

The background of the entire page is a detailed, hand-drawn aerial sketch of a city plan. The sketch is rendered in a light blue or grey line-art style. It shows a dense urban layout with numerous rectangular blocks representing buildings, winding lines for roads and streets, and clusters of small circles representing trees or parks. The perspective is from directly above, looking down on the city. The drawing is intricate, showing the layout of streets, building footprints, and green spaces across a large area.

# **FRIARGATE COVENTRY**

**Revised Outline Planning Application**

**Masterplan 2 with integral design and access statement**

December 2010





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**Key**

1. Greyfriars Green
2. Coventry Station
3. Central Six Retail Park
4. Spencer Park
5. Bull Yard
6. The Precinct
7. Christchurch Spire
8. Coventry Cathedral
9. St Michaels Cathedral
10. Herbert Art Gallery and Museum
11. Coventry University
12. Holy Trinity Church



# 01 Introduction

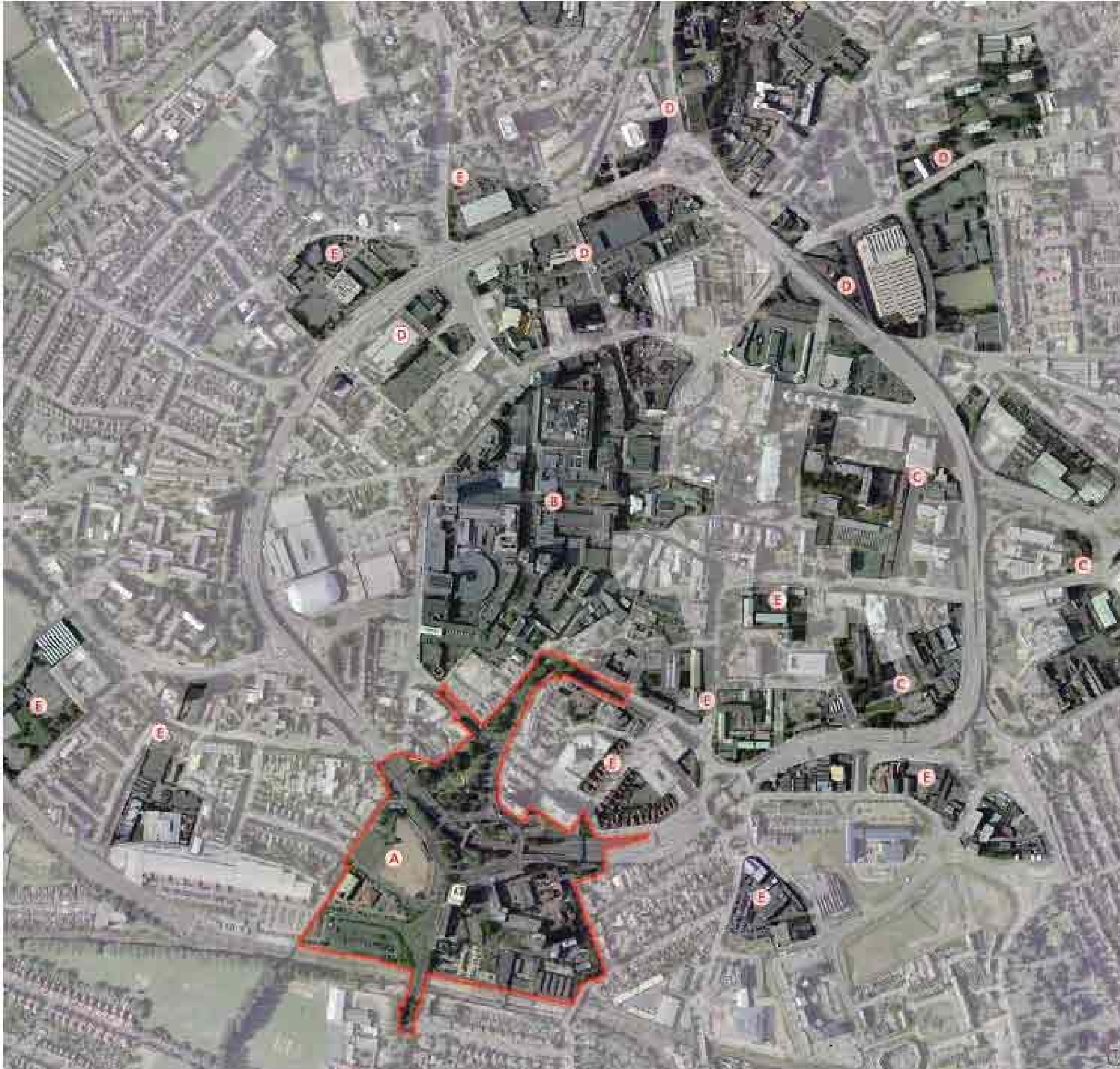
This document sets out a masterplan for the area of Coventry immediately north of the Railway Station, known as Friargate. It has undergone great change over the course of Coventry's history, and today is an under used and neglected city quarter, having suffered from successive developments and infrastructure changes that have served to isolate this area from the city centre to the north.

Friargate Coventry LLP have been working with Coventry City Council for a number of years to develop an extensive and strategic proposal. Being located next to Coventry Railway Station, Friargate has the opportunity to become a vibrant business community, providing high quality office buildings with shops and restaurants at ground level, as well as a mix of other uses, including housing, hotels, leisure and community. These new buildings will be arranged around a series of new public streets and spaces, with a new square at its heart in front of the Station.

Whilst this document does not define the design of individual buildings, it does provide an illustration of the plot definitions and massing. This could be varied in the future, as detailed development proposals emerge, with the submission of variant masterplans to Coventry City Council.

This document should be read alongside:

- 1 Outline Planning Application, prepared by GW Planning Ltd
- 2 Transport Assessment and Travel Plan, prepared by Arup
- 3 Environmental Statement, prepared by Waterman Energy, Environment & Design Ltd
- 4 Energy Assessment, prepared by Waterman Building Services
- 5 CHP Viability Study, prepared by Waterman Building Services



- A Friargate
- B Precinct
- C Coventry University
- D Swanswell
- E Independent projects

This photograph identifies key redevelopments and potential redevelopment opportunities under consideration at this time

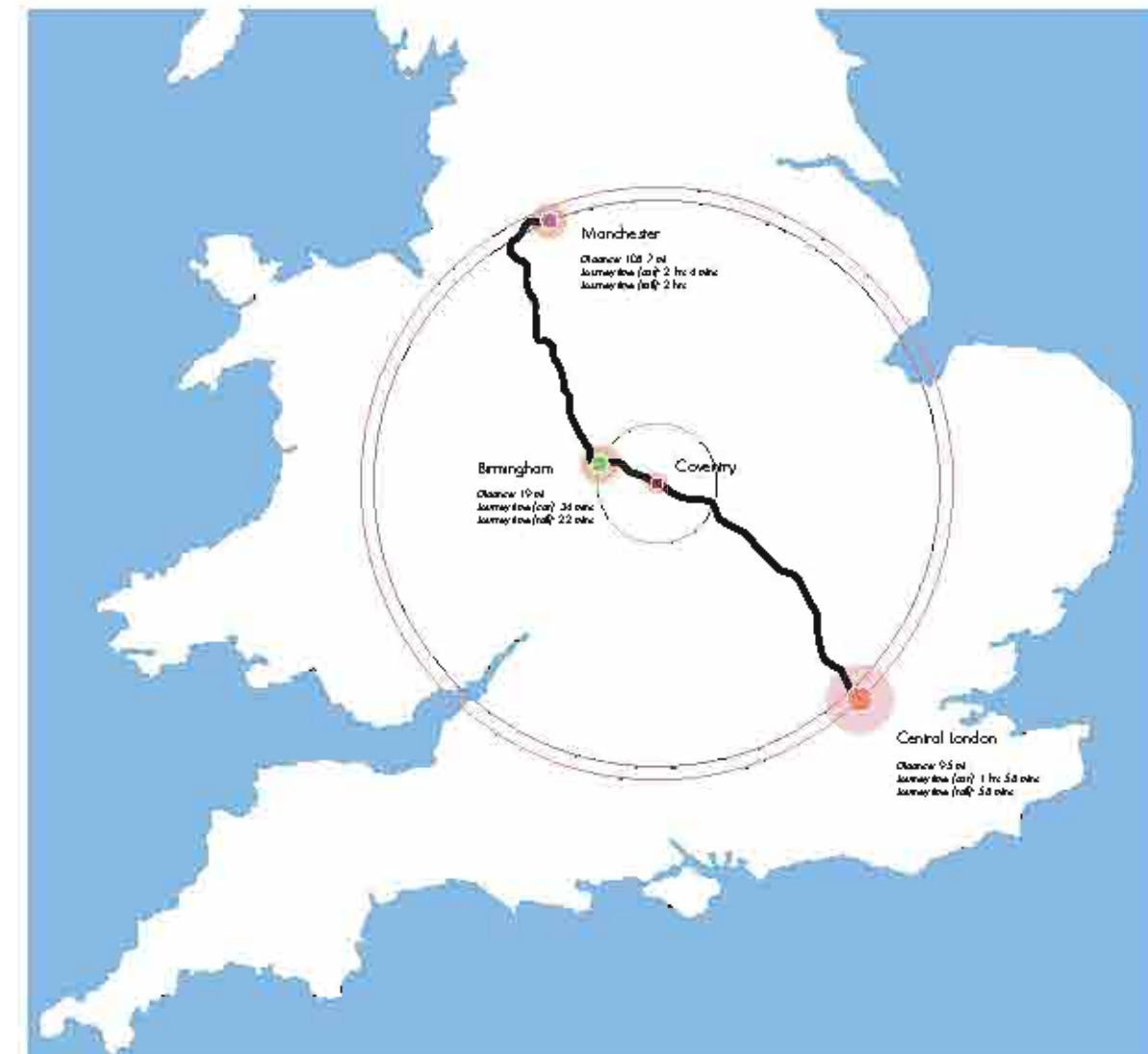
## 02 The Site & its Context

### 2.1 Site Location

With a population of approximately 306,000, Coventry is the 9th largest city in the UK, and the second largest in the West Midlands after Birmingham. It is situated 95 miles (153km) northwest of London, 19 miles (30km) southeast of Birmingham, and is the furthest inland of any city in Britain.

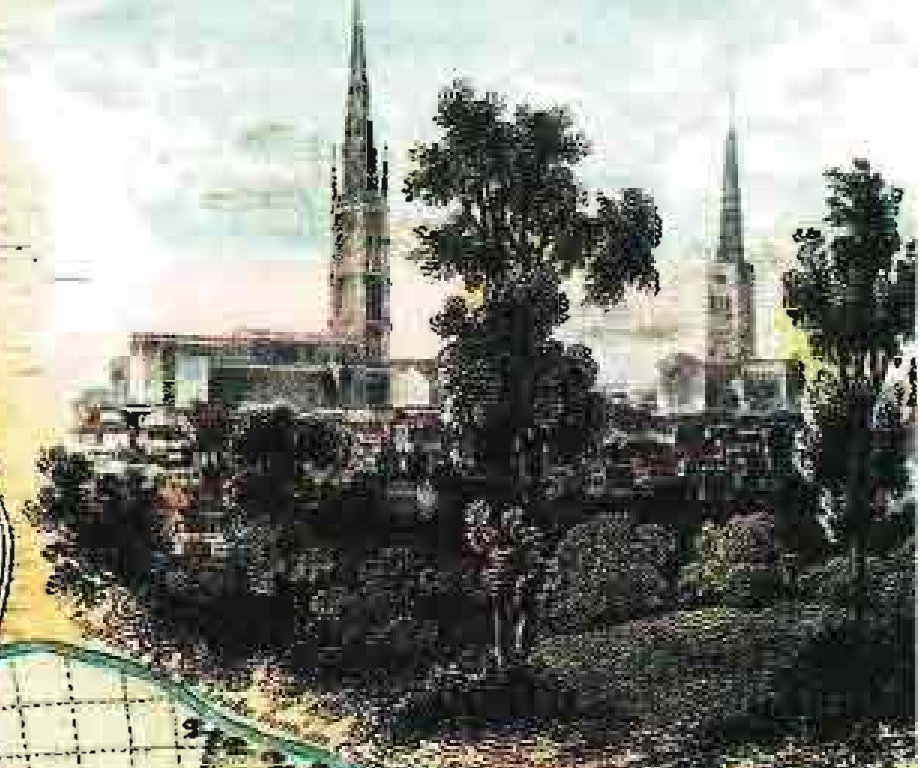
The city is part way through a major investment programme, having been identified as one of twenty New Growth Points in the UK. Economically, Coventry has seen a recent resurgence in small-scale specialist engineering, and has attracted high-tech (including medical) industries to the area. Service sector industries have also thrived, with several multi-national companies setting up in Coventry.

A number of regeneration projects are proposed in and around Coventry city centre. Collectively, these projects are intended to come together to form a strategy to overhaul the city economically, socially and physically. In this context, the Friargate masterplan can play an important role, with a strategic location next to the railway station and the Ring Road, and forming a southern edge to the city centre.



Map indicating the location of Coventry, equidistant from London and Manchester





Cole and Roper, Coventry, 1801



## 2.2 Coventry's History

Coventry is an ancient city, predating Birmingham and Leicester. It is likely that Coventry grew from a bronze age settlement, with the Romans forming another settlement around a Saxon nunnery founded in AD 700. This was later destroyed by Canute's invading Danish army in 1016, but rebuilt in the form of a Benedictine monastery dedicated to St Mary in 1043.

By the 14th century, Coventry had become an industrial centre, being an important part of the cloth trade. Throughout the middle ages it was one of the largest and most important cities in England. It retained its importance in the cloth industry up to the 19th century, when Coventry became one of the main UK centres for watch and clock manufacturing. As this industry declined due to Swiss competition, the skilled workers were crucial in the setting up of the bicycle manufacture industry and later motorcycle, car, machine tool and aircraft industries. By the early 20th century, Coventry was a major centre for the motor industry.

In 1355 work began on the construction of city walls, reflecting Coventry's importance. The walls were not finished until 1534, although

the size of the city became more or less static within the walls by the 15th century. By this time many fine buildings had been built in the centre, including the impressive churches of Holy Trinity, St Michael's and the church of the Greyfriars (later Christchurch).

In the late 18th century and early 19th century, the industrial growth of the city saw a corresponding increase in population, and the city saw a period of growth and expansion. This continued through the 19th century, with the railway arriving in Coventry in 1838. From the 1880's onwards it was continually enlarged from its medieval size of 420 hectares to a current size of over 9600 hectares.

By 1940, suburban expansion was well underway, but the World War II air raids starting in November 1940 destroyed large parts of the city centre and surrounding areas. After the war, the city centre was extensively re-built. Planned by Donald Gibson, the city centre included an axial traffic-free shopping precinct. The new Broadgate was opened in 1948. The new Coventry Cathedral, designed by Basil Spence, was opened in 1962.

In the early 1970's, a major orbital Ring Road was constructed around the city centre. This was part of the radical post-war planning for the city, to aid traffic flow around Coventry, and involved the destruction of many houses and streets to enable its construction. It has also had the effect of unnaturally constricting the city centre, and isolating it from surrounding districts.

The decline of the British motor industry during the late 1970's and early 1980's hit Coventry hard, as did the economic recession of 1990-1994. In recent years, Coventry has recovered, and undergone significant redevelopment and regeneration, encouraging new high-tech industries to the area.



