

COVENTRY CITY CENTRE REDEVELOPMENT MASTERPLANNING

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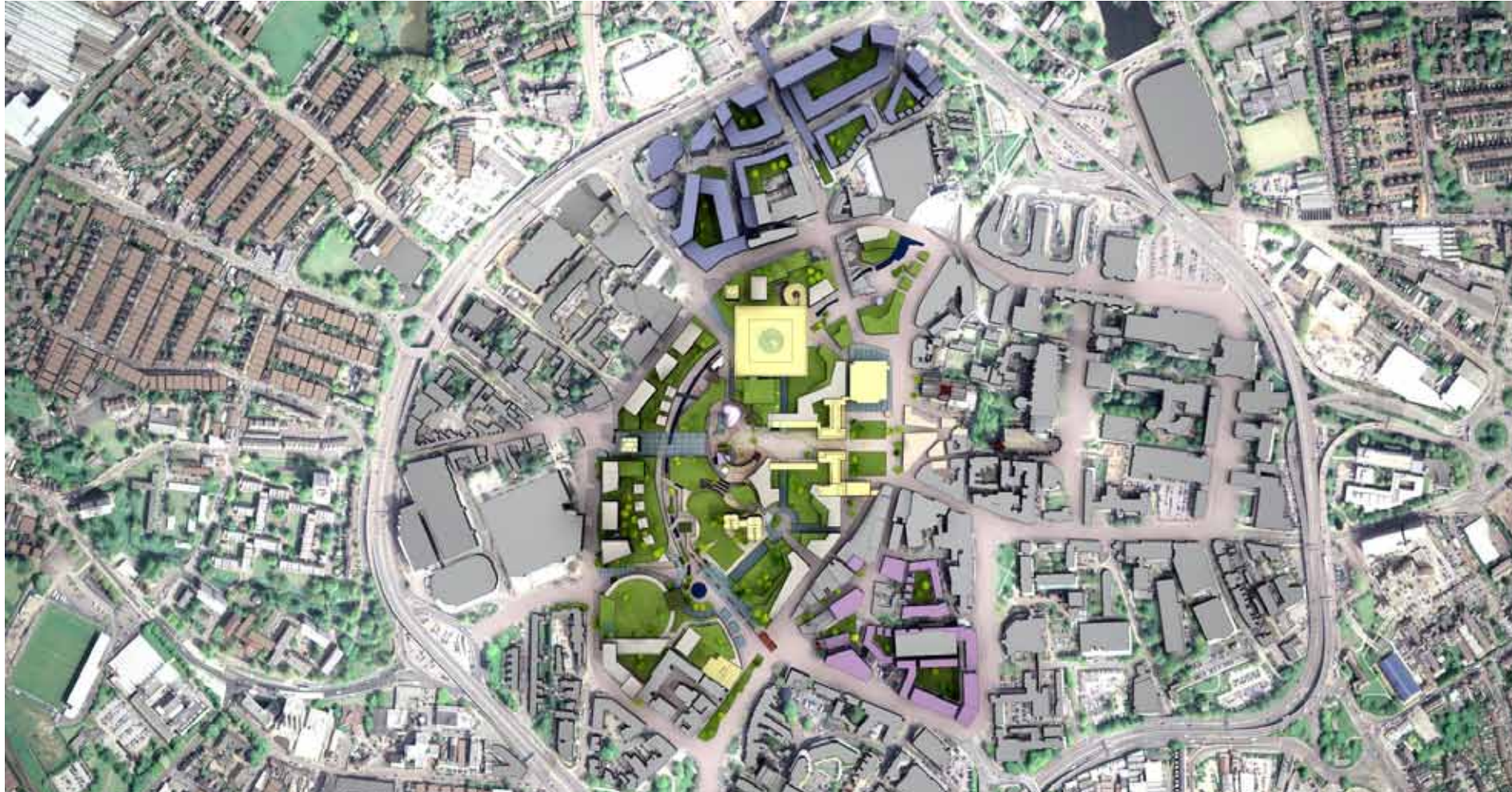
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