses. Where appropriate, proposals should complement existing styles and designs of adjoining buildings.</p>	Policy deleted	<p>Policy deleted and superseded by new policy CC1 – Part E</p> <p>Reference to City Centre character areas now contained within CC1E</p>



Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
	<p>c.The site at the junction of St. Patricks Road and Friars Road (1) is to be allocated for at least 65 new homes and should provide a high quality building, fronting the Ring Road. Proposals should also incorporate opportunities to provide a green frontage to the Ring Road and relate positively to the pedestrian routes between Friars Road and the Railway Station.</p> <p>d.Proposals should enhance the character and quality of the local environment and be compatible with other AAP policies.</p>		
		<p><b>AAP Policy CC1 (Part E) – City Centre Character Areas</b></p> <ul style="list-style-type: none"> <li>• All Development within the City Centre should reference the individual character area of its location and deliver high quality, contextually responsive proposals.</li> <li>• All development proposals within, or with the setting of, Conservation Areas will only be considered acceptable if they demonstrate that</li> </ul>	<p>New policy introduced to supersede previous AAP policies CC12 – CC12. Referencing updated City Centre character areas.</p>

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		<p>they preserve and enhance the historic environment of the area and are in adherence with the policies of the respective Conservation Area Appraisals and Management Plans.</p> <p><b>The Friargate Area</b></p> <p>a. Development within this area should deliver high quality office and residential development, alongside a mix of uses within its highly sustainable location. Uses considered to be acceptable include:</p> <ul style="list-style-type: none"> <li>• Office Development</li> <li>• High quality City Centre Residential Dwellings</li> <li>• Leisure and recreation uses, including hotels;</li> <li>• Social and community uses;</li> <li>• Provisions for public transport infrastructure.</li> </ul>	

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		<p>b. Improvements to and expansion of the Coventry Railway Station will be supported so long as it does not negatively affect heritage assets.</p> <p><b>Cathedral and Cultural Area</b></p> <p>a. Development in areas adjoining Conservation Areas should enhance their setting and improve linkages between them and other areas of the city centre.</p> <p>b. Development proposals must reference inter-relationships to heritage assets and ensure the primacy of Coventry Cathedral is retained in townscape.</p> <p>c. Development proposals must fully explore opportunities to reinforce the cultural offering of the City</p> <p><b>Civic Area</b></p> <p>a. New development within the Civic Area must have regard to its</p>	

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		<p>historic characteristics of public service provision. As such, the following uses are encouraged :</p> <ul style="list-style-type: none"> <li>• High Quality Residential Dwellings</li> <li>• Social and community uses;</li> <li>• Leisure and recreation uses;</li> <li>• Educational uses, including new university and research provisions;</li> <li>• Office use;</li> </ul> <p>b. Other commercial activities will be supported where they support the provision of active frontages within a mixed use development.</p> <p>c. The provision of new retail development is unlikely to be supported within the Civic Area unless it can be demonstrably shown to form an integral part of a mixed-use scheme.</p> <p>d. Opportunities to expand the programme of public realm improvements will be supported</p>	

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		<p><b>Far Gosford Street Area</b></p> <p>a. New developments, changes of use and conversions within the Far Gosford Street Area must respect and reflect the area's historic character. As such all development proposals, including applications for signage and the provision of new and improved parking (for cars and cycles), within the area will only be considered acceptable if they demonstrate that they respect the historic environment of the area.</p> <p>b. To support the local centre designation a mix of creative industries, employment, residential and social and community uses will be supported within the Far Gosford Street Area.</p> <p>c. The use of upper floors of buildings for residential or office</p>	

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		<p>use will be supported and encouraged providing that appropriate noise insulation is included to ensure that the use is compatible with ground floor commercial activity.</p> <p>d. Opportunities to enhance the setting of the exposed River Sherbourne within this Area through improvements to green infrastructure will be encouraged. This should include opportunities to improve wider green linkages beyond the city centre boundary, especially towards the Heritage Park at Charterhouse.</p> <p><b>Stoney Stanton Road Area.</b></p> <p>a. New developments within the Stoney Stanton Road Area must have regard to its established character; respond to the environmental issues associated with its proximity to the Ring Road</p>	

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		<p>and deliver high quality buildings and public space which reflect this areas position as a gateway to the city centre.</p> <p>b.All prospective developments should:</p> <ul style="list-style-type: none"> <li>•reflect and enhance the area's character through mixed-use developments;</li> <li>•improve and introduce high quality buildings;</li> <li>•Promote active travel and ensure it becomes easier and safer to move within the area and into adjoining parts of the city centre</li> <li>•Mitigate the negative environmental impacts of the Ring Road;</li> </ul> <p>c.The conversions of existing buildings, where appropriate, and the development of small infill opportunities for new residential</p>	

