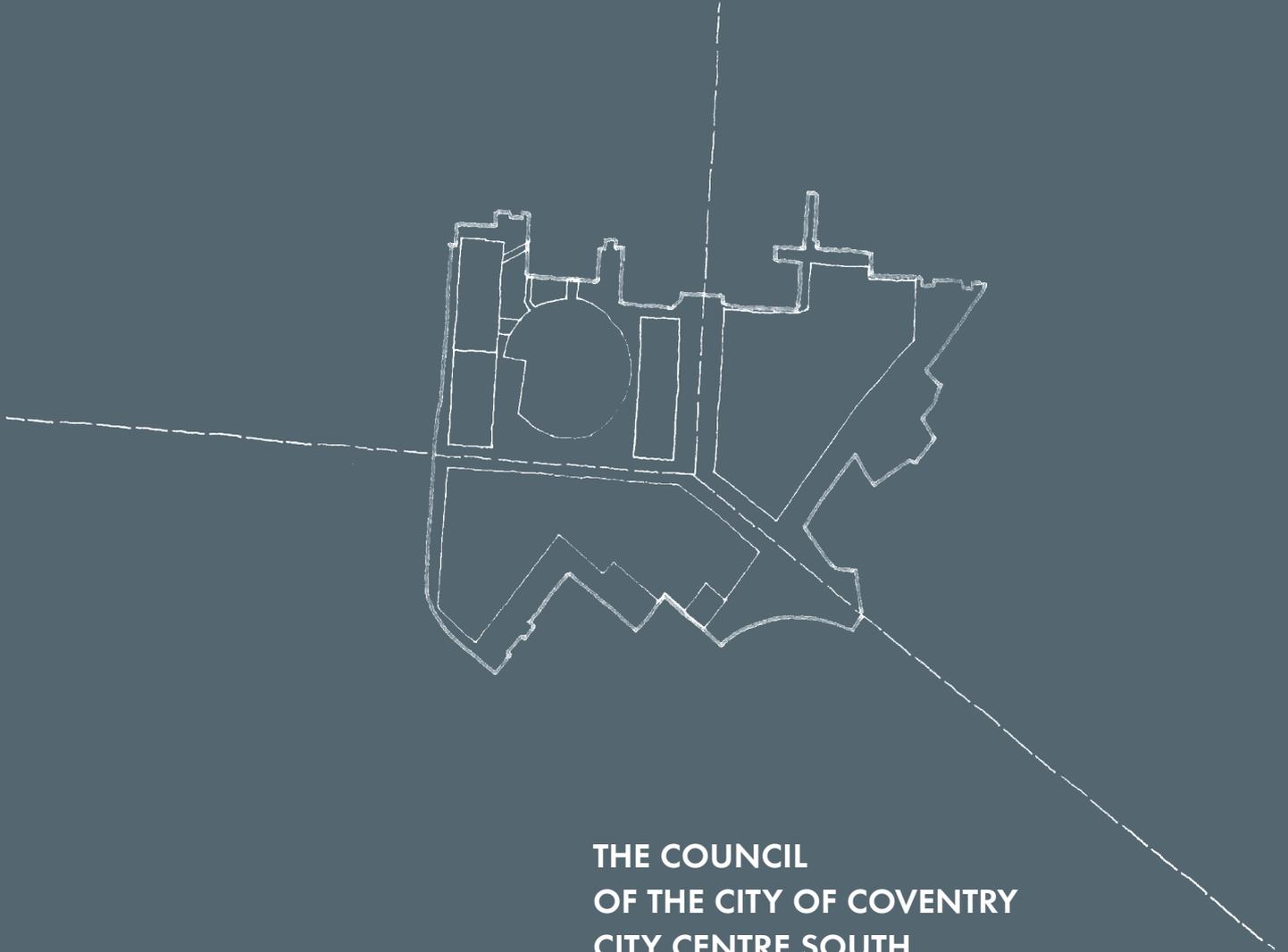


Town and Country Planning Act 1990  
Acquisition of Land Act 1981  
Local Government (Miscellaneous Provisions) Act 1976