Central Precinct (pre bombing) 1930



Central Precinct (post bombing) 1941



Central Precinct 1974



Central Precinct 2003





Greyfriars Green, 19th century



Queens Road at Grosvenor Road



Warwick Road, west side, showing goods depot



Hertford Street (left) - Warwick Lane (right) 1912



Greyfriars Green, early 20th century



Queens Road at Warwick Road



Warwick Road, east side, showing Railway Inn and Stationmaster's House



Hertford Street (left) - Warwick Lane (right) 2005



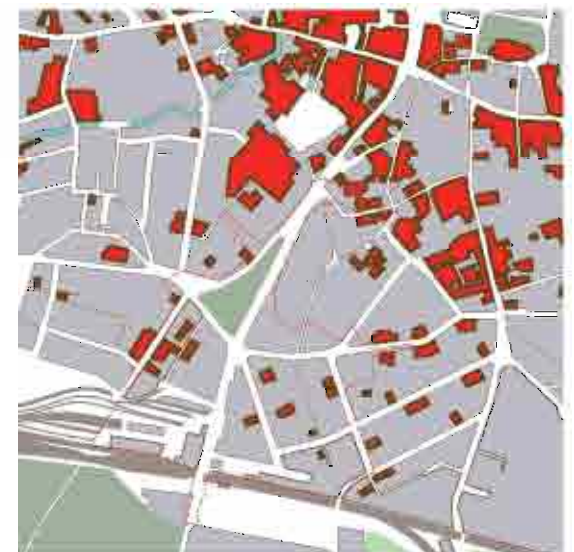
**1801**  
Warwick Road and Greyfriars Green are already well established. Most of the land to the south is used for market gardening or is open countryside.



**1889**  
The railways are well established with goods sidings to support industrial distribution. The land between the station and city centre is now developed.



**1913-1914**  
The remaining land to the west of Warwick Road has been developed and the overall urban grain established



**1940-1941 Bomb Damage**  
Bomb damage during the Second World War was extensive and led to the reconstruction of the heart of the city in a modernist style. The pre-war street patterns did however survive.





Coventry Railway Station early 1900s



Coventry Railway Station as completed 1962

## 2.3 Site History

At the beginning of the 19th century the Friargate site consisted of open fields and market gardens. Greyfriars Green was in existence at this time, in a roughly triangular form that is still evident today and with buildings to its western side. Warwick Road was also evident from Cole and Roper's map of 1801.

However the development of the city centre, especially to the south, was slow to evolve. Even though the railway station was opened in 1838, Eaton Road was not laid out until 1880. In the Ordnance Survey of 1889, land to the west of Warwick Road was still used for nursery gardens, with a triangle of development between Warwick Road and Eaton Road leading to the station. By this time Greyfriars Green was contained by buildings to its west and east sides, including the Quadrant.

From 1890 to 1910, development occurred to each side of Warwick Road. To the east, the formation of Park, Manor and Stoney Roads brought villas and semi-detached houses. To the west, terraced houses, factories and a large railway goods yard.

This street pattern remained intact until the late 1950's, when the area began to undergo a radical change, along with the rest of the city during post World War II reconstruction. A new railway station was built in 1962, and the area east of Eaton Road was cleared for new buildings, including Copthall House and Station Tower. The biggest change to the area has undoubtedly been the construction of the Ring Road, which was completed in 1974. This radical piece of engineering ran roughly along the line of the former Queen's Road and St Patrick's Road, although the space needed to accommodate it was much greater than these two old roads, and many houses were demolished to make way for it.

The pattern of the site area has remained largely the same since the 1970's, although by 1988, the goods yards to the west of Warwick Road had been cleared away, and more recently the Grosvenor Link Road and Central Six retail development have been built.



**1941-1951**

Post-war, the centre of the city is regenerated and pedestrianised shopping precincts introduced.



**1962-1989**

The construction of the Ring Road, while providing a gyratory vehicular route, has the effect of constricting the growth of the city centre and separating pedestrians and cyclists.



**2009**

The site today





View of the site looking east



## 03 The Site

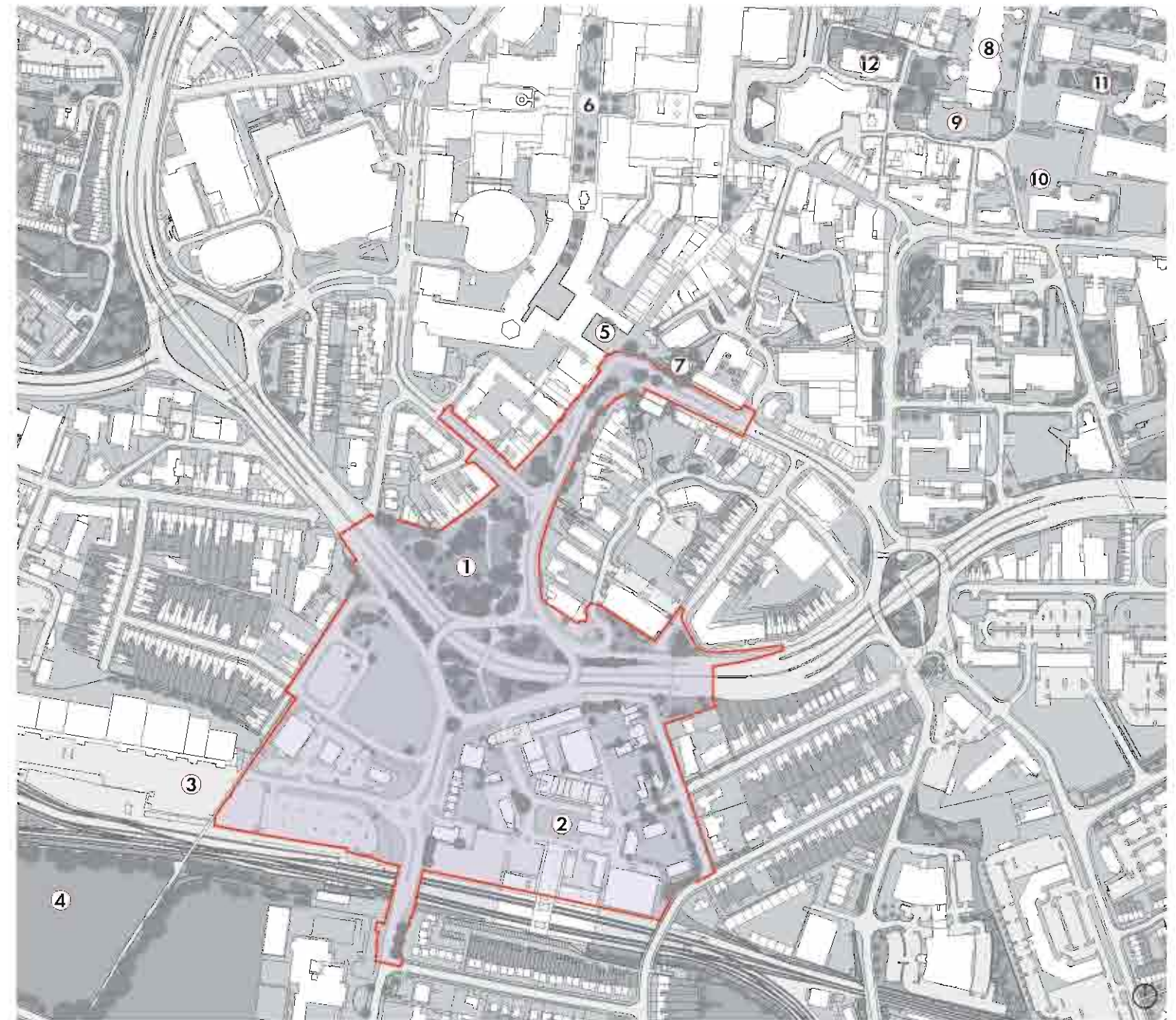
The area covered by this masterplan is the area north of Coventry railway station, stretching from the railway lines to the northern tip of Greyfriars Green, an historic area of open space tapering northwards from the Ring Road to meet Christchurch and Bull Yard. From west to east, the site is defined by Grosvenor Road and the cycle and pedestrian bridge across the railway at its western extremity and Manor Road at its eastern border.

The site is bisected by the Coventry Ring Road (Ringway Queen's and Ringway St Patrick's sections), with Junction Six sitting centrally between Greyfriars Green and the developed areas north of the station around Warwick Road and Eaton Road. The site area includes those areas thought to be necessary to carry out works to the edges of the Ring Road and to Junction Six, and to reconcile other highways changes. It includes land in various ownerships, although the land is mainly owned by Friargate Coventry LLP or Coventry City Council.

A succession of post-war developments and infrastructural changes have resulted in the area been seen as somewhat neglected, isolated and under-used. The Ring Road and Junction Six are the most serious impositions, with the various changes of level of the through route and raised roundabout necessitating a series of pedestrian bridges and subways to negotiate the route from the station to Greyfriars Green and the city centre beyond.

In total, the site covers 14.84 hectares (36.7 acres).

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### 3.1 Detailed Site Description

#### 1 Coventry Railway Station and Station Square

Coventry Station was built in 1962 and was widely considered to be the finest of the new London Midland stations. It was intended by architect W R Headley to complement the post-war planning of the city centre, and is now Grade II listed.

The unusually deep site allowed the double height glazed station concourse to be built at right-angles to the platforms, with access from three sides. The roof of the concourse is cantilevered out over the entrance front, and also continues across the platform areas with high level walkways accessing the platforms suspended beneath.

To the western side of the station, a café and waiting room define one side of a taxi and private car pick-up and drop-off area, whilst to the east, a small delivery courtyard is partly enclosed by a two storey L shaped building currently used by the British Transport Police.

Further to the west adjacent to the railway lines and platforms, a multi storey car park was recently demolished, and surface level car parking still occupies the space. A new four storey pre-cast concrete multi storey car park has been built to the east of the station, accessed from Manor Road and Park Road.

Station Square is bounded by a four storey office building to the north, and defined by the fifteen storey station tower to its eastern side. To the west, the definition of the square breaks down, with surface level car parks and a two storey office building offering little to the space. The square itself has roads to all edges, with a landscaped space in the centre. Overall, the square is dominated by a large number of waiting taxis and other vehicles. Immediately in front of the Station entrance, a bus priority lane followed by two taxi lanes means that the square is not a good environment for pedestrians and is difficult to negotiate.

#### 2 Eaton Road

Eaton Road, although the remnant of an historic route from the railway station to Greyfriars Green, is connected to Station Square and shares some of its characteristics. It is faced on its eastern side by the same complex of 1960's office buildings, which then sweep around to bridge over Eaton Road adjacent to the Junction Six roundabout. On its western side, there is one original Victorian villa, now an office, and the thirteen storey Eaton House set back from



Coventry Station



Eaton Road

the road. Forming the principal route from the station to Greyfriars Green, it is by no means clear. Eaton Road, in common with several other roads on the site, is dominated by fairly fast-moving traffic, having just left the Ring Road at Junction Six.

#### 3 Warwick Road

Warwick Road descends from a high area adjacent to the King Henry VIII School, to join Junction Six of the Ring Road. As it passes Michaelmas Road, its character changes from that of a tree-lined suburban route, as it widens, becomes more open and less well defined. As it drops towards the railway, its gradient is around 1 in 25, with bus stops on the eastern side of the road near a side entrance to the Railway Station.

The Road widens to four lanes in front of the Rocket Pub and bulges to the west, where it forms the main vehicle access to the Central Six retail park. Traffic dominates at this point, and the road becomes difficult for pedestrians to cross.

Aside from the Rocket Pub, Warwick Road is fronted by a block of four storey flats with some small scale retail at ground floor level, and by Eaton House, a thirteen storey office building next to the Junction Six roundabout.

Unfortunately, to the western side of Warwick Road, between the railway and the Ring Road, no buildings face onto Warwick Road, although there are a group of three single storey retail buildings set back from the road towards Central Six.

#### 4 Central Six retail park

Sitting to the west of Warwick Road, and accessed from an off-set roundabout, Central Six is a retail park stretching approximately 300m in a westerly direction. The complex is a simple shed structure with multiple retail tenants, with a large surface level car park between the building and the railway lines to the south. A pedestrian and cycle bridge, part of an historic route across the former railway goods yards, crosses above the Central Six car park and links Grosvenor Road to Spencer Park across the railway lines via a long ramp.

Three single storey retail buildings sit in a line further to the east between Grosvenor Road and Warwick Road.





Warwick Road



Central Six Retail Park

## 5. Grosvenor Road and Westminster Road

Grosvenor Road forms the western boundary of the site area, and runs roughly north-east to south-west. At its southern end, the footbridge from Spencer park across the railway lines connects to an original brick ramp structure. This effectively isolates the southern part of Grosvenor Road from any development to the east. At this end of the street, Grosvenor Road is faced with row of Victorian terraced houses and a more modern three storey block.

Grosvenor Road is faced on its western side by a disparate group of buildings – a two storey Victorian building, a single storey hall, and a three storey block of flats. On its eastern edge is an under-used surface level car park.

The road curves away at its northern edge and is directly accessed from Junction Six of the Ring Road and in achieving a reconciliation of level differences a pedestrian subway is necessary to connect Grosvenor Road to Greyfriars Green across the Ring Road.

## 6. Greyfriars Green

Greyfriars Green is an historic piece of triangular park stretching from the Ring Road at its southern edge to Christchurch at its northern tip. It has existed as an open space throughout Coventry's history, although it was only formally laid out in 1876. It is now part of the Greyfriars Green Conservation Area.

The Green contains mature trees and planting. On its western side, a row of late 18th and early 19th century originally domestic buildings front the space. These buildings are now used for offices, and for the most part are Grade II listed. On the north-eastern side of the Green, a curved early Victorian Grade II listed terrace known as the Quadrant is set back from the Road. Further south along the eastern side, two Victorian villas and a modern 5 storey building, all used for offices, front onto the Green.

Although it has some fine buildings surrounding it, Greyfriars Green is dominated by the Ring Road and Junction Six. Although the Ring Road is at a lower level than that of Greyfriars Green, the access roads to the raised Junction Six roundabout, and the roundabout itself, form a series of visual and physical barriers to the southern part of the Green. It is necessary to walk below a raised section of the roundabout to gain access to a pedestrian footbridge across the Ring



Grosvenor Road



Greyfriars Green



Road in order to travel to the Station. Also dominant at the southern part of the Green is a large mirror-clad office building known as Friars House.

Towards its northern end, the Green is perhaps even more dominated by roads, due to the wide junction of Warwick Road and Greyfriars Road, each with four lanes and central reservations. Again, pedestrians have to walk through a subway to cross Greyfriars Road – Warwick Road cannot be crossed at this point.

At its northern end, Greyfriars Green meets Bull Yard and the Precinct shopping area. As the road curves around to the east, one of the three Coventry Spires, Christchurch rises above the trees and buildings, with a hard landscape space in front of it.

## 7 Manor Road, Park Road and Stoney Road

Park Road and Stoney Road are predominantly residential in character, with largely 20th Century two storey semi-detached houses lining both sides of the street. Some of these properties are no longer residential but have uses such as guest houses, surgeries or offices. Manor Road has some larger properties, with some three storey houses to the eastern side. The western side of Manor Road is more disparate, with a mixture of car parks, late 20th century office buildings and two to three storey houses now mainly used as offices. A site on the corner of Manor Road and Park Road has recently been given planning permission for a six storey block of student flats.

Manor Road is busy in terms of car traffic, as it joins the Ring Road and Junction Six at its northern end. Just to the east of this junction, a pedestrian footbridge links Manor Road with Friars Road to the north across the Ring Road. This is a popular pedestrian and cycle route to Coventry University.

## 8 Friars Road and Manor House Drive

Friars Road has a range of mainly two to three storey residential terraced or semi-detached houses along its length. Towards its northern end, there is a more modern five storey block of flats, and at the southern end of the street is the back of a single storey



Manor Road



Ring Road and Junction Six

podium of car parking serving the six storey Sherbourne House office building on Manor House Drive.

Manor House Drive is essentially an access road to the rear of Greyfriars Green, and giving access to Sherbourne House and Friars House. It terminates in front of Sherbourne House with a turning area and a connection to Junction Six. The area between Sherbourne House and the Ring Road slip road is landscaped, with cycle and pedestrian connections to Friars Road and Greyfriars Green.

## 9 Copthall Terrace

Copthall Terrace is a service and access road to the rear of the Station Square office buildings. It gives access to the rear car parking areas of a number of buildings which face Manor Road, and also to a multi storey car park serving the office buildings around Station Square and Eaton Road.