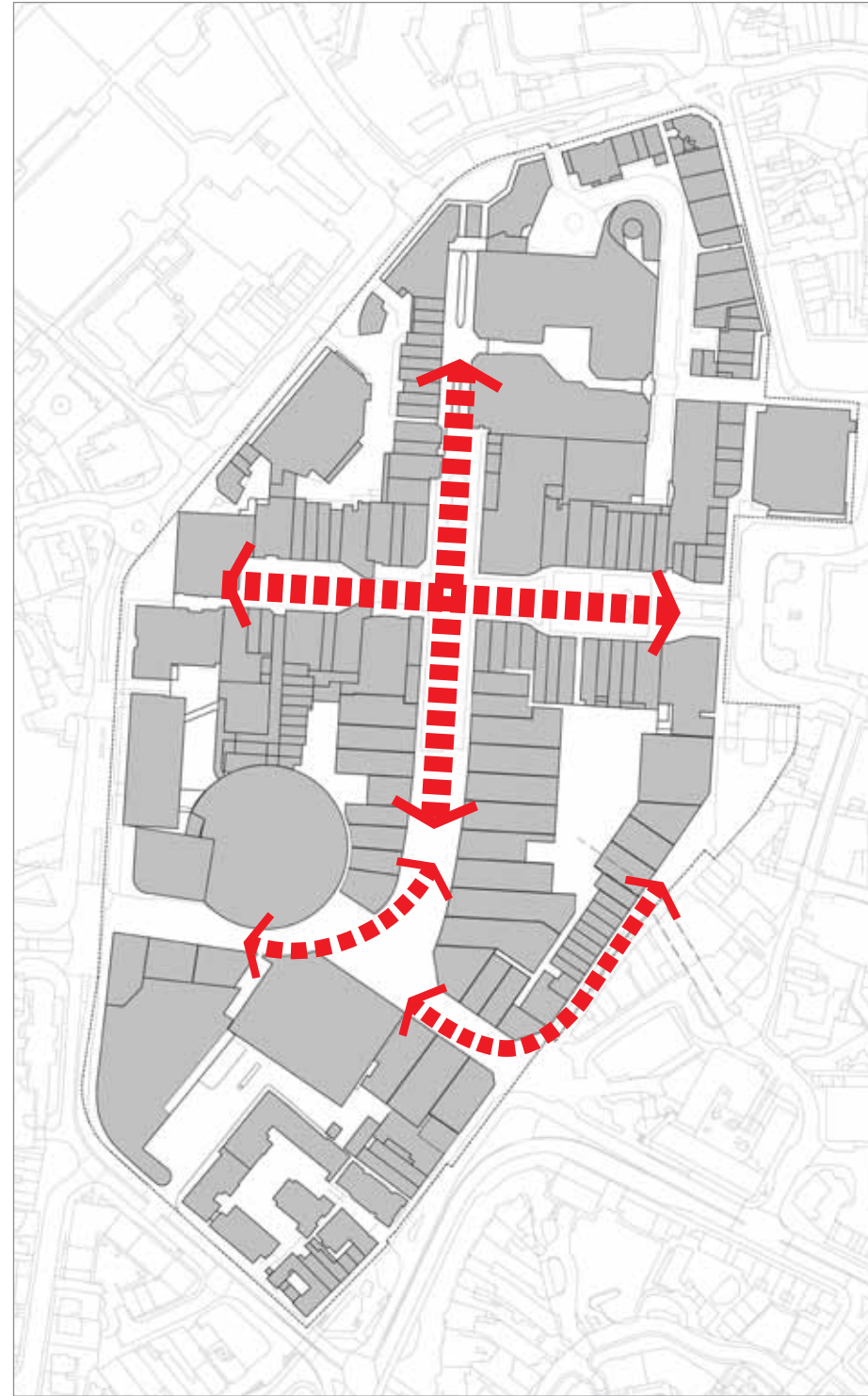
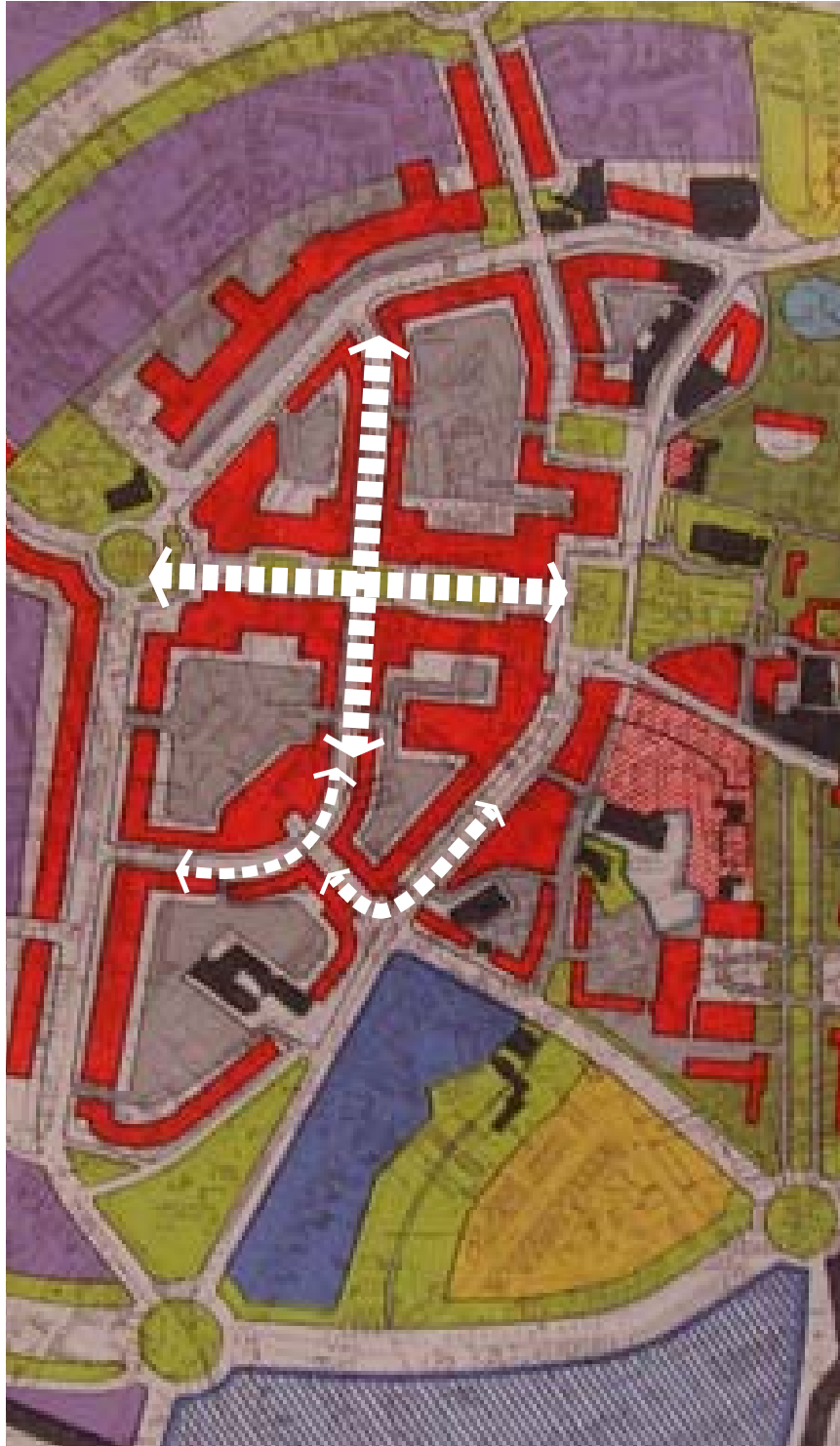
PRINCIPLES