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## **PROOF OF EVIDENCE**



### **THE COUNCIL OF THE CITY OF COVENTRY CITY CENTRE SOUTH**

compulsory purchase order 2022

### **Town and Country Planning Act Stopping-up of Public Highway**

#### **Proof of Evidence**

Robert Maxwell  
Allies and Morrison

on behalf of

**Shearer Property Regeneration Limited  
[SPRL]**

# 1 Introduction

- 1.1 I am Robert Maxwell an architect and a partner at Allies and Morrison. I trained at the Welsh School of Architecture and the Architectural Association. I began working with Bob Allies and Graham Morrison in 1981 and joined the firm of Allies and Morrison in 1988. I became an Associate in 1992, and a Partner in 2001.
- 1.2 My own experience of mixed use developments includes Friargate in Coventry [figure 1] where I have been responsible for the design and delivery of a commercial led masterplan, in Sheffield where I was the Partner in charge of the design and delivery of three buildings [figure 2], and at Nine Elms in London where I am leading a team to deliver Greystar Parkside, a development comprising over 900 build to rent apartments [figure 3].
- 1.3 Allies and Morrison is an architecture and urban planning practice based in London, with studios in Cambridge, Manchester, Liverpool and Dublin. We have developed a reputation for producing high quality, award-winning design for a diverse range of masterplans and buildings in many different sectors. Our portfolio covers residential, workplace, commercial, education, mixed use, and cultural buildings, with completed projects throughout the UK and abroad.

As of today, we have won 45 RIBA Awards. We have grown our practice from a few dedicated individuals in the mid-1980s, to an office now employing over 300 architects and support staff. Our firm also includes urban designers as well as landscape design, sustainability and technical specialists. Our in-house modelmakers, graphic designers and specialists in architectural visualisation play an essential part in the development and communication of the work we produce. We believe that it is the thoughtfulness and skill of the practice's design approach, as much as sector specific knowledge, that yields success.

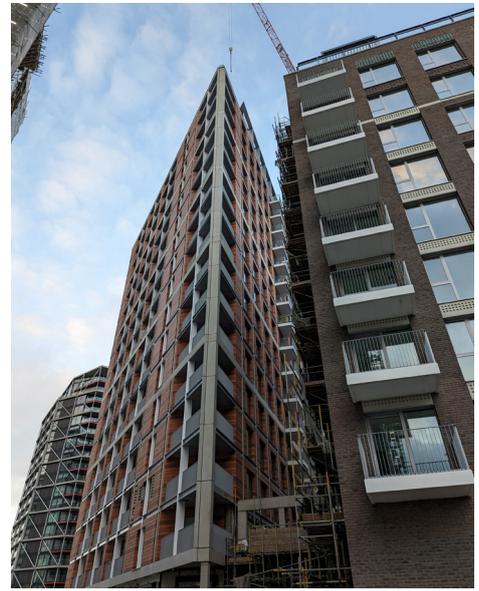
- 1.4 Masterplanning is an important part of our work, a natural extension of our interest in architecture and placemaking. We have a proven ability to deliver masterplans which are commercially successful, popular with the public and award-winning. The practice was named the AJ's 'Masterplanning Architect of the Year' in 2015 for its work on some of the UK's most significant masterplans, including King's Cross [figure 4] and the Olympic Legacy Masterplan. [figure 5]
- 1.5 Our contribution to urban regeneration has continued through our authorship of masterplans for Canada Water, Brent Cross, and Greenwich Peninsula. Increasingly, urban regeneration schemes incorporate a mix of uses, adding retail space, community uses, leisure facilities and homes for cultural institutions to residential and employment space. We bring an architectural understanding of many building types to integrate in our masterplans.
- 1.6 Allies and Morrison's residential portfolio spans all sectors of the market. We have more than 35 years' experience from design to delivery for varying tenures and unit sizes, ranging from volume housing to high-end developments and smaller infill sites [figures 6,7 and 8]. Our residential designs create value for our clients by delivering places where people want to live – from the quality of the units themselves to the character of the public spaces around them. We balance design vision with an understanding of current housing requirements and guides to deliver practical, robust buildings. This experience has given us a comprehensive understanding of the residential market, the statutory and planning issues shaping housing design, and the procurement and construction factors affecting design and delivery.