## 10 Ring Road and Junction Six

The Ring Road and Junction Six dominate the site area and impede non-vehicular movement. By raising Junction Six, lowering the highway and disconnecting them from pedestrian activity, it has been necessary to provide myriad pedestrian subways and bridges to enable people to get across them. Although at the time that they were built the separation of pedestrians and traffic was seen as positive, the disconnection and resultant complication of levels and environment is not now seen as beneficial, creating unpleasant and alienating places.

The effect of Junction Six on Greyfriars Green is considerable, and although the landscape of Greyfriars Green and the area in the middle of the roundabout is managed well, these cannot be said to be one open space, with the roundabout rising between them, and the Ring Road cutting through.

The geometry and sheer size of Junction Six has also resulted in oddly sized and positioned plots and buildings around it. This in turn has contributed to the difficulty in navigating the route between the station and Greyfriars Green.

View of the site looking west





Central Six Retail Park

Westminster Road

Grosvenor Link Road

Grosvenor Road

Ringway Queens

Greyfriars Green

Warwick Road

Coventry Station

Eaton Road

Junction Six

Ringway St. Parnicks

Caphall Terrace

Park Road

Manor Road

Stoney Road



# 04 Site Analysis

## 4.1 Heritage, Conservation, Archaeology

### Listed Buildings

There are a number of statutory listed buildings in and around the site area, particularly around Greyfriars Green. Generally these are Grade II listed and include the Quadrant, a curving terrace of early Victorian buildings on its eastern side. On the west of Greyfriars Green, a row of 18th and 19th century domestic scale buildings are also Grade II listed.

Aside from Greyfriars Green, Coventry railway station is also Grade II listed, as is the Queen's Road Baptist Church at the northern end of Grosvenor Road, and the King Henry VIII School to the south of the site area on Warwick Road. The Rocket public house is locally listed.

### Conservation Areas

Greyfriars Green was, in 1969, also designated with many of the buildings around it as a conservation area. The conservation area was enlarged in 1977 in response to changes brought about by the construction of the ring road.

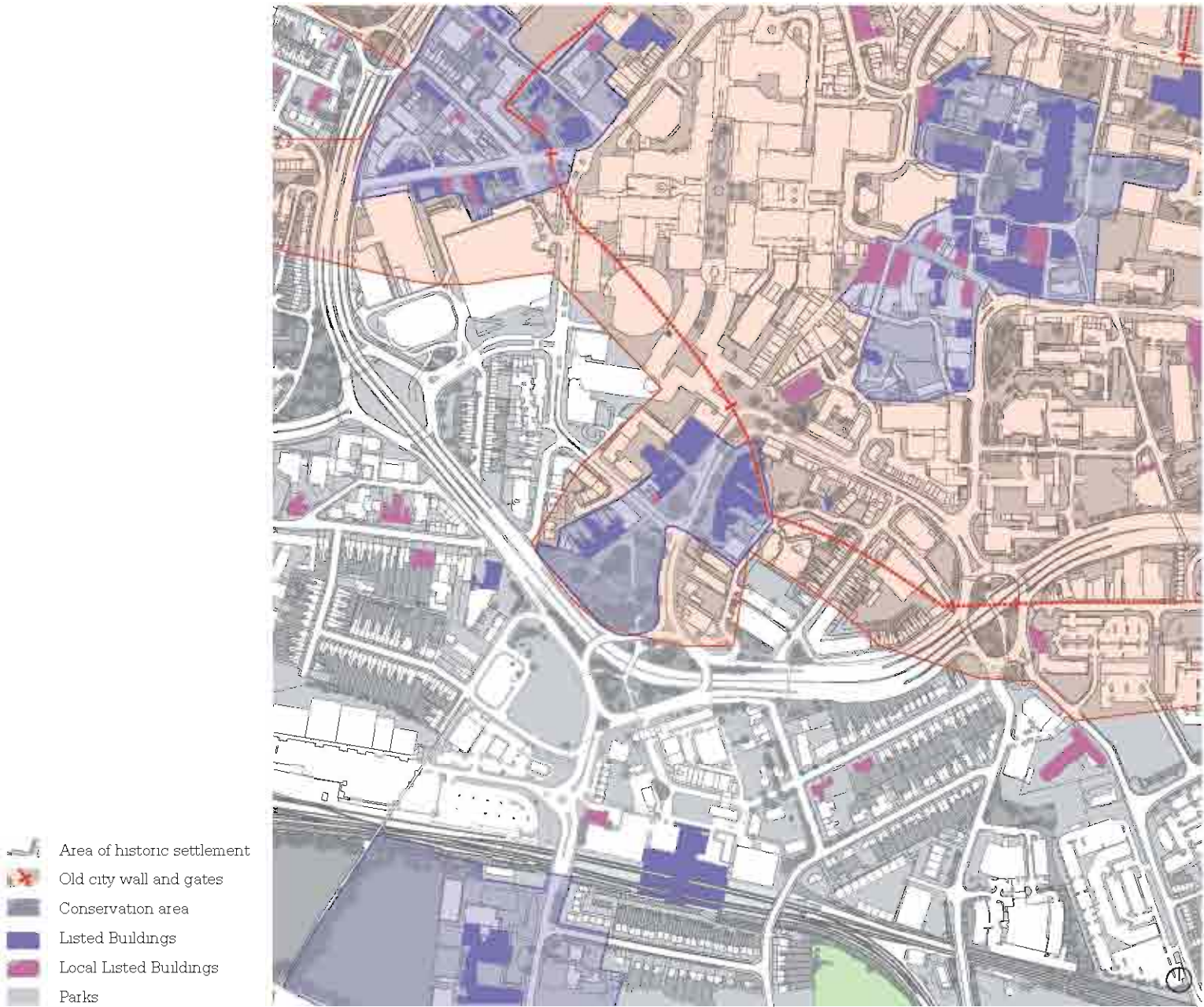
The Kenilworth Road conservation area starts to the south of the site area, and continues for some distance southwards along Warwick Road and Kenilworth Road. This area includes the King Henry VIII School.

### Archaeology

As Coventry is an ancient city, there is considerable interest in the below ground heritage of the city centre area. The area of the Friargate site north of the Ring Road around Greyfriars Green is seen as an area of particular interest, with the old city walls having passed along the northern tip of the Green. The walls at this point coincided with the Church of the Grey Friars (later Christchurch) and the gate at this point was known as the Grey Friars Gate, and was the main route to Warwick.

### Masterplan context

The Friargate development should respond sensitively and appropriately to the context of listed buildings, conservation areas and areas of historic interest. Although the masterplan does not set out detailed designs for buildings, it does illustrate a layout and massing that is felt to be appropriate to the context. The listed station building, for example, is given a new status and setting at the end of a new public square with a direct route and vista from Greyfriars Green.





## 4.2 Topography, Levels, and Watercourses

### Watercourses





Coventry developed on a ridge of land next to the River Sherbourne. Two smaller watercourses ran into the Sherbourne around the city centre, the Radford Brook and the Springfield Brook.

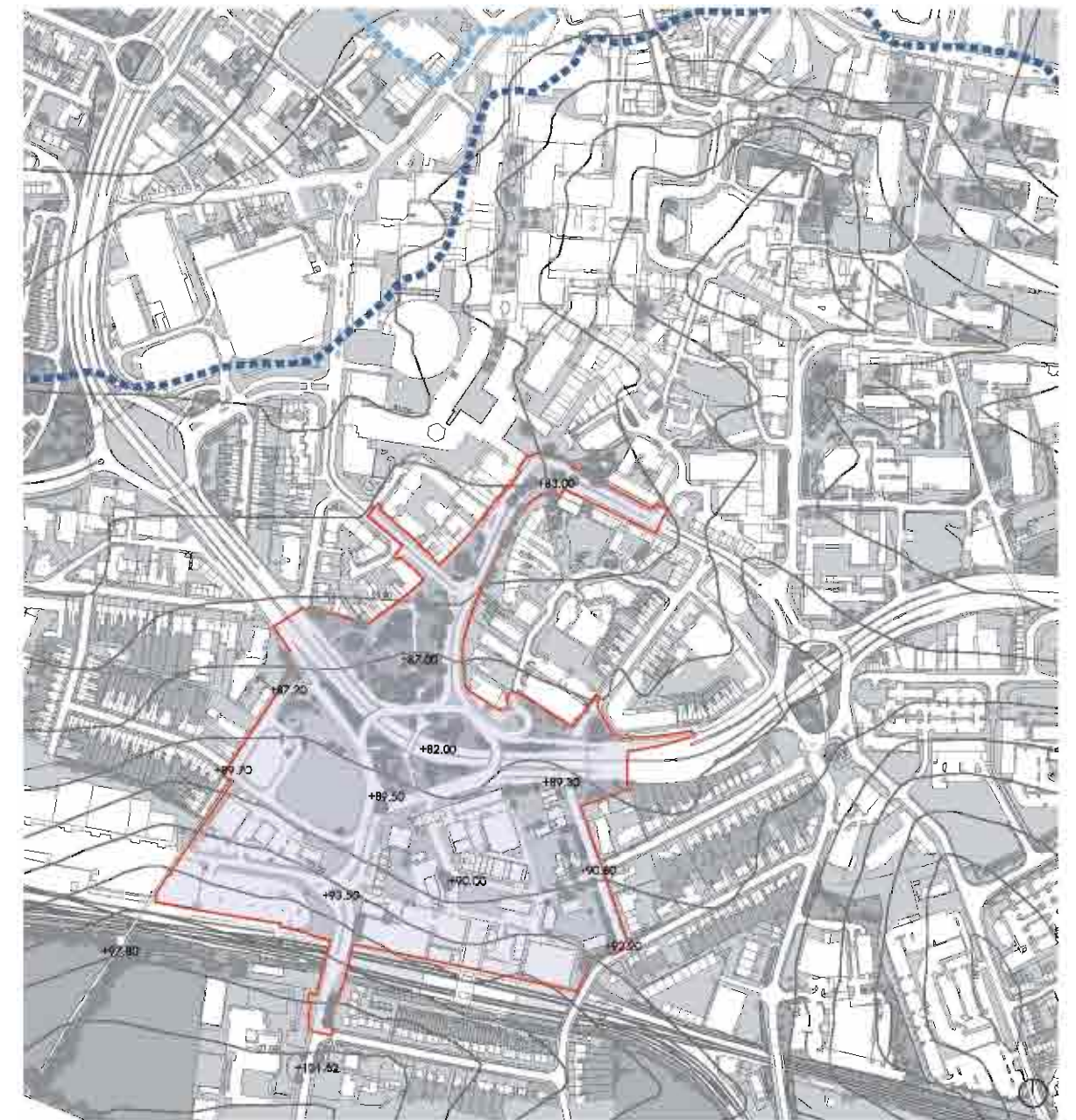
Although Coventry's history and development is inextricably linked to the Sherbourne, today the river is culverted as it runs through the city centre, from Meadow Street near Junction Seven of the Ring Road in the west, sweeping north and curving around the north side of the Cathedral precinct, and emerging again south of Gosford Street in the east.

### Topography

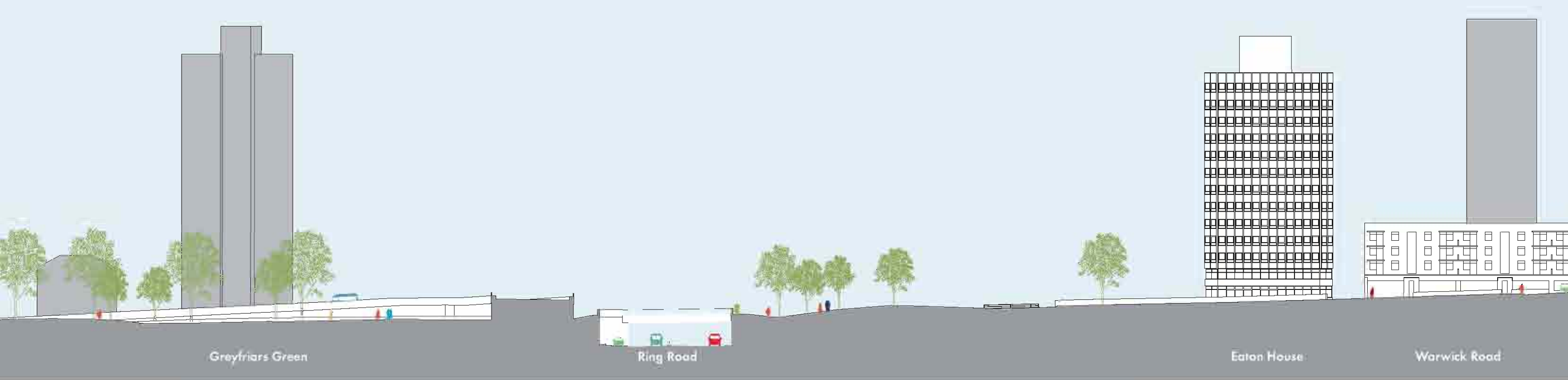
The River Sherbourne sweeps around a ridge stretching approximately from Broadgate, which at +89m AOD is approximately 12m above the Sherbourne. This ridge continues southwards to a high point of +101m AOD at Parkside.

Generally, the Friargate site therefore falls from south to north, with the topography being most apparent along Warwick Road to the south of the site. There have been obvious alterations to the natural topography – the railway cutting and the Ring Road cutting being the most apparent, but in general the land falls from around +99m AOD at the junction of Warwick Road and Michaelmas Road, to around +83m AOD at the northern end of Greyfriars Green.

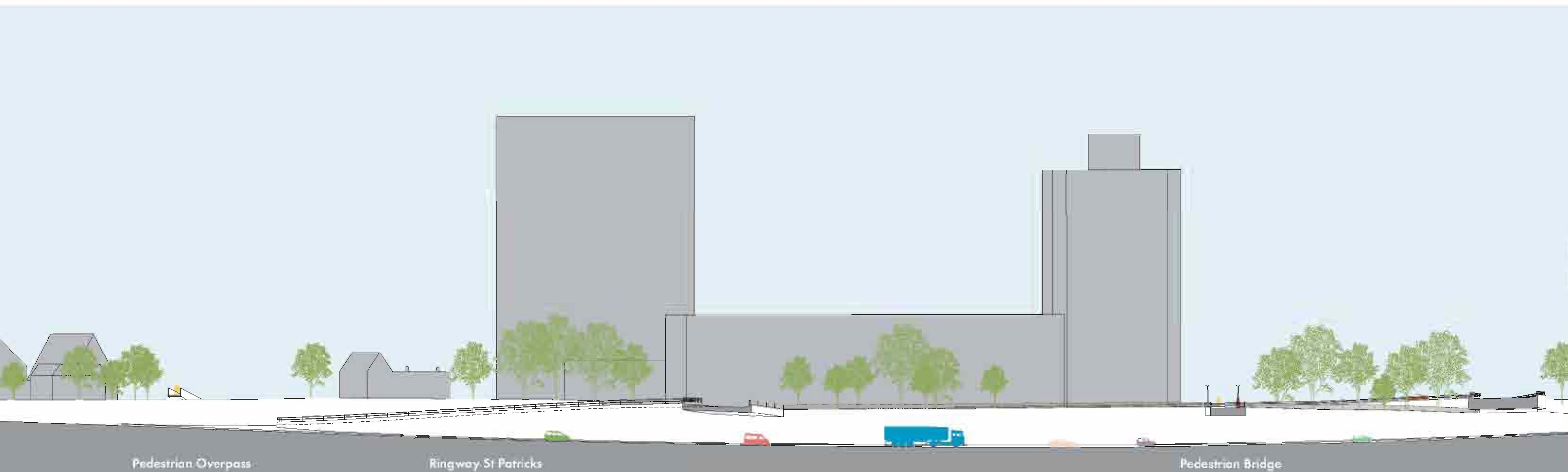
-  Radford Brook (culverted)
-  River Sherbourne (culverted)
-  Existing contours
-  Site red line boundary