JERDE MASTERPLAN – 10 PRINCIPLES



- 1 To build on the existing strength and character of Coventry to ensure that future development reflects the pride of its people, alongside its unique heritage and history.
- 2 To define the 'Coventry Experience', to encourage participation by all to develop a new city centre that meets the true physical and emotional needs of the community.
- 3 To be more than just a retail centre, telling the story of Coventry that speaks of its unique qualities and virtues.
- 4 To make a true city centre for the 21st century that can accommodate the radical changes demanded from its retail, employment and residential markets as the city adapts to a global web-based society.
- 5 To provide a successful mixed use development that provides something for everyone.
- 6 To recreate Coventry as a unique destination, a hub for the whole sub-region, and as a regional, national, and international place of interest.
- 7 To enhance both the natural and urban environment of Coventry and its surroundings, raising the quality of life for existing and future citizens. The urban plan should emphasise public parks and plazas, legibility and connectivity, quality, scale and character.
- 8 To develop and reinforce sustainable concepts that will ensure the commercial, social and environmental longevity of the city.
- 9 To provide a city centre that is focused on the pedestrian to ensure a safer and invigorating urban environment.
- 10 To design a flexible framework to adapt and accommodate future demands and to create a world class city for the 21st century.

REMAINING TRUE TO THE GIBSON PLAN



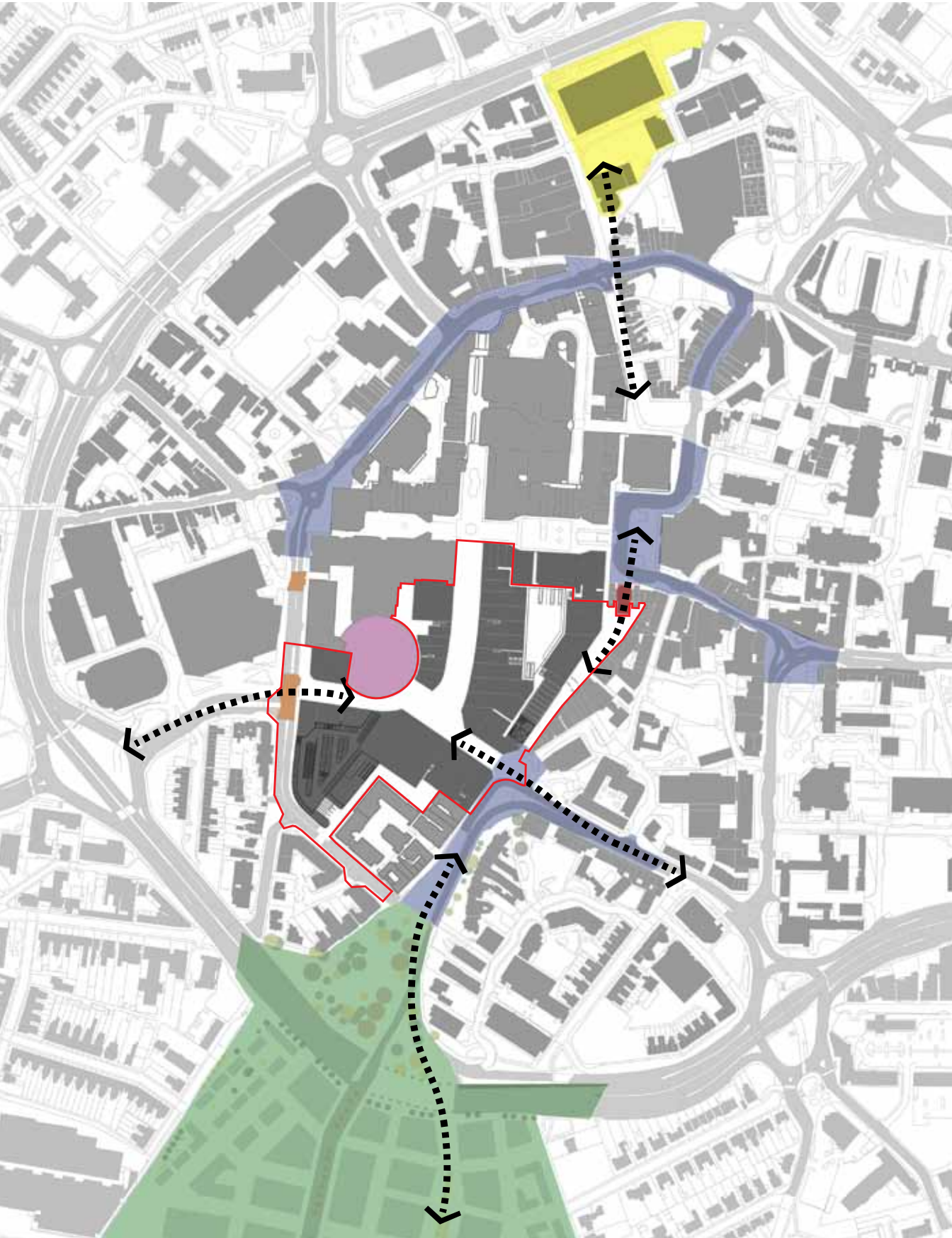
- Retain the original “cross” from the Gibson Plan
- Retain the connection from Market Way to Queen Victoria Road and Hertford Street

A RICH MIX OF USES



- A new mixed use retail development attracting major retail tenants, reinforcing Coventry as a shopping destination.
- Creating a major anchor at the southern end of Market Way / Shelton Square driving footfall into the scheme.
- New refurbished units creating a restaurant destination and accommodating independent retailers along Hertford Street.
- A new cinema complex to drive night time activity within the centre of the city.
- Improving the presence and setting of Coventry Market.
- An hotel at the heart of the city.
- The creation of 1,200 new car park spaces.
- The possibility of new homes in the city centre

LINKAGE MASTERPLAN



BULLYARD



FRIARGATE



BROADGATE



KEY

- Coventry Retail Market
- Nationwide Bank
- 2012 Public realm works
- Friargate development
- Bishopgate development
- Proposed road narrowing

