

It is not only the investment in the city centre that requires consideration though; it is also the management of the centres hierarchy as a whole to ensure it supports rather than competes with the city centre. In considering the centres hierarchy it has become clear that a number of changes are required to ensure it remains fit for purpose and continues to serve the people of Coventry and its wider catchment in the most appropriate way.

For example, Ball Hill lacks a major supermarket anchor associated with a Major District Centre and suffers from a lack of expansion opportunities brought about by its linear nature and surrounding residential provision. In contrast a new centre at Brandon Road, Binley was allocated in the 2001 plan and has now been developed as a high-quality modern retail hub for the south east corner of the city. This has been linked to the adjacent supermarket, providing it with its strong convenience anchor and now serves the role of a Major District Centre as opposed to its previous district centre designation.

In terms of Local Centres, one additional centre is to be added to the hierarchy. This is situated at Bannerbrook Park, Banner Lane and reflects recent developments in the area. Its designation as a new Local Centre will ensure it continues to provide a high-quality local facility for the local community.

In addition, boundary changes are proposed at:

- Brade Drive District Centre to provide a more focused centre boundary and support the linked diversification of the centre;
- Daventry Road District Centre, to include the new supermarket;
- Foleshill District Centre to reflect recent growth of the centre.
- Jardine Crescent to support modest expansion of the centre and the redevelopment of vacant sites;
- Ansty Road Local Centre, to include adjoining community facilities;
- Holbrook Lane Local Centre, to include the existing petrol filling station;
- Longford Road Local Centre, to include adjoining community facilities; and
- Radford Road Local Centre, to include adjoining community facilities.

As part of the city's wider growth strategy two urban extensions are planned for the North West of the city. The Shopping and Centre Study has highlighted that this particular part of the city is underprovided for in terms of convenience retail offer. This reflects the relatively low population density present in that area of the city and the lack of existing centres. With this in mind, a Major District Centre is proposed as part of the Eastern Green urban extension, which will benefit from excellent links to the A45. However, in designating this, lessons must be learnt from the Arena Park development and the centre will not be allowed to expand beyond the strict provisions of Policy R1. This seeks to ensure any provisions within the centre over and above the convenience floor space are either locally aimed or support the city's needs for bulky goods retail. Regarding the Keresley urban extension, two new local centres are proposed, one to the south of the development and a second towards the north helping to promote sustainable development, active travel and community provisions. As these areas are yet to be developed the exact nature of the centre boundaries will be initially defined through the

relevant supporting Master Plans (as required through policy H2). These boundaries will then be formally considered through the next Local Plan review. For the avoidance of doubt however any retail proposals that divert from the allocations in policy R1 will be considered to be out of centre and will be considered in accordance with policy R4 of this Local Plan.

Healthy town centres usually have a good mix of higher and lower order comparison goods shops and a balance between Class A1, A2 and Class A3 to A5 uses to ensure a flexibility offer and a vibrancy and vitality. The 2001 plan encouraged at least 85% of units within any given centre to be retained as class A1. The changing face of retail and the functions of centres has seen a decrease in the percentage of A1 uses. The average proportion of A1 uses across Coventry centres is just over 50% compared to a UK average of around 58%. The retention of a majority A1 function continues to be an important element of supporting the longevity of centres. However, with the city's vacancy rates above the national average and greater flexibility within the use class order, the greater importance rests with the A-use class category as a whole ensuring units are occupied. As such, there will be no threshold applied to A1 uses within centres; however, the Council will require designated centres to retain a majority of provision within the 'A' use class category (Class A1-A5 of the Use Classes Order). It will also be essential to maintain an appropriately balanced range of 'A' class uses. This should be considered in the context of Policy R5. As part of diversifying centres, alternative uses including social, community and leisure provisions will be supported as will new residential provisions, where it does not undermine the overall functionality of the centre.

This approach will not relate to the city centre, which will be considered separately through the City Centre AAP.

Policy R3: The Network of Centres

1. To support the city centre, the Council will designate, enhance, maintain and protect a network of Centres consisting of Major District Centres, District Centres and Local Centres. These Centres will be the preferred locations for new shops, and other Main Town Centre and community facility uses which do not serve a city-wide catchment.
2. In all these Centres:
 - a. A balance will be sought between shops (Class A1), and other Main Town Centre and community uses in order to protect the vitality and viability of the centre as a whole;

- b. Proposals that reduce the concentration of A-class uses within a centre below 51% will not be approved;
- c. A residential element will be promoted and encouraged, subject to the creation of a satisfactory residential environment and so long as it does not undermine the functionality of the centre;
- d. Improvement to the environment and accessibility will be promoted and encouraged.

3. Major District Centres are shown on the Policies Map at:

- a. Arena Park;
- b. Cannon Park;
- c. Brandon Road;
- d. Eastern Green.

They will complement but not compete with the city centre and will contain a scale of development which is demonstrated to not impact negatively on the city centre and supports the needs of their part of the city for:

- e. a mix of bulk convenience and comparison shopping as well as service and catering uses;
- f. social, community and leisure uses including hotels;
- g. offices.

4. District Centres are shown on the Policies Map at:

- a. Ball Hill;
- b. Bell Green;
- c. Brade Drive;
- d. Daventry Road;
- e. Earlsdon;
- f. Foleshill;
- g. Jardine Crescent;
- h. Jubilee Crescent.

They will contain a scale of development which is demonstrated to not impact negatively on higher order centres and supports the needs of their district of the city for bulk convenience shopping as well as an element of comparison shopping, service and catering uses. Social, community, leisure and small-scale office uses will also be acceptable.

5. Local Centres are shown on the Policies Map at:

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| a. Acorn Street; | m. Holbrook Lane; |
| b. Ansty Road; | n. Holyhead Road; |
| c. Baginton Road; | o. Keresley North; |
| d. Bannerbrook; | p. Keresley Road; |
| e. Barkers Butts Lane; | q. Keresley South; |
| f. Binley Road; | r. Longford; |
| g. Birmingham Road; | s. Quorn Way; |
| h. Broad Park Road; | t. Radford Road; |
| i. Charter Avenue; | u. Station Avenue; |
| j. Far Gosford Street; | v. Sutton Avenue; |
| k. Green Lane; | w. Walsgrave Road; |
| l. Hillfields; | x. Willenhall; |
| | y. Winsford Avenue. |

They will contain an appropriate scale of development which is demonstrated to not impact negatively on higher order centres and supports their immediate locality for day-to-day convenience shopping and also some service and restaurant uses; and social, community and leisure uses. Small scale office uses will also be acceptable.