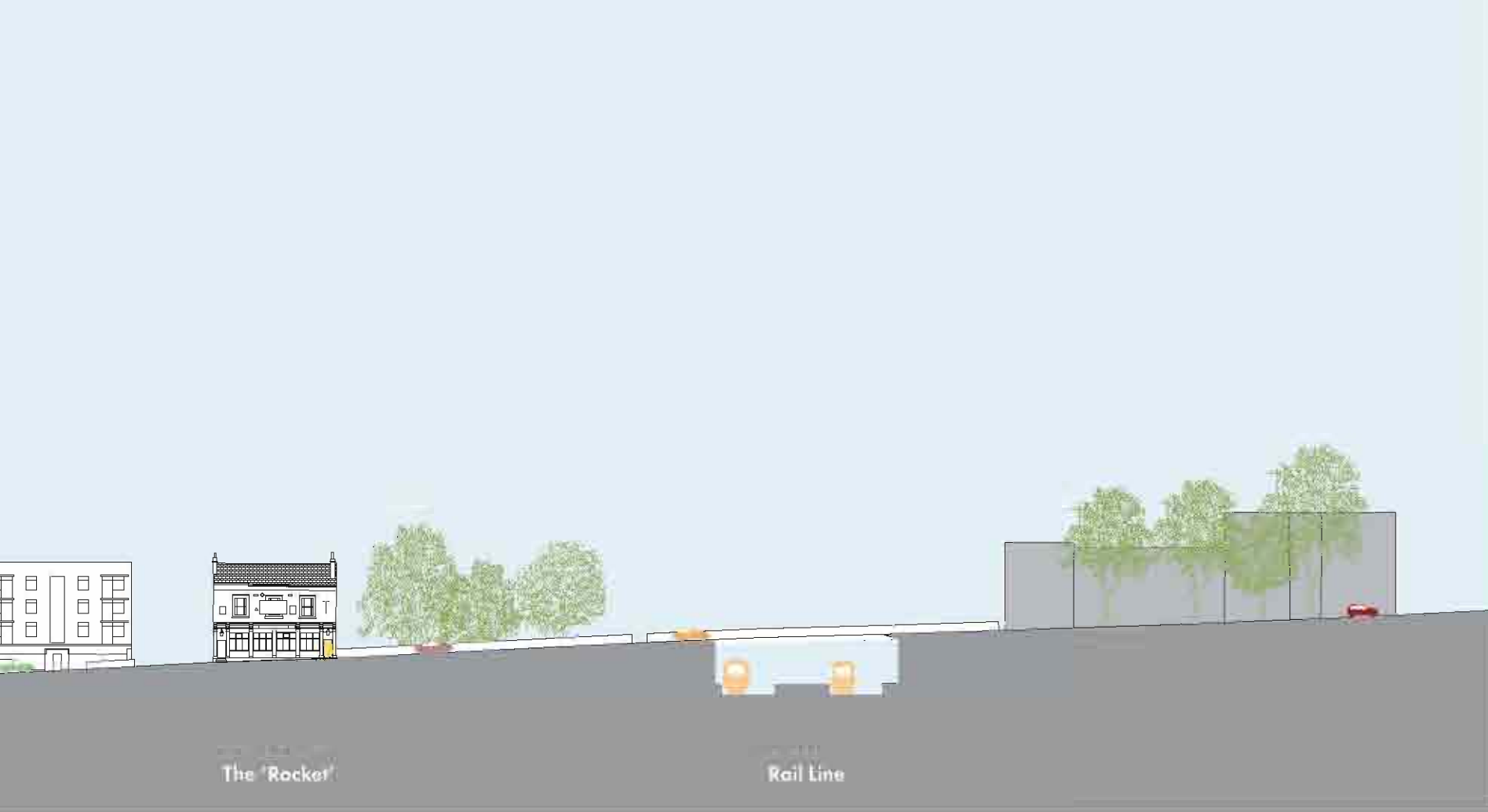


Existing Site Section - North / South along Warwick Road



Existing Site Section DD - East / West through Ringway





### 4.3 Existing Massing

The massing of the site varies considerably at present. Around Greyfriars Green, the largely grade II listed 18th and 19th century buildings are mainly 3 storeys, with some larger 4 to 5 storey modern insertions. To the south east corner of Greyfriars Green, the scale increases with the large office buildings of Friars House and Sherbourne House, being 12 and 6 storeys respectively.

To the west of the site area, the buildings around Westminster Road are 2 storey residential terraced houses, with slightly larger 3 storey buildings to Grosvenor Road. The Central Six retail area is a low sprawling retail development, with large single storey buildings. The remaining part of the site west of Warwick Road has no buildings.

To the east of Warwick Road, the massing of the site is more built up, with generally 4 to five storey office buildings. Two tall buildings are found in this part of the site, Eaton House at 13 storeys and the Station Tower at 15 storeys.

To the east of the site, around Manor Road, the scale again reduces to a more domestic 2 to 3 storeys in general, although a new 6 storey development of student flats has been given planning permission.



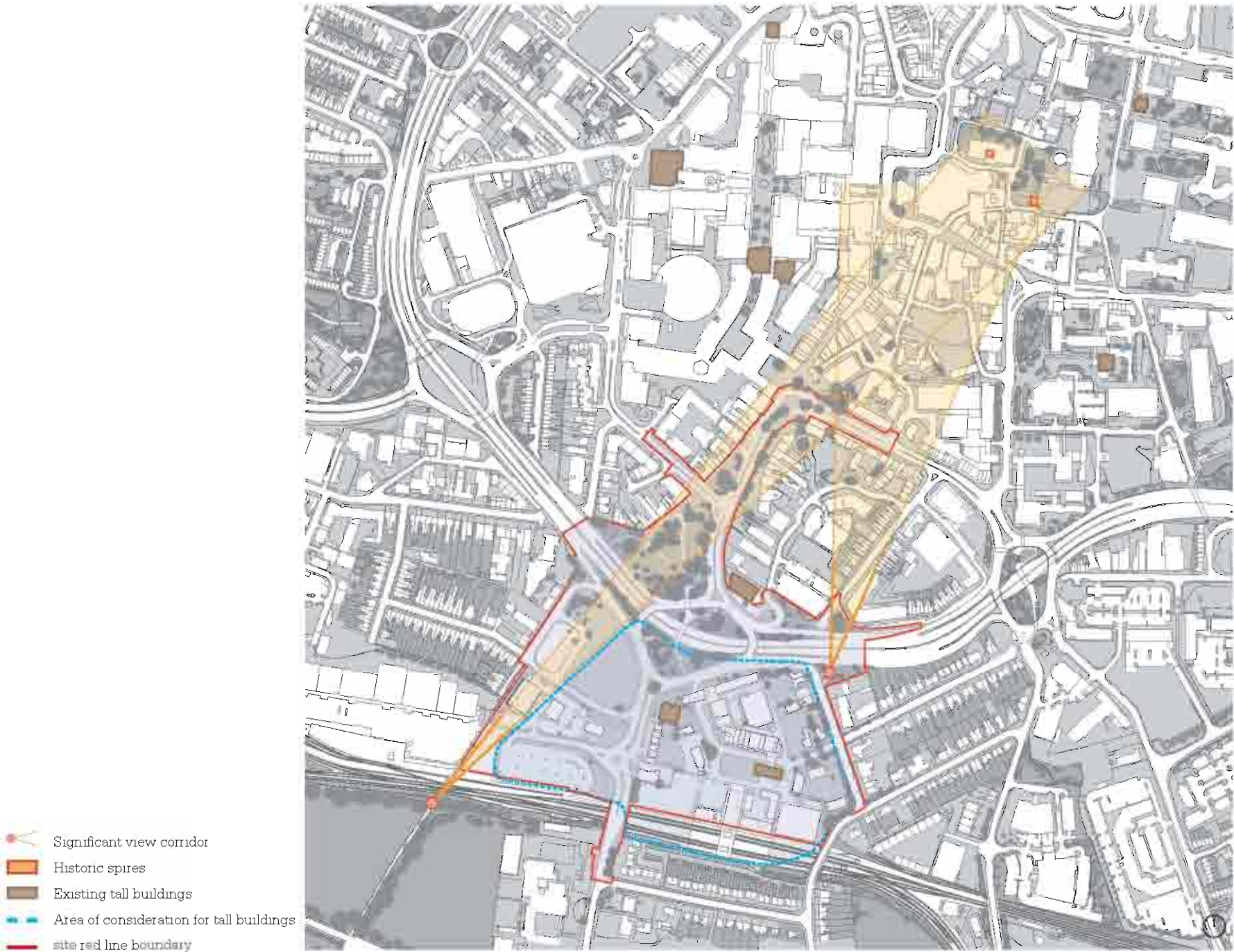


4.4 Views & Tall Buildings

Views of the city centre, and particularly the three spires – St Michaels, Holy Trinity and Christchurch – are important to maintain and enhance in the future development of Coventry. Several view sequences are identified in the City Council's Urban Design Framework that will influence the future massing and position of new taller buildings within the Friargate masterplan area.

Views of the spires are currently strong from the footbridge exiting Spencer Park over the railway lines, and also from the footbridge to the north east of the site area across the Ring Road from Manor Road. It is important therefore that tall buildings are not placed in locations that may disrupt these views, and so the area of consideration for taller buildings excludes the area to the west of the Friargate masterplan area along Grosvenor Road.

With Greyfriars Green obviously being protected from any development, taller buildings can therefore be considered in the remaining site area. These would also have to comply with height restrictions in regard to Coventry airport airspace.





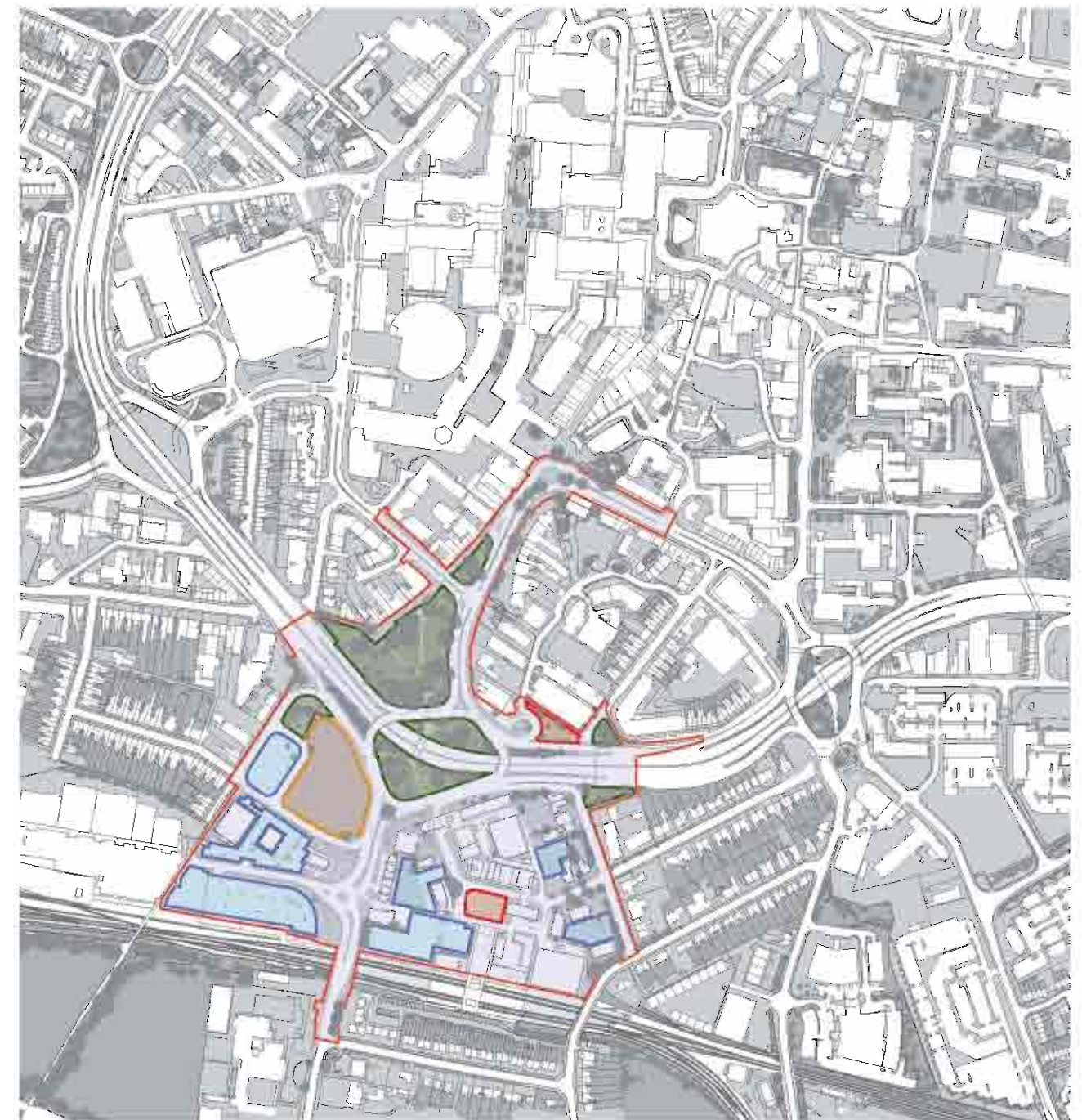
## 4.5 Public Spaces

Greyfnars Green and Station Square are the only pieces of public space in the site area currently, although Spencer Park borders the site to the south west

Both of these spaces have been described previously. Greyfnars Green has a number of fine trees and is a pleasant space, however it would certainly benefit from public realm improvements and downgrading of the roads running through it. Station Square is not currently a place to dwell, largely due to the busy traffic movement around it.

The Friargate masterplan should aim to enhance the current public spaces, and create new spaces to form links between them.

- Soft landscape
- Vacant site
- Car park
- Hard landscape





4.6 Routes and Connections

Pedestrian

Due to the presence of the Ring Road and Junction Six, there are a number of problems with the way pedestrians currently experience the site. Although there are traffic free routes, for the most part these are unsatisfactory as they tend to involve subways, or pedestrian bridges as the principal means by which to negotiate the various elements of vehicular infrastructure. There are currently only three crossing points to the west via a subway at the end of Grosvenor Road; via subways and bridges across the centre of Junction Six; and via the footbridge linking Manor Road with Friars Road.

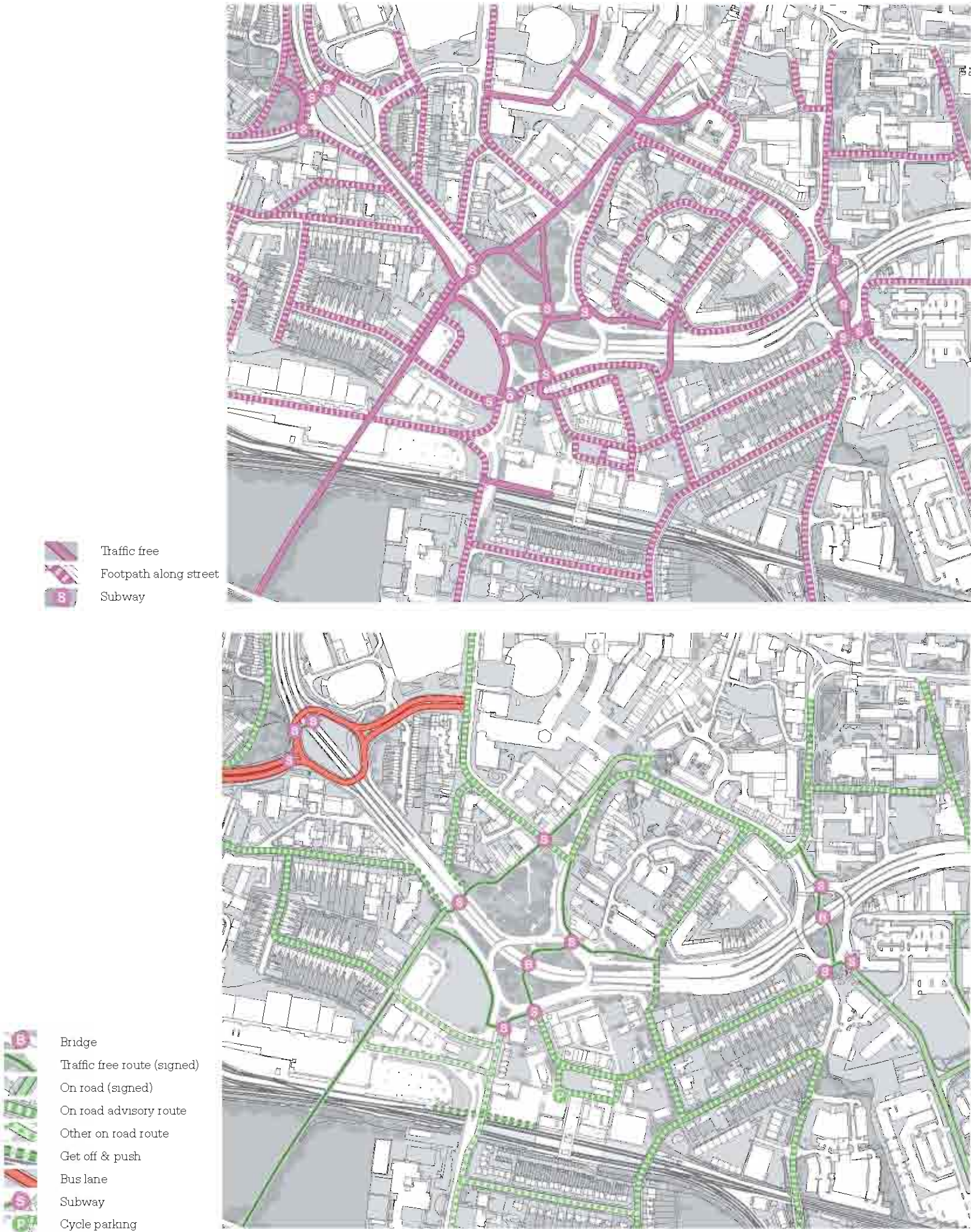
Most pedestrian routes are convoluted, and the tendency for roads such as Warwick Road to be wide with few crossing places at grade creates a place where, in general, traffic dominates.