PLANS

GROUND FLOOR PLAN

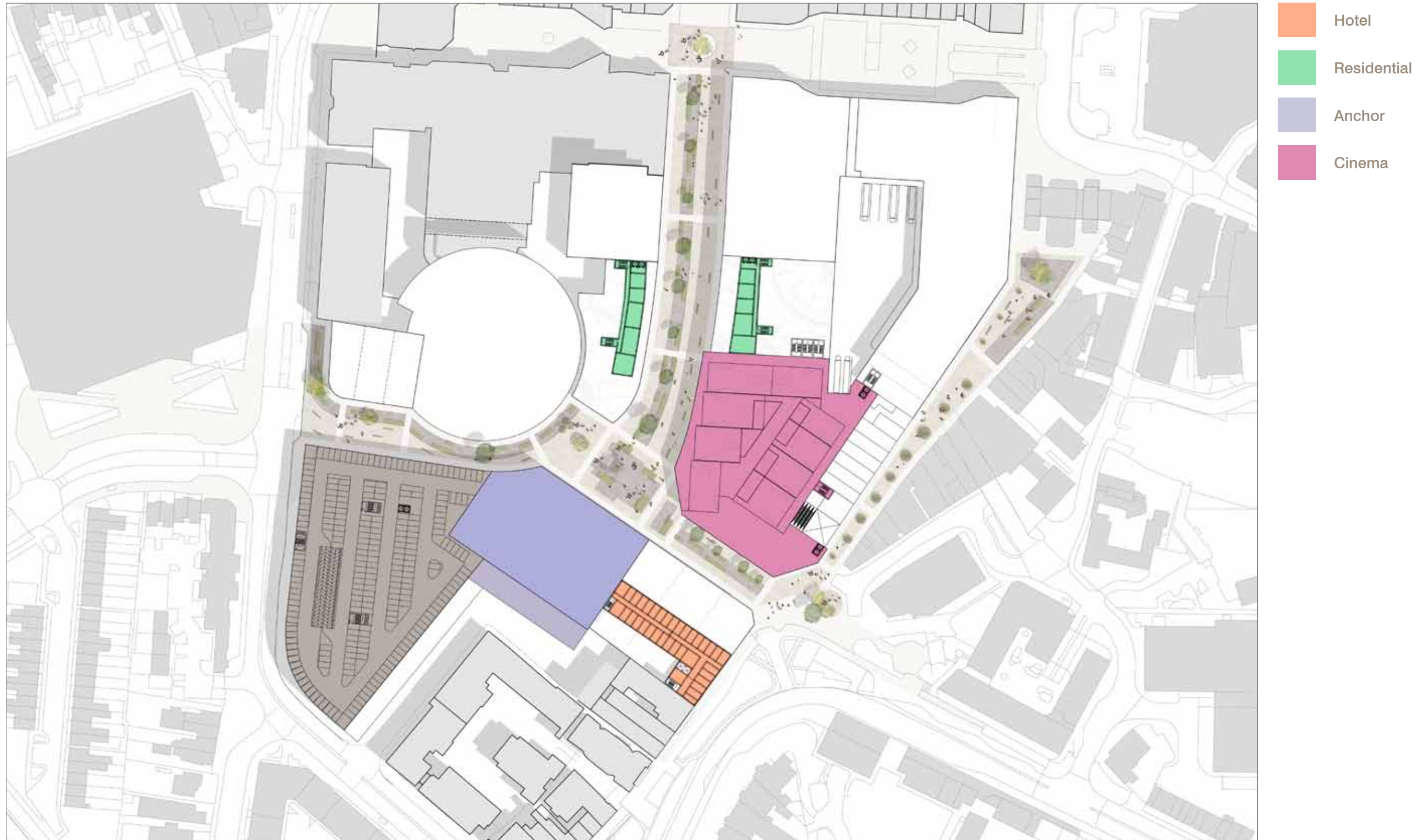


FIRST FLOOR PLAN



- New retail units
- Refurbishment of Hertford Street buildings
- Food and beverage
- Anchor
- Cinema
- Refurbished units

SECOND FLOOR PLAN



CHARACTER AREAS

MARKET WAY



Benoy

BULL YARD



Benoy

CONNECTION FROM QUEEN VICTORIA ROAD



COVENTRY MARKET



Benoy

CONNECTIONS TO BROADGATE



Benoy

CONNECTIONS TO BROADGATE



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