**figure 1** Friargate masterplan Coventry



**figure 2** Sheffield Heart of the City masterplan



**figure 3** Greystar Parkside, London



**figure 4** View of the public gardens at Kings Cross Central



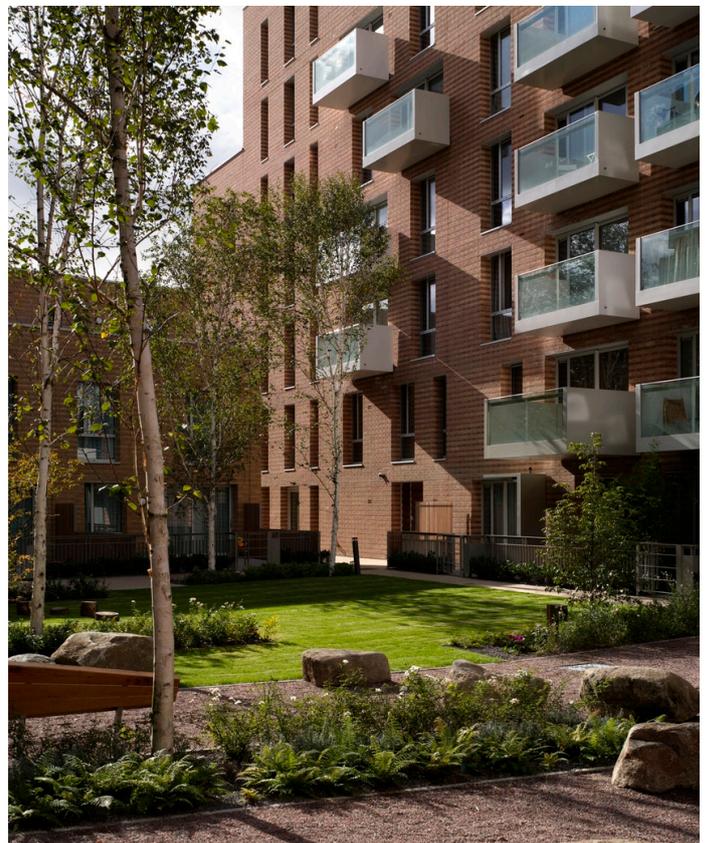
**figure 5** Queen Elizabeth Park Stratford, Legacy plan



**figure 6** Keybridge House, London



**figure 7** West Hendon, London



**figure 8** St Andrew's Bow, London

## 2 Appointment of Allies and Morrison

- 2.1 We were contacted by The Hill Group in early August 2021 and asked to work with them in their bid to Shearer Property Regen Limited<sup>1</sup> (**SPRL**) to fulfil the role of funder and delivery partner for the City Centre South scheme.
- 2.2 SPRL is the developer selected by Coventry City Council (**the Council**) to take forward the City Centre South scheme included in the area of land bounded in a red line [figure 9] In 2020 SPRL had applied for hybrid planning permission for the redevelopment with their architect Chapman Taylor, for which permission was granted in January 2022 (**the Consented Scheme**).
- 2.3 As part of the bid process we assisted Hill in their discussions with SPRL and the Council and their consultant advisors over a three month period.
- 2.4 From the start our strategy was largely to align our proposals

<sup>1</sup> Shearer Property Regen Limited was set up by the Shearer Property group Limited to deliver the City Centre South development