Streets such as Westminster Road, Park Road and Manor Road are more normal, with pavements next to roads, and the pedestrian bridge from Spencer Park to Grosvenor Road, although in need of improvement, is useful in traversing the railway and car park of Central Six.

Cycle

Several stretches of off-road cycle route currently intersect with the site area. National Cycle Network route 52 passes through Spencer Park and along the footbridge to Grosvenor Road, where it passes via a subway through to Greyfriars Green. Other parts of the subway network also provide off-road cycle routes, but the routes are, in common with the pedestrian routes they share, convoluted.

There are also 'advisory' cycle routes along certain roads, for example Westminster, Park and Manor Roads, some of which are signed, and some not. Cycling is not currently advised along Warwick Road. There are places to securely park a cycle at the north end of Greyfriars Green and around Station Square.





Public Transport

The site is very well served in terms of public transport, with the railway station obviously central to this. The station provides mainline links to London and Birmingham, as well as local services to Nuneaton

There are plans to upgrade the Nuneaton Line, to provide a new bay platform at the station, possible new stations, and new links to Kenilworth, Leamington Spa and the Thames Valley


A number of bus services currently stop outside the railway station and on Warwick Road above the railway. The Warwick Road stops serve south Coventry, the University of Warwick and the towns of Kenilworth, Warwick and Leamington. These stops are connected to the station via an unattractive, narrow alleyway with a flight of steps that drop down behind the station platform


Private Car


With the Ring Road and Junction Six sitting centrally within the site, it is unsurprising that vehicle movements (car, taxi and service vehicles) currently dominate the area. Through traffic moves at speed along the lowered Ring Road, and around the raised Junction Six roundabout and associated slip roads. From Junction Six, vehicles can flow northwards into the city centre through Greyfriars Green or southwards along Warwick Road towards Kenilworth. Vehicles can also access Station Square directly from Junction Six along Eaton Road, and re-join Junction Six via Manor Road. The Central Six retail park is accessed from an offset roundabout on Warwick Road.

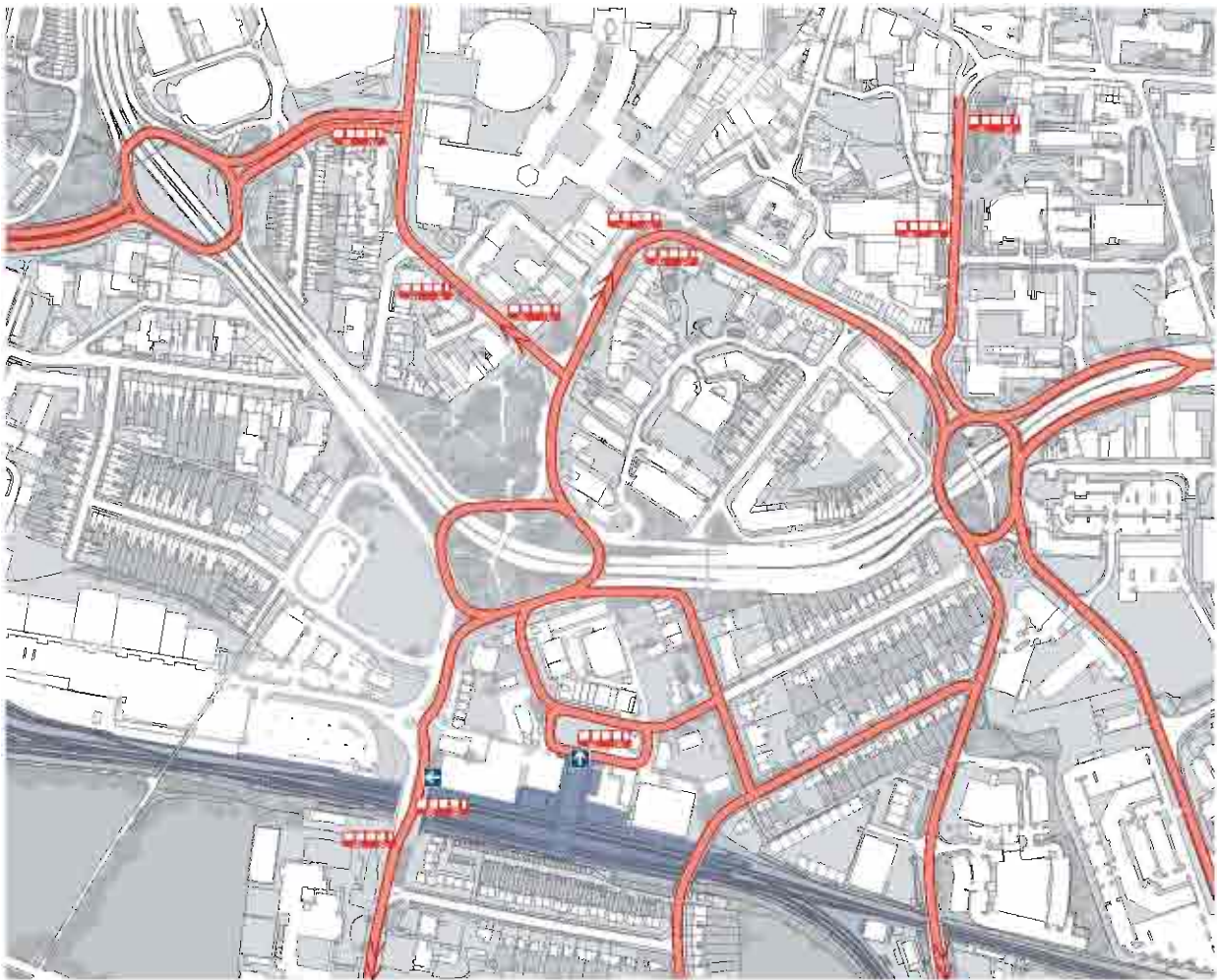
A number of more minor 'local' roads exist, for example Westminster Road and Grosvenor Road to the west of the site, and Park Road to the east.

A number of car parks, both multi storey and surface level occupy the site. These are principally associated with the railway station and the retail park, with another multi storey car park linked to the office buildings on Copthall Terrace.

 Bus routes

 Bus stop

 Station entrance



 Main route

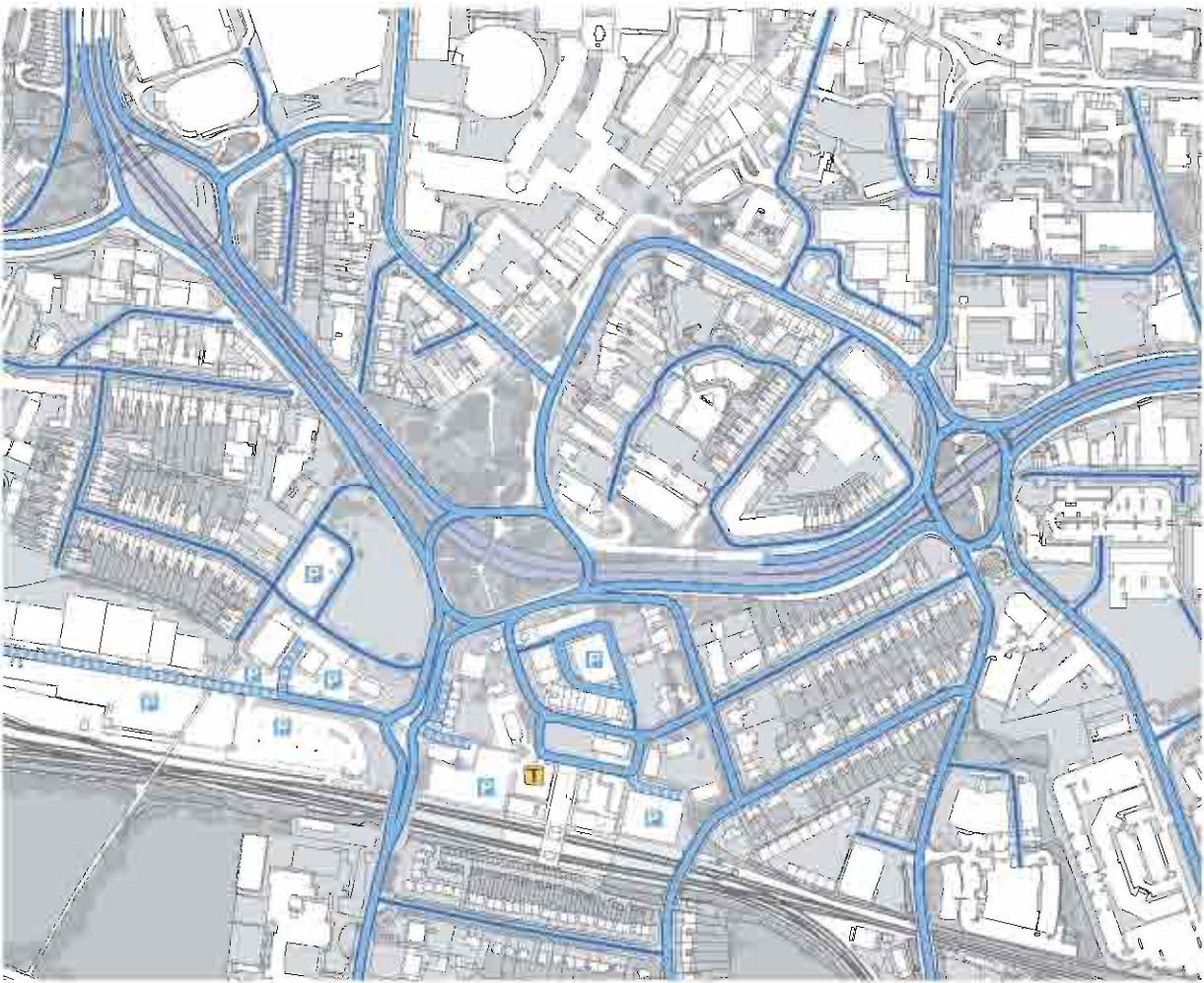
 Ring road

 Local road

 Access only

 Car park

 Taxi drop off





4.7 Existing Uses

Daytime Uses

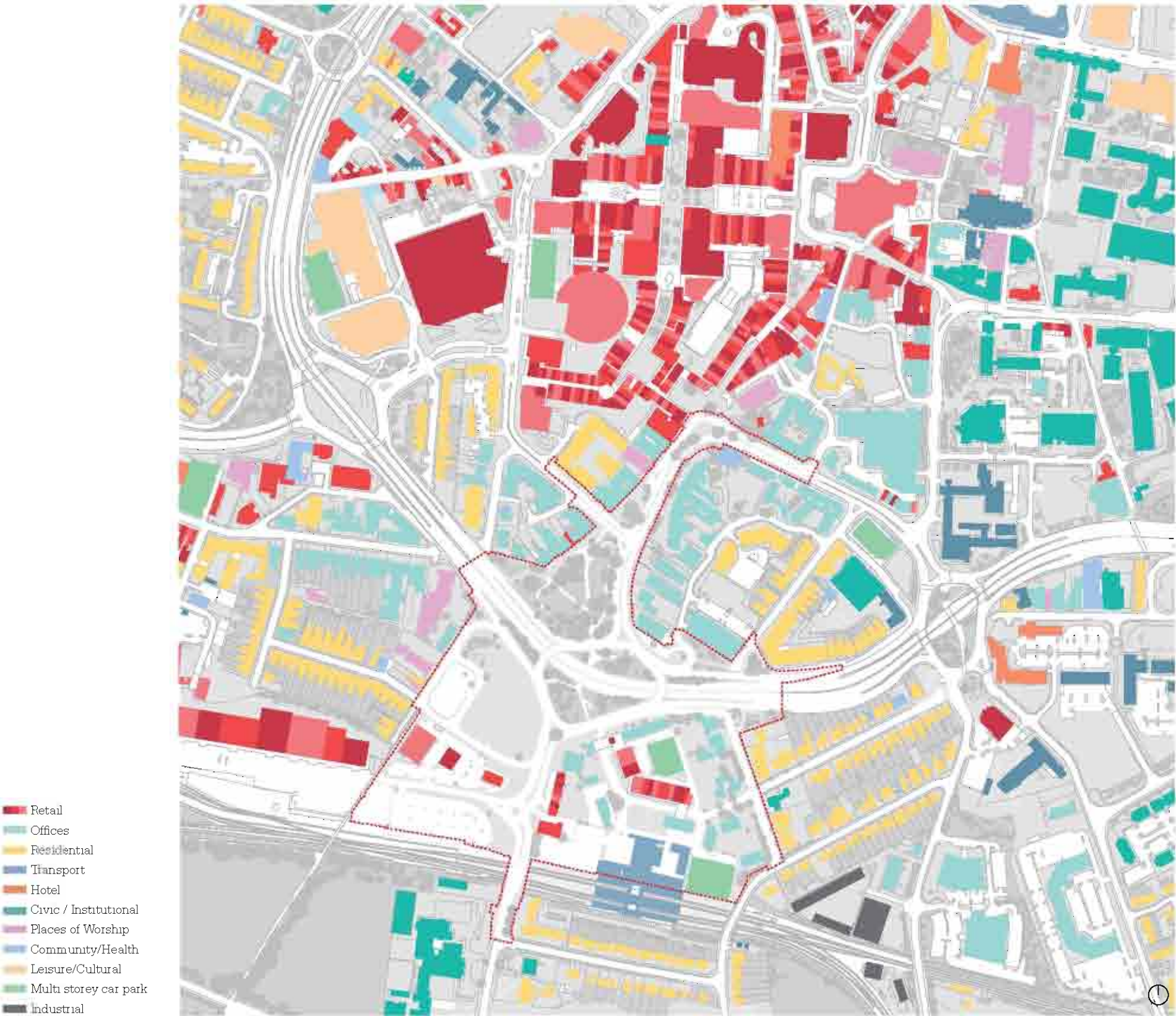
Following the reconstruction after the Second World War, building uses in the city centre became divided into relatively distinct zones, with one use being predominant. The centre of the city is largely dominated by retail use at street level forming the city's shopping precinct, with some of the streets that branch off the A1/A3 retail hub occupied by an A2 uses, such as banks, building societies and estate agents.

The upper floors of a large percentage of the retail centre contain B1 office use forming an office layer that extends southwards along both sides of Greyfriars Green towards the station. To the east of the precinct and adjacent to Coventry Cathedral, there is a predominance of civic and institutional buildings formed by the University Campus, courts, civic centres, libraries and museums.