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		<p>developments will be encouraged and supported in principle.</p> <p><b>Corporation Street Area</b></p> <p>a. All development proposals within the Spon Street Conservation Area, including applications for signage, will only be considered acceptable if they demonstrate that they respect the historic environment of the area.</p> <p>b. Spon Street will be encouraged as a suitable and attractive location for specialist and independent retailers. In order to protect the availability of property for such use, further hot food takeaways will be resisted.</p> <p>c. Development must be of high-quality design that both relates well to the modern Belgrade Plaza development whilst ensuring the setting of adjacent listed buildings and Spon Street Conservation Area is preserved</p>	



Policy Ref	Adopted Area Action Plan (AAP) Wording	Proposed wording / action for the new Local Plan chapter: Coventry City Centre	Explanation
		<p>d. Opportunities to improve the linkages into the precinct area will be encouraged from Corporation Street, Spon Street and Belgrade Plaza</p> <p>e. Opportunities to improve the linkages into the Corporation Street Area from the West will be encouraged.</p> <p><b>Mixed Use Core</b> - Including the Primary Shopping Area</p> <p>a. The primary shopping area is defined as per core Retail policy R2.</p> <p>B Other proposals that would introduce new town centre uses within the PSA will be encouraged and supported where they do not undermine or conflict with this or any other policy.</p> <p>c. Opportunities for new residential provision above new or existing ground floor town centre uses will be supported</p>	

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		<p>with a view to supporting the vitality and viability of the city centre as a whole.</p> <p>d. Opportunities to reinforce the original design concept of the Gibson plan and the precinct cross will be encouraged and supported</p> <p>e. Development proposals should reference the variety of typologies found in the surrounding context, including the heritage assets of the precinct area.</p> <p><b>Parkside Area</b></p> <p>a. Development proposals within the Parkside area, should support the hi-tech character that has been developed within this part of the city centre. As such, the following uses will be acceptable:</p> <ul style="list-style-type: none"> <li>•Hi-Tech industry use;</li> <li>•Research and Development activity;</li> <li>•Other Education facilities;</li> <li>•Residential provision;</li> <li>•Leisure and recreation uses;</li> <li>•Social and community uses;</li> </ul>	

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		<ul style="list-style-type: none"> <li>•Office use;</li> <li>•Car parking;</li> </ul> <p>b. Improvements in pedestrian connections from the area around Junction 5 toward London Road Cemetary to the South will be encouraged</p> <p><b>University and Enterprise Area</b></p> <p>a. Within the University and Enterprise Area, proposals for redevelopment, refurbishment, extension or conversion of buildings for the following uses will be supported subject to high quality building and landscape design:</p> <ul style="list-style-type: none"> <li>I.Education and faculty buildings;</li> <li>II.University administrative facilities;</li> <li>III.Supporting ancillary sport, recreation, retail and maintenance facilities;</li> <li>IV.Research facilities;</li> <li>V.Residential provision including student accommodation.</li> </ul> <p>b. Proposals to bring the Grade I listed Whitefriars Monastery into appropriate</p>	

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		<p>and regular use will be strongly supported subject to that use not having a detrimental impact upon the architectural and historic interest of the building and surrounding public realm. Proposals shall respect the design unity of this part of the University and Enterprise area.</p> <p>c . University Square shall remain as an attractive public square at the interface of Coventry Cathedral, the Herbert Art Gallery and Museum and Coventry University.</p> <p><b>Northern Regeneration Area</b></p> <p>a. Proposals supporting the aims of mixed-use redevelopment of the Area will be encouraged.</p> <p>b. The area will be primarily promoted for new residential development in a range of types and tenures although a range of other uses will be acceptable subject to conformity with other parts of this AAP. These include:</p>	

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		<ul style="list-style-type: none"> <li>•Office;</li> <li>•Retail and commercial;</li> <li>•Social, community and leisure uses;</li> <li>•Education uses (including those linked to the university);</li> </ul> <p>Such uses should contribute towards active frontages at ground floor level.</p> <p>c. Green and blue infrastructure should form an integral part of all development proposals within the area. This should include the consideration of deculverting where possible and viable.</p> <p>d. New development opportunities should not conflict with any other policies within this AAP.</p> <p>e. Swanswell Pool is of historic importance to the local area and the city centre as a whole. Opportunities to expand the park and enhance its quality will be supported. This should include opportunities to improve its linkages to the wider city centre.</p>	

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		<p>f. Proposals for the redevelopment of White Street Coach Park will be encouraged, where they are linked to appropriate amendments to Ring Road junction 2</p> <p><b>The Warwick Row Area</b></p> <p>a. Proposals for limited and sympathetic infill development in the Warwick Row area will be encouraged and supported where appropriate.</p> <p>b. Applications for conversions or changes of use will be considered on the basis of their relationship with adjoining buildings and uses. Where appropriate, proposals should complement existing styles and designs of adjoining buildings.</p> <p>d. Proposals should enhance the character and quality of the local environment and be compatible with other Local Plan policies.</p>	

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		<p>e. Greyfriars Green will continue to be protected as a conservation area and an important 'green' asset to the city centre. Any development proposals that would erode the character of the Green and damage the setting of the listed buildings will not be accepted.</p>	