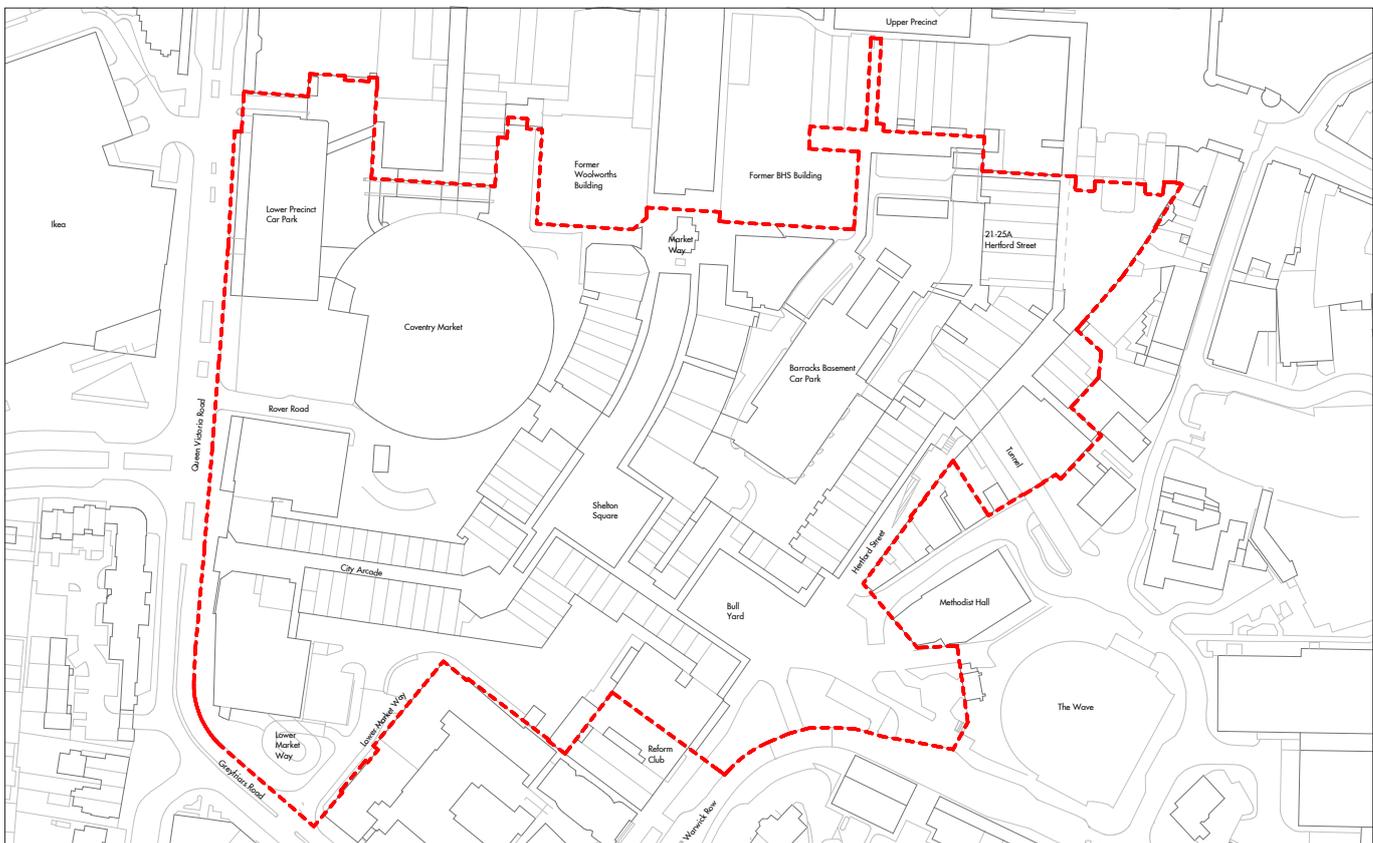


figure 9 Existing site with red line boundary

to the Parameter Plans and three-dimensional envelopes setting the minimum and maximum heights across the site, and to acknowledge the previous work undertaken by others before us, which was both well researched and expressed in the material prepared for the outline application. However, there were a few instances where we felt that the proposals could be refined and improved and we explored these during the dialogue process with SPRL and the Council.

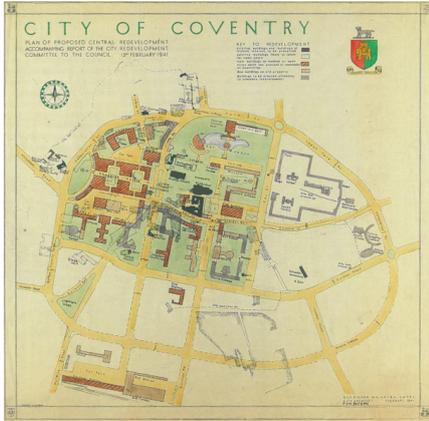
- 2.5 Chapman Taylor presented the work they had undertaken using plans and extracts from the Development Principles to explain the design concepts and constraints. SPRL also set out the principles for the proposed quantum and arrangement of the retail offer, in particular the new north/south route through the middle of the northern Block B, and the insertion of a large two-storey retail pavilion between this and Block C to the south of it.
- 2.6 The dialogue sessions allowed The Hill Group to evolve their interpretation of the masterplan with SPRL and the Council. For example, themes that reflected a post-pandemic lifestyle influenced our thinking into making the enhanced masterplan feel more of a residential district and adjusting the retail offer to be more local, based more on attracting independents and regional rather than national brands.
- 2.7 With The Hill Group we discussed the importance of establishing a residential identity, made up of a range of tenures and offers including market and affordable housing, build to rent, later living and graduate student accommodation to produce a long-lasting legacy for the city, and putting the living back into the heart of Coventry.
- 2.8 Hill's bid was submitted to SPRL at the end of October 2021. We were advised that The Hill Group were one of two shortlisted bidders in January 2022 and by mid-February they had been selected. Hill Holdings Limited has now been approved by the Council as the "Approved Funder" for the

scheme under the terms of the Development Agreement and has bought into SPRL.