The main leisure facilities of the city, such as the cinemas, theatre, bingo hall and sports amenities, are located on the outer boundaries of the precinct. This central area of Coventry is contained and restricted from expanding into the adjacent areas by the Ring Road. Beyond this to the south much of the land is in residential use.

To the northeast of Friargate site sits a relatively recent mixed use area, although orientated towards research and business facilities for Coventry University TechnoCentre and Future Institute, includes some B1 office, B2 light industrial and C1 Hotel use.

The area within the Friargate masterplan site contains several open areas of car parking and empty plots. The existing commercial buildings are largely unoccupied although most of the A1/A3 retail units at the ground floor are currently trading. There is one residential building within the site facing onto Warwick Road with small A1 and A3 retail units at ground floor level. Other uses on or adjacent to the site include a multi-storey car park and the Central Six Retail Park.



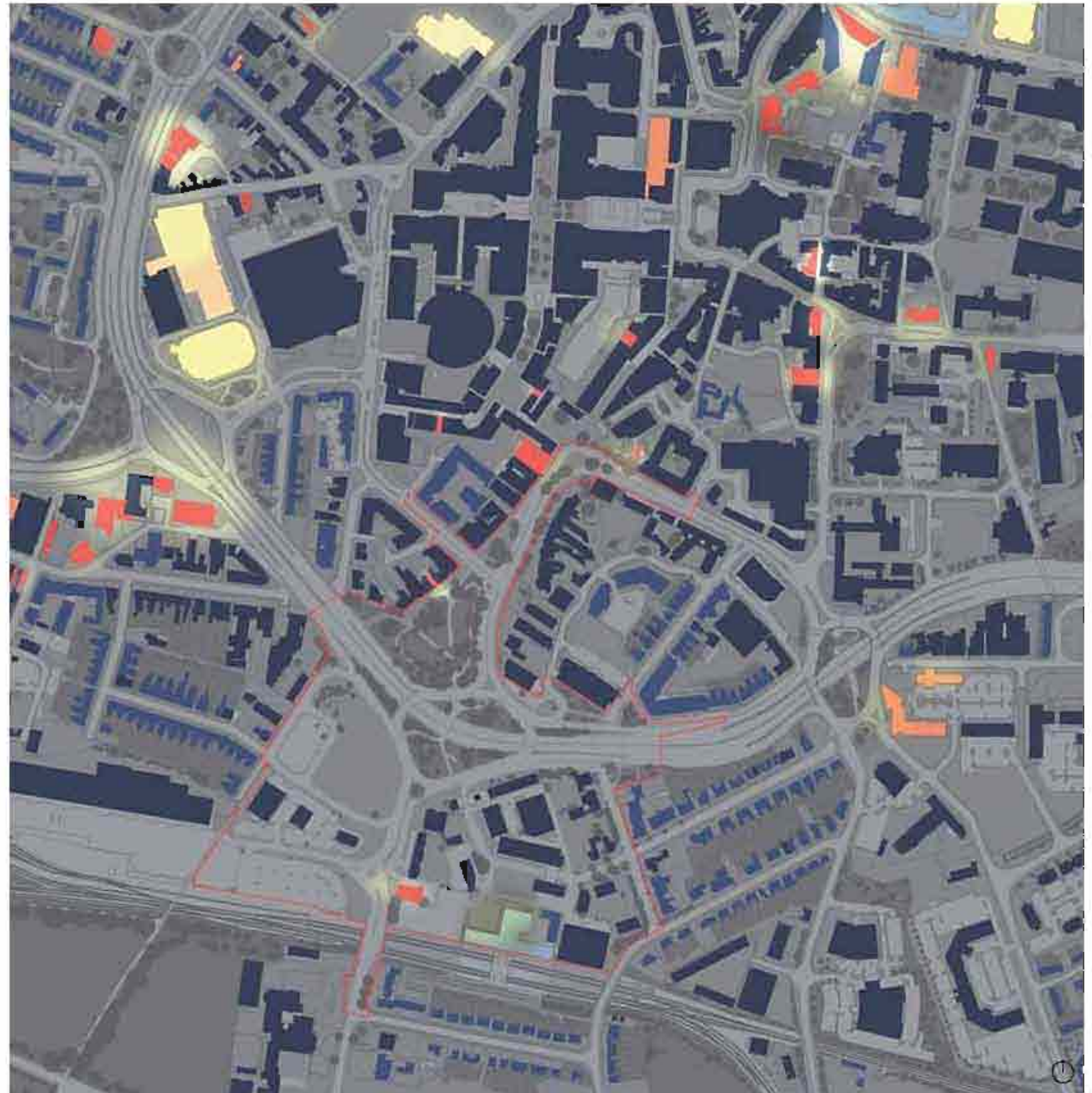


### Night Time Uses

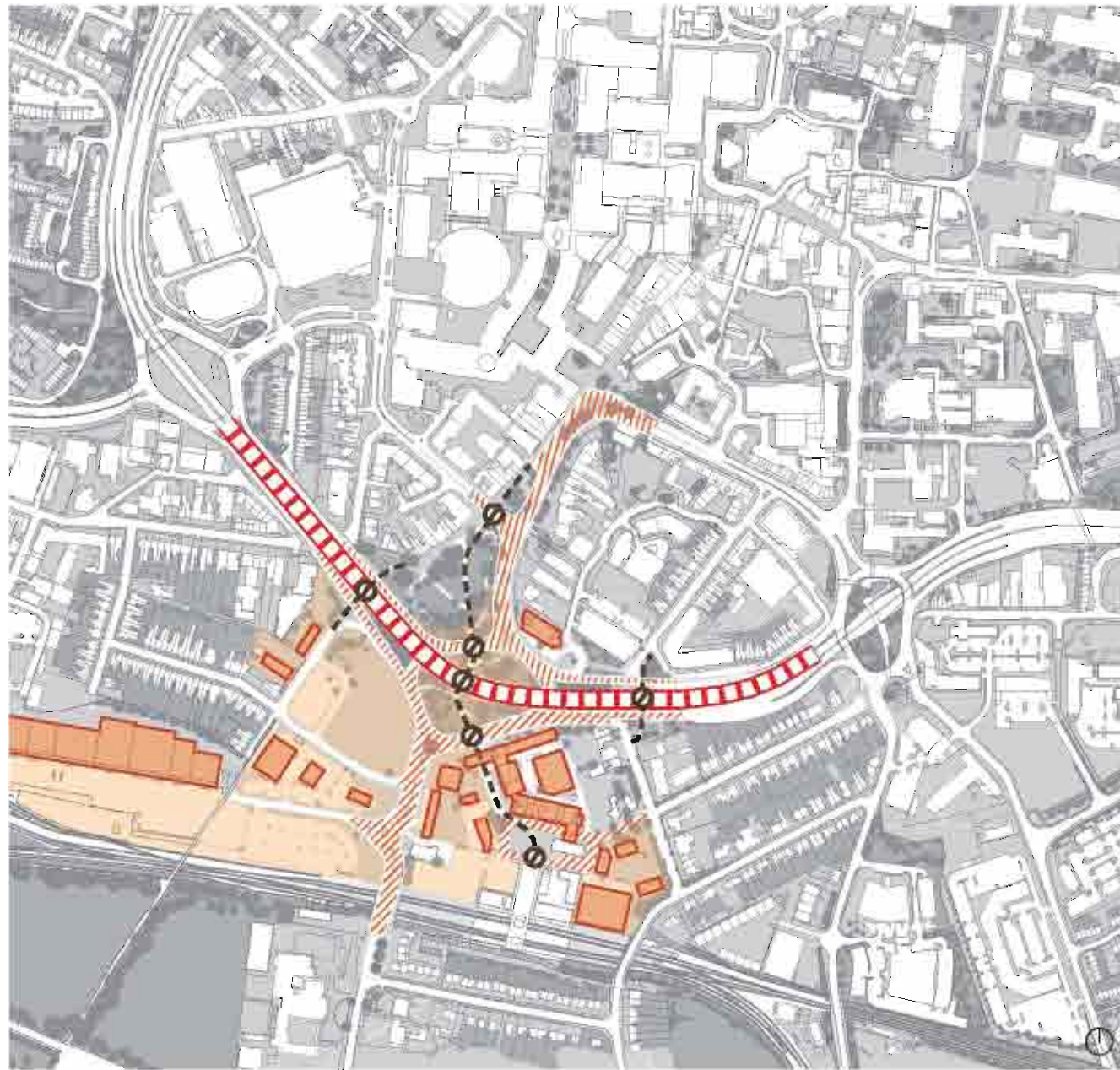
At night the city centre is relatively dormant. The zoning of the centre of Coventry by use, coupled with the peripheral residential neighbourhoods has meant that night uses are limited to several dispersed points around the largely under utilised retail centre.

Restaurants and bars and leisure facilities such as the theatre and the new Skydome leisure complex (housing a cinema, various restaurants and nightclubs), are the main active night time destinations in Coventry.

New developments have been encouraged to address the problem of local night time inactivity by incorporating mixed use. Priory Place, located just north of the centre, is an example of this incorporating residential, leisure, retail (A1, A3 and A5) and office space around a central pedestrian area providing an active space throughout the day and evening hours.

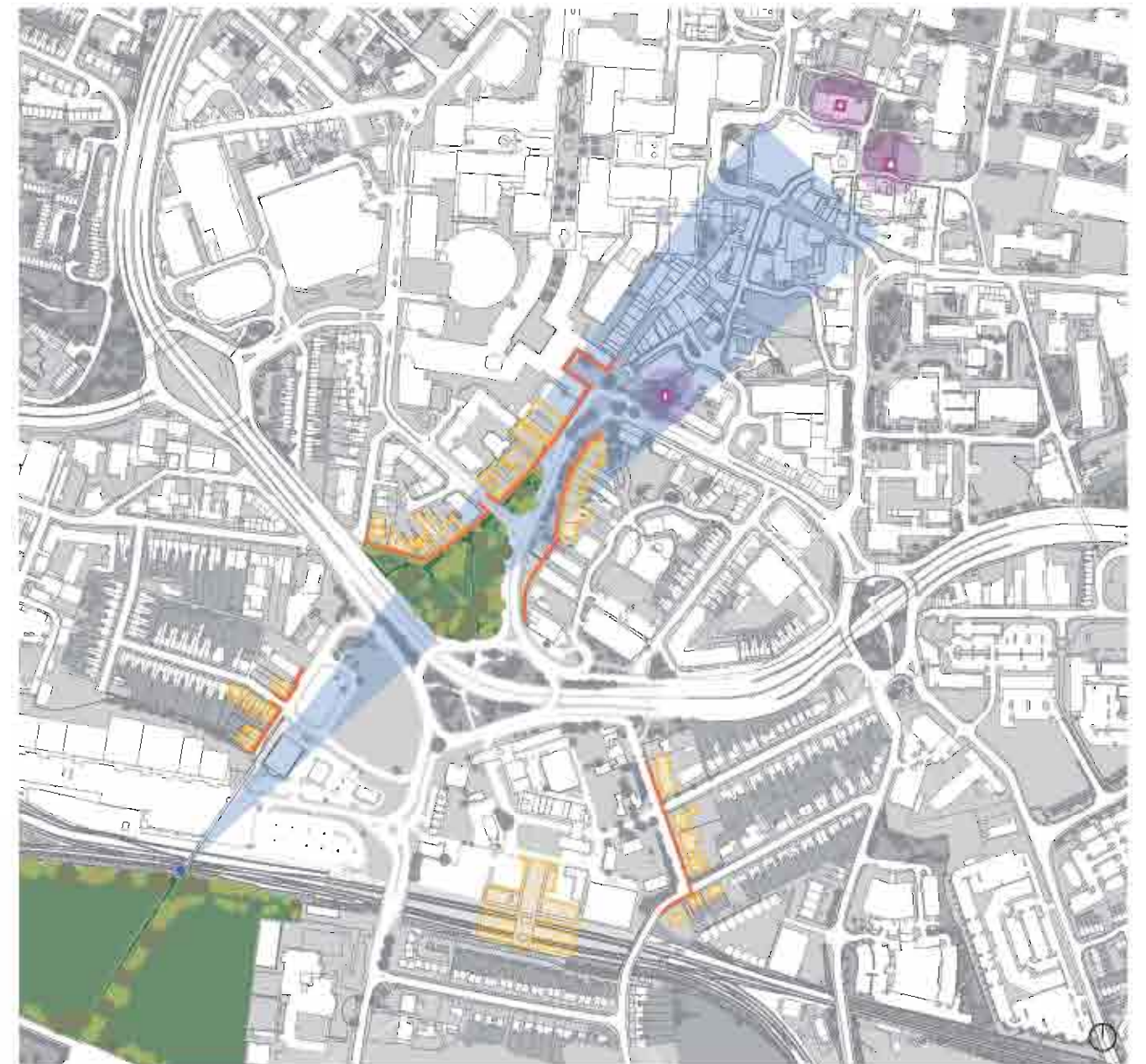






Existing Site Problems

- |  |                                    |  |                               |
|--|------------------------------------|--|-------------------------------|
|  | Poor connection                    |  | Traffic dominated environment |
|  | Pedestrian route                   |  | low quality open space        |
|  | Ring Road (major physical barrier) |  | low quality buildings         |



Existing Site Opportunities

- |  |                                 |
|--|---------------------------------|
|  | High quality open space         |
|  | Well defined edges              |
|  | High quality existing buildings |
|  | Views of spires                 |



# 05 Problems and Opportunities

## 5.1 Problems

	There are a number of problems that exist across the current site v These are characteristics or elements of the site that must be addressed and where possible overcome to create a piece of city that integrates well with the existing surroundings, is well connected, and is an attractive place in its own right
1	The barrier of the Ring Road Cutting into the site as it passes through, the Ring Road represents both a visual and physical barrier to pedestrian use and cycle movement, making bridges and convoluted underpasses necessary. It will be necessary to maintain the Ring Road as a major route through the site.
11	Traffic dominated environment Junction Six and its slip road connections to the Ring Road, as well as the substantial widths of Warwick Road and Greyfriars Road, contribute to a place where vehicular use dominates pedestrian use. It is very difficult or impossible to cross the road in places, due to multiple lanes, a lack of at-grade crossing places, central reservations with barriers, and the speed of traffic.
111	Poor pedestrian connections The two previous constraints combine to restrict the number of key connections. Important strategically for city centre legibility and ease of movement, these include the route from the railway station to Greyfriars Green, and the subway and pedestrian bridges to the east and west of the site.
iv	Low quality built environment Whatever buildings look like, they should contribute to and enhance their urban setting and should help to define spaces and streets. Unfortunately across the Friargate site area there are buildings that, arguably, do none of these things, either through their poor placement in relation to the spaces around them, their lack of scale, their dilapidation or their general lack of architectural quality.

Low quality open spaces  
As with buildings, open spaces should have a purpose and be well designed, for people to use and enjoy. In a city, they should be well defined, that is they should have clear edges, with the buildings around them helping to define the space. The development of the site area from the 1960's onwards has created awkward spaces that are either not well designed or defined and are 'left over' or peripheral spaces used generally as surface car parks. Although the area of extended Greyfriars Green between the Junction Six roundabout is well managed, it has not achieved its potential as a good public space, simply due to its location.

## 5.2 Opportunities

	There are also a number of positive site attributes that should be enhanced where possible and used as opportunities for thinking about the future of the Friargate area
1	High quality open spaces Greyfriars Green has the potential to be a very successful public park. It has many mature trees, and is well defined on its east and west sides by historic buildings. At present, the Green suffers from several disconnections due to the influence of Greyfriars Road, Warwick Road and Junction Six. If the balance of traffic and roads to public green space is addressed, the Green could be significantly enhanced.
11	Spencer Park, although not in the site area, forms an important boundary element to the south west. It is an attractive, mainly open grassed park with several lines of mature trees, particularly on the footpath connecting to the footbridge to Grosvenor Road. This route, particularly the environment of the footbridge and its entrance to the park, does need improving.
111	Well defined Edges and high quality buildings The site area does have fairly well defined street edges to Greyfriars Green, Grosvenor Road (south) and the eastern edge of Manor Road. These edges are formed of buildings that contribute to the street and hold the space well. In some cases, around Greyfriars Green, the buildings are Grade II listed.
iv	Views of spires The potential view of three spires from the Spencer Park to Grosvenor Road footbridge is an important consideration in the formation of the masterplan. The view from the footbridge as it leaves Spencer Park is arguably the finest view of the spires, and the view 'cone' that this view necessitates stretches across the western part of the site and across Greyfriars Green to the spires beyond.
v	Transport links The site has excellent links to public transportation, the most obvious being Coventry Station, with direct connections to London and Birmingham. The site is also served by good bus connections serving the wider city.