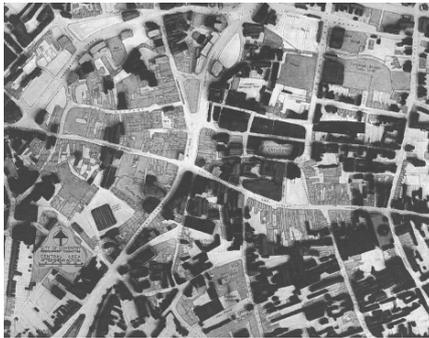
2.9 Following the selection of Hill we began a series of strategic briefing sessions with them and SPRL to review the development proposals, explore further adjustments in mix and tenures and to refine the masterplan.

2.10 In July 2022 Allies and Morrison was engaged by the developer, SPRL, as the masterplan architects for the scheme.

# 3 The Brief



**figure 10** Friargate masterplan Coventry 1941  
© Coventry City Council



**figure 11** Model of bomb damage 1941  
© Coventry City Council

3.1 The foundations for the regeneration of Coventry city centre were based on the success of the industries clustered around its centre, in particular the motor and engineering companies. Exponential growth in the nineteen thirties had resulted in a huge influx of migrants attracted to the certainty of work. The medieval city centre was creaking and not able to keep pace with the race for prosperity. There was no civic heart nor had Coventry experienced the grand Victorian and Edwardian developments that had marked other cities. While there was piecemeal opening up of the medieval core around Broadgate and some widening of roads to ease traffic congestion in the 1920s, the tightknit and old city fabric was in poor condition with narrow streets that harked to the past and not the future. However, it wasn't until the replacement of the longstanding Conservative and Liberal coalition by Labour in 1937 that the alignment of political will and ambition for change was reached. Donald Gibson the new city architect was appointed in 1939. While the radical reimagining of the city centre masterplan was being developed [figure 10] it was the blitz on 14th November 1940 that literally demolished most of the buildings on the land required to deliver this. [figure 11]



**figure 12** Perspective view of Broadgate 1945  
© Coventry City Council



**figure 14** View of the service road and Barracks multi storey car park 2022

3.2 The masterplan conceived by Donald Gibson at the end of the second world war and delivered over the next twenty years promoted development that swept away the remaining footprint of the medieval centre. In its place came an orthogonal street layout lined with modernist architecture and mostly pedestrianised [figure 12]. In Gibson's imagination the hard landscape environment of the upper and lower precincts was to be balanced by a large public garden on Broadgate which has subsequently been lost. [figure 13] One of the inevitable consequences of reinventing the high street as a car free pedestrian precinct is that it establishes a monocultural bias. It also places a necklace around the edge comprising backlots, service yards and multi storey car parks to serve it. This is not a good use of valuable city centre land and produces uninviting inactive facades facing onto the surrounding streets. [figure 14] The existing buildings arranged around Shelton Square, Bull Yard and the City



**figure 13** View of Broadgate in 1962  
© Coventry City Council



figure 16 Shelton Square in the 1960s

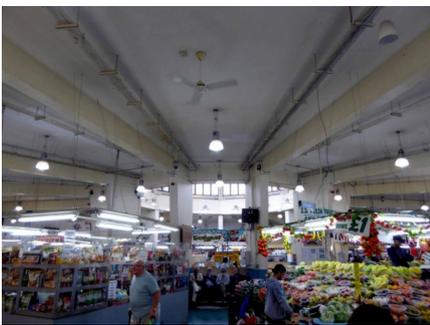


figure 17 View of the interior of Coventry Market 2022

Arcade were developed under the direction of Arthur Ling, the city architect and planning officer who followed Gibson, and were laid out in a more idiosyncratic and less beaux arts arrangement [figure 15]. The open car courts behind the precinct that had been assumed would cater for those with cars were soon over run but the growth in vehicle ownership and one of Ling's solutions was to add new multi storey car parks to either side of Market Way linked by bridges that crossed over the shops beneath, some of which were only two-storey with storage above [figure 16]. To the west and behind Market Way is the Coventry Market. This originally joined to the back of a warehouse building [now demolished] on Queen Victoria Street which was occupied by the fish market on it's ground floor.