View of the proposed Masterplan 2 development from a rooftop terrace, looking east across Greyfriars Green.









# 06 Masterplan Principles

Note: Refer to following page for supporting plans and diagrams

1

Masterplan Principle 1 - An office-led, mixed-use city centre quarter, providing an attractive working and living environment.

Parameters relevant to this principle:

- 1 Up to 300,000 m2 (GEA) of new building floorspace (above ground excluding basement and parking areas), to ensure an appropriately urban scale and intensity of use within the application site
- 2 A minimum 55% and maximum 80% (by floorspace) of the development to be for use as B1 workspace to ensure an office-led mix
- 3 Food and companion retail (use class A1) limited to replacement of the existing (3,800 m²) provision, and to meeting additional local needs that may be proven to arise within the site, avoiding a 'retail destination' competing with the city retail core
- 4 Up to 15,000 m² of other retail (uses classes A2,A3,A4,A5 and car showrooms)
- 5 All A1-5 uses to be closely related to achieving lively frontages to pedestrian routes
- 6 A minimum of 25,000 m² of 'city living' residential (use class C3)
- 7 Up to 50,000 m² of hotel (use class C1), residential institutions (use class C2) and student accommodation
- 8 Up to 25,000 m² of leisure and/or non residential institution and/or community uses (use classes D1,D2)

2

Masterplan Principle 2 - A new highway layout that calms and discourages through traffic whilst serving local access needs and providing a positive experience for those entering and leaving the city centre by rail and bus, on foot or by cycle.

Parameters relevant to this principle:

- 1 Removal of Junction 6 roundabout, replacing it with a more compact junction arrangement allowing the extension of Greyfriars Green by decking over the existing Ring Road which is retained as an underpass
- 2 Associated traffic management scheme (to be implemented by the Highway Authority for adopted highways within and in the wider vicinity around the site) to include clockwise and anticlockwise access to the Ring Road from Warwick Road, more than one point of access to the railway station from separate highways, and to deter through traffic from using residential streets in the vicinity of the site
- 3 Integrated Transport Strategy allowing connections and transport interchange between rail, bus, and taxi services
- 4 A high quality, at grade pedestrian/cycle route from the station entrance via a new square to Greyfriars Green and the city centre core
- 5 A traffic calmed bus priority street entering the city centre across the ring road
- 6 Removal of most pedestrian subways, to be replaced by surface, shared pedestrian and cycle routes Refurbishment of a retained pedestrian/cycle subway link from Greyfriars Green to Grosvenor Road
- 7 Buildings positioned to positively emphasise arrival into and departure from the city centre core

3

Masterplan Principle 3 - A walkable business neighbourhood, closely linked to other parts of the city centre and to nearby residential areas.

Parameters relevant to this principle:

- 1 A minimum network of primary access streets and pedestrian links as shown on Diagram 1 (Public Realm Areas) These routes and spaces to accommodate people with mobility impairments
- 2 Principal development areas will be within the development zone boundaries shown by Diagram 2 (Development Zones) The masterplan process will define specific building plots within these areas
- 3 The masterplan process will define secondary streets/ pedestrian links through the development zones These will include secondary routes within the limits of deviation shown by Diagram 2 so as to ensure additional east/ west links to adjoining communities and a direct link to the station from the Ring Road Further secondary links to ensure permeability will be defined by the masterplan process

4

Masterplan Principle 4 - A development where car use is limited and well managed.

Parameters relevant to this principle:

- 1 New off-street car parking provision will be provided to meet the operational/ employee needs of future users and to provide public parking
- 2 Total off-street car parking (including newly created plus any retained existing spaces) will not exceed 3,450 spaces
- 3 The masterplan will show a balance of on-plot (basement and courtyard) and multi-storey car parking provision, placed to avoid the principal streets being dominated by parking
- 4 An area travel plan, to be prepared for the development as a whole, will encourage a progressive increase over time in the use of sustainable modes of travel, relevant to the needs of new businesses and residents
- 5 The masterplan will show a network of cycle/ pedestrian links and locations for cycle parking
- 6 Limited on-street parking within the development, to provide for people with disabilities, to facilitate some evening animation and to enable short stay pick up and drop off



5

### Masterplan Principle 5 - Enhanced green space, biodiversity and historic environment.

Parameters relevant to this principle

- 1 Retention, extension and enhancement of Greyfriars Green as a significant public green space, enhancing community safety, informal recreational usage, ecology and respecting the Conservation Area setting
- 2 A site wide strategy for structured tree planting and for enhanced biodiversity, including elements of greening along the ring road
- 3 Careful attention to enhance the setting of the listed railway station building
- 4 A site wide strategy for assessing the archaeological significance of the site and for responding to any significant archaeological discoveries during the development process

6

### Masterplan Principle 6 - Sustainable building construction and management, limiting carbon emissions.

Parameters relevant to this principle

- 1 Minimum performance standards for offices (BREEAM Very Good) and for housing (Code 3 Sustainable Homes)
- 2 Site wide energy strategy
- 3 Site wide sustainable drainage (SUDS) strategy
- 4 Site wide waste management (WRAP) strategy
- 5 Considerate Constructors Scheme

7

### Masterplan Principle 7 - A planned townscape with high quality buildings, streets and spaces achieving a distinctive, safe and attractive area.

Parameters relevant to this principle

- 1 The masterplan will propose urban design intentions for all streets, squares and spaces to guide the achievement of local character and identity reinforced by appropriate siting, scale and uses of ~~related~~ buildings
- 2 The masterplan will ~~suggest~~ ~~massing~~ and building heights for each plot, within the constraints shown on Diagram 3 (Height Limits Plan)
- 3 The masterplan will illustrate a general urban design intent for each of the buildings it proposes, whilst allowing flexibility for individual architectural expression
- 4 The masterplan will maintain a view of the three spires ~~to be revealed~~ within the view cone shown by Diagram 3 (Height Limits Plan)
- 5 A limited number of tall buildings, not exceeding 110 m high, may be considered as landmark elements within the masterplan

8

### Masterplan Principle 8 - A managed development process.

Parameters relevant to this principle

- 1 The masterplan will include a development (including infrastructure) phasing plan
- 2 A site wide management strategy will be implemented to include ~~access~~ and community ~~safety arrangements~~ for the public use of private land



Masterplan Principle Diagrams

The following diagrams are intended to be read alongside the Masterplan Principles. Full size diagrams can be found in the Appendix of this document.



Diagram 1, Public Realm Areas



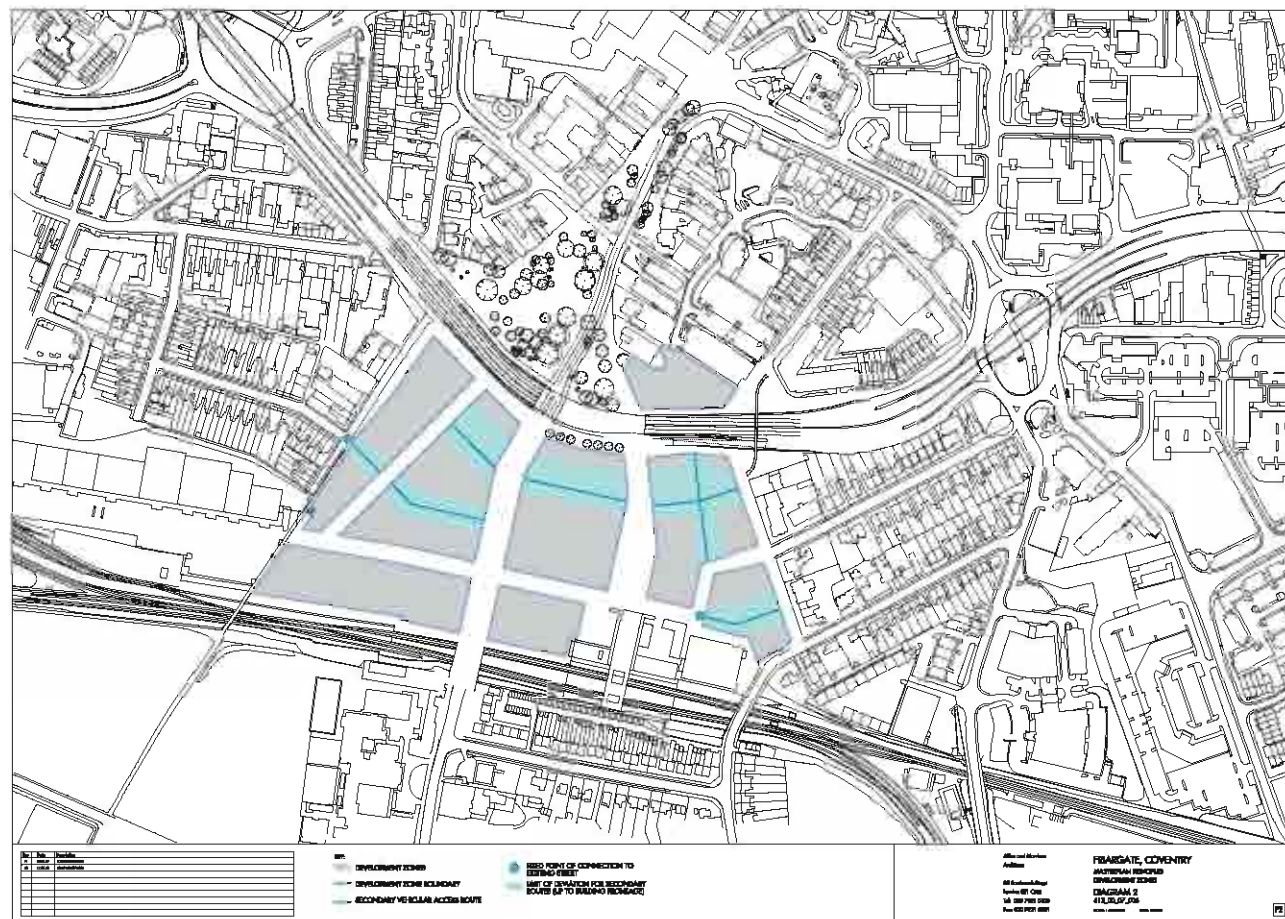


Diagram 2, Development Zones

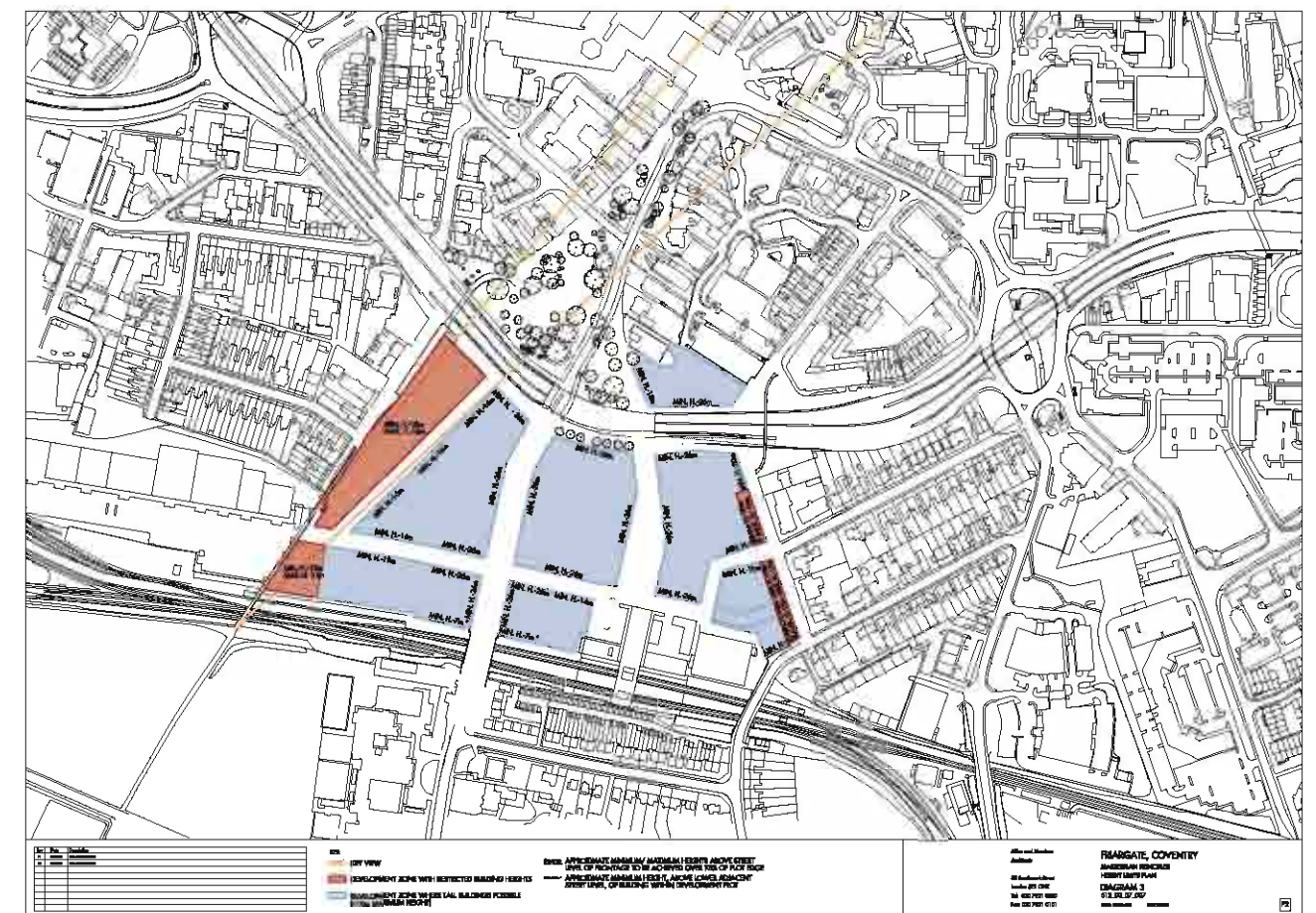


Diagram 3, Height Limits Plan



Existing Site From South  
Photo: webbawaton





Proposed Frigate Development from South\*  
Photo: webbawton

\*This image illustrates Masterplan 2.  
(Refer to chapter 8 for further information)





## 07 Urban Design Strategy

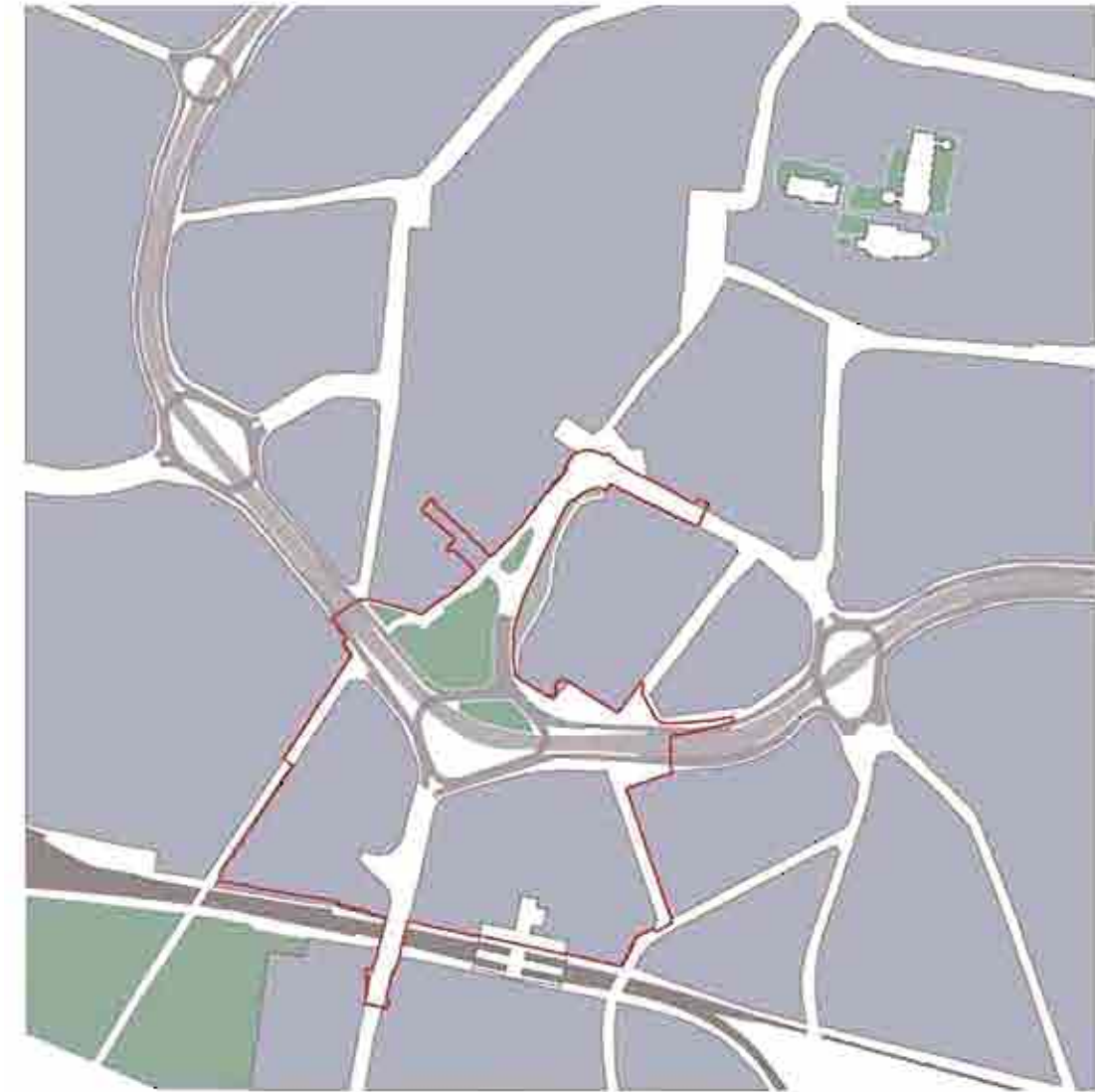


### Existing Site - Aerial View

A key aim of this masterplan is to set out a strategy for the site that will accommodate the new requirements and mix of building uses, while assimilating the new development into the existing city context.\*

The following diagrams explain the urban design strategy for the site, including the hierarchy of streets and spaces, and the disposition of building plots

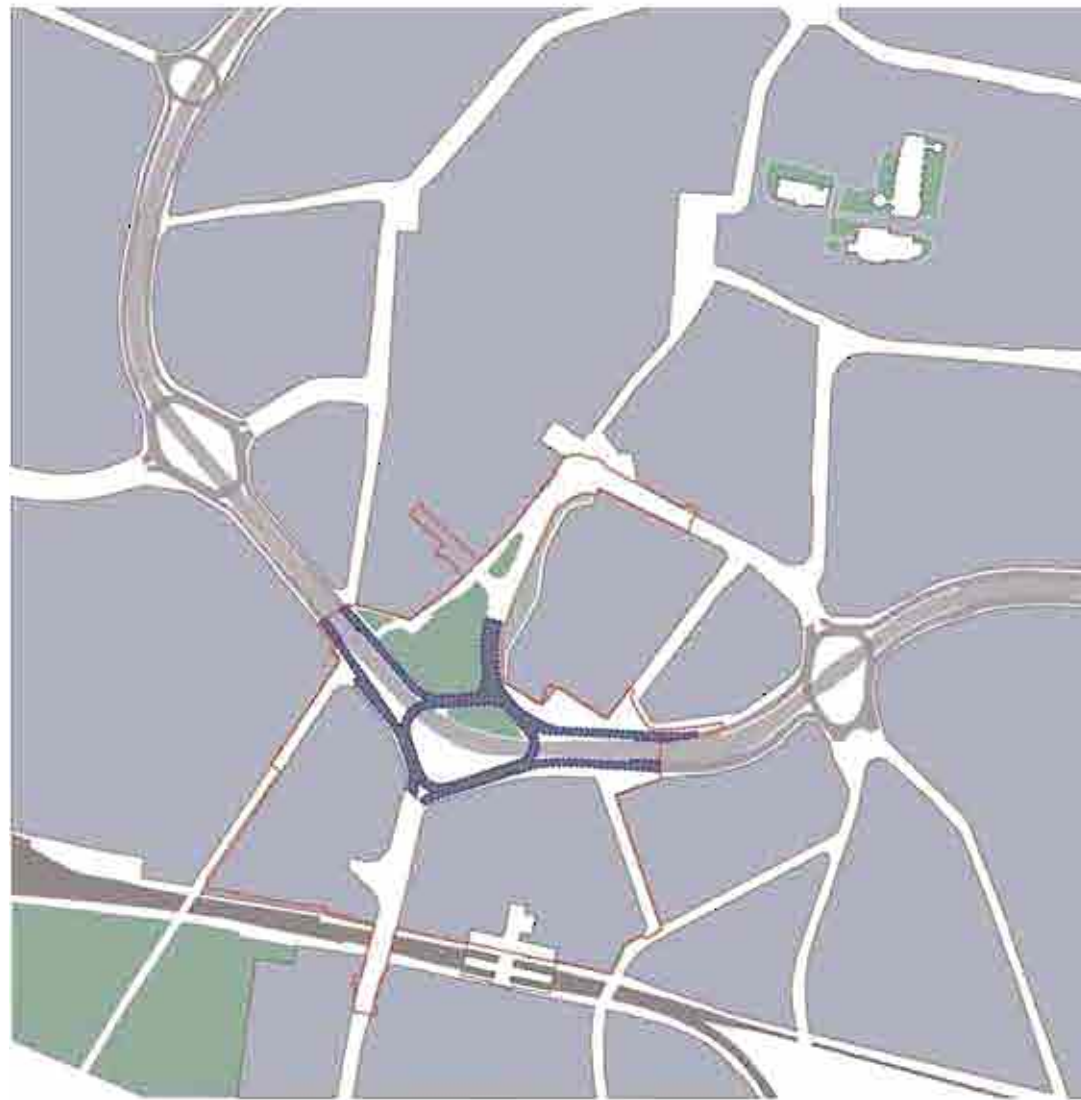
\*Please note that diagrams vii, ix, and x refer specifically to Masterplan 2  
[Refer chapter 8 for further information]



### i Existing Site

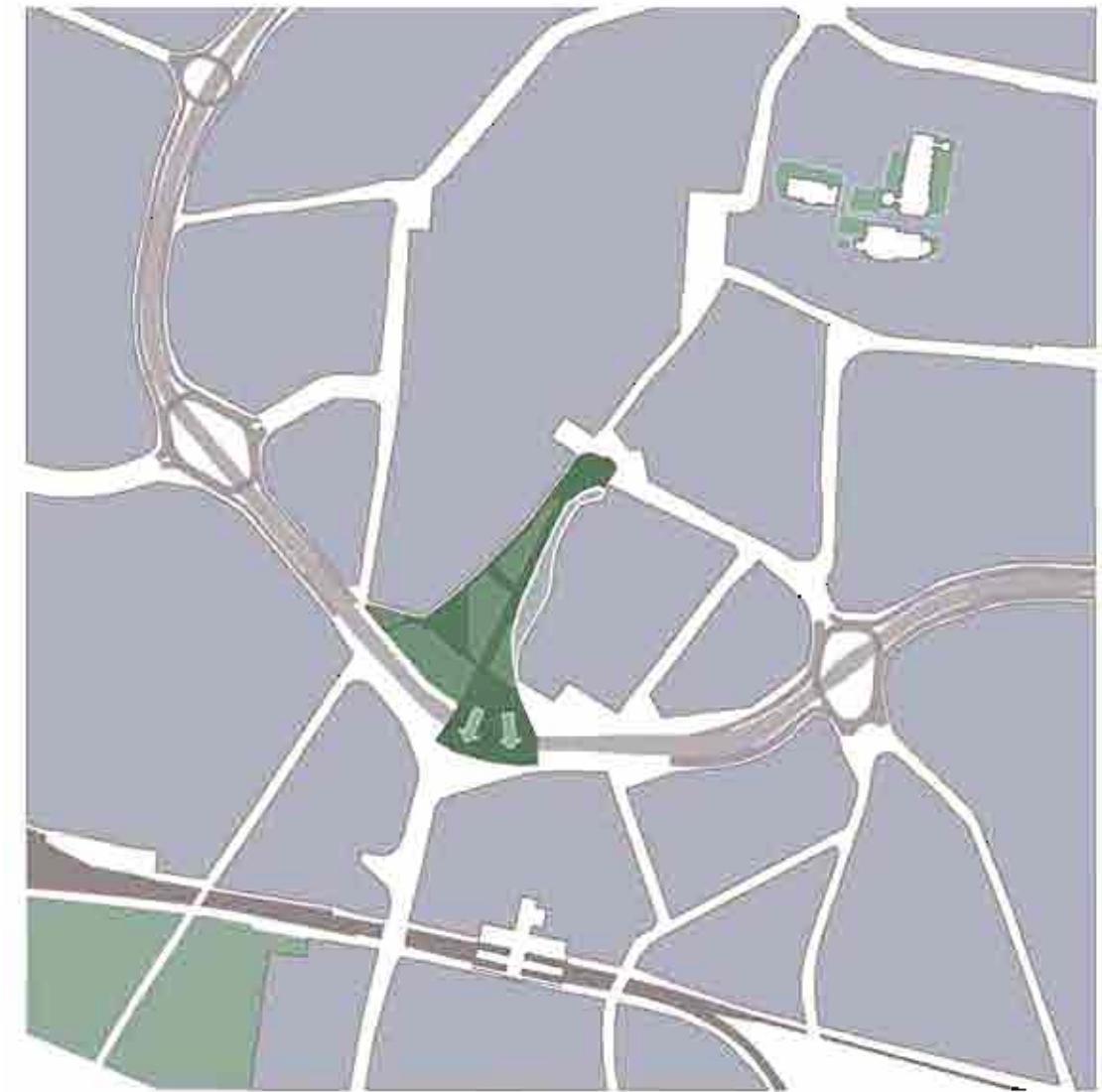
The diagram above is a simplified site layout, identifying main urban blocks. These are the pieces of city that are defined and separated by primary routes – not necessarily vehicular – within the city. The Ring Road and its junctions, and the railway are identified as particularly important pieces of city infrastructure.





## ii Removing the Junction Six roundabout

The single most important aspect of the Friargate masterplan is the removal of the large raised roundabout of Junction Six. This will free up land to the north and south of the Ring Road, enable the new layout to create a more generous connection across the Ring Road, and address the balance between traffic and pedestrian movement.



## iii Extending Greyfriars Green across the Ring Road

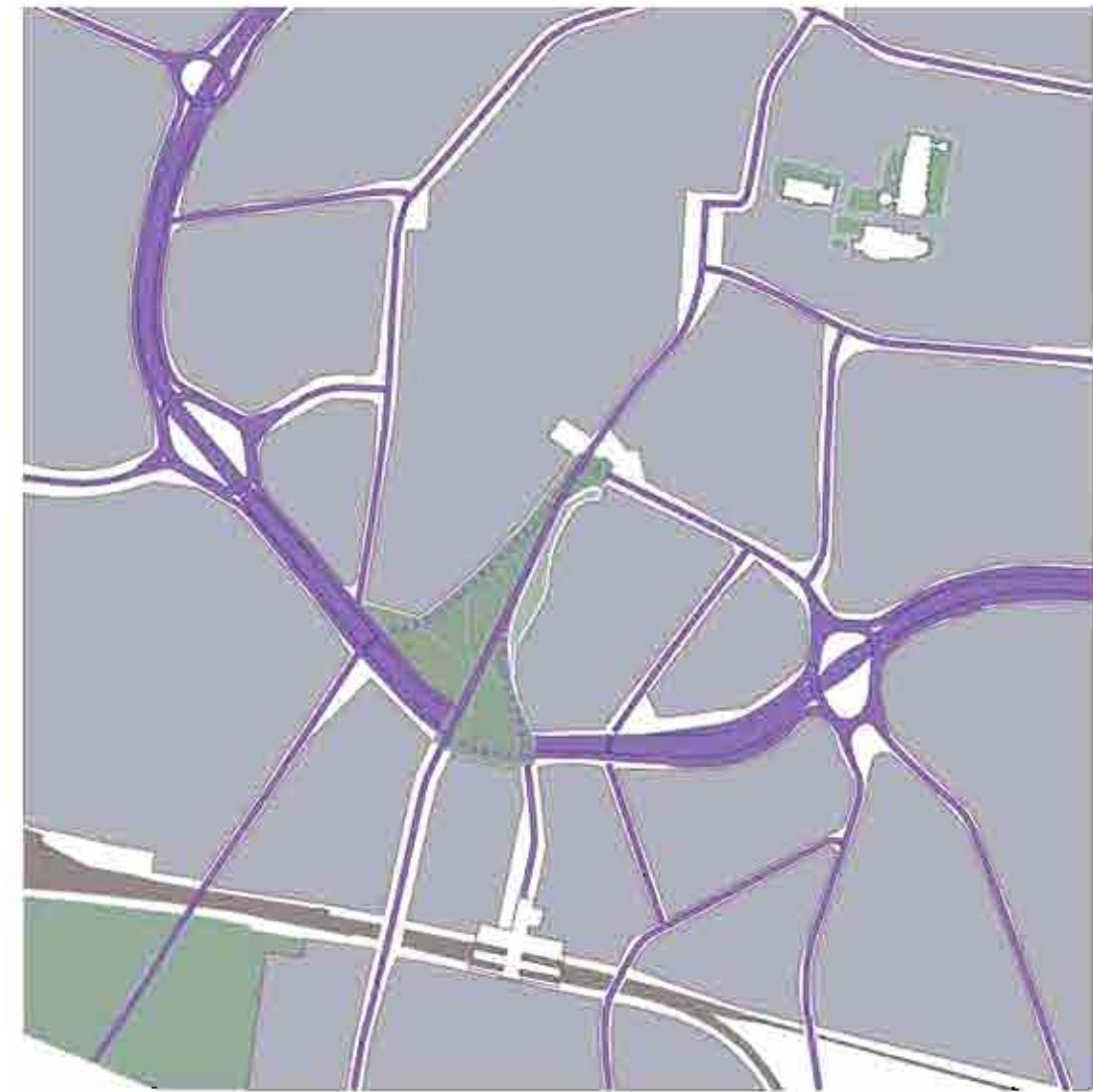
Once Junction Six is removed, Greyfriars Green can be extended across the Ring Road by forming a green deck which is possible as the Ring Road is in a cutting as it passes across the site. The extent of bridging is limited by the clearance height required for vehicles travelling on the Ring Road, but the area of bridging is still substantial – around 105m, and will form a substantial new piece of park.





**iv Establishing a new pedestrian route**

The extension of Greyfriars Green, to form a direct connection across the Ring Road, enables a new pedestrian connection to be made between the railway station and Greyfriars Green, and hence to the rest of the city centre. This route will follow a clear 'urban edge' of existing and new buildings lining the route and creating long vistas to help legibility and navigation.



**v Identifying primary routes and blocks**

Having established a new key route from the station to Greyfriars Green, it is important to put this in context with other key connecting or strategic routes. These are not necessarily vehicular routes, and often have a basis in history, for example the route over the footbridge from Spencer Park and along Grosvenor Road, Warwick Road or Manor Road. These primary routes divide the city into major urban blocks. In the site area, these primary routes tend to run roughly north-south, or radially towards the city centre.