3.3 The market was constructed using in situ reinforced concrete with V-shaped columns and radial beams [figure 17]. It housed 160 wooden stalls arranged concentrically, 40 of which were in the outside wall of which 16 faced outwards. In Sheldon Square a grand staircase served the upper deck

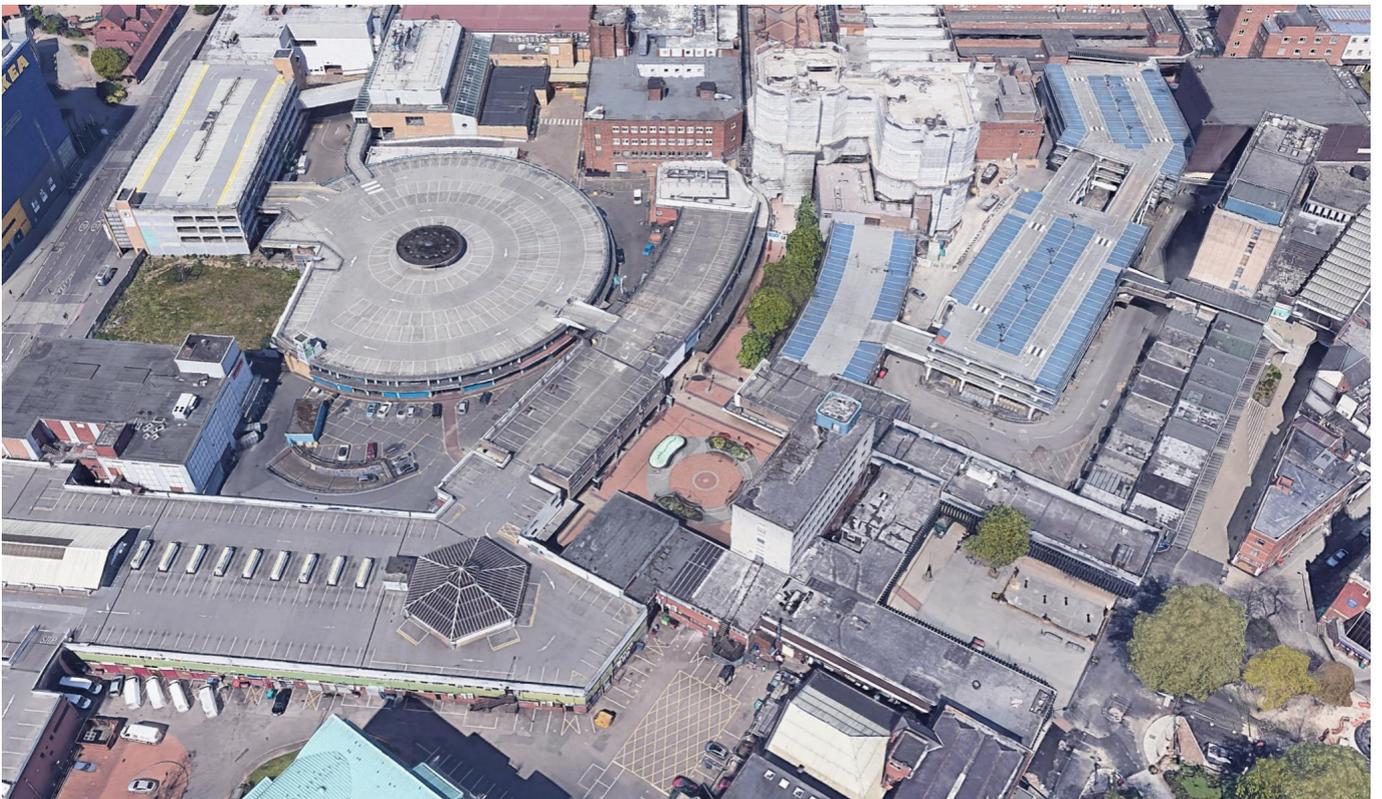


figure 15 Aerial view of the Shelton Square



**figure 18** Shelton Square in the 1960s



**figure 19** Proposal 2008 by Jerde

[figure 18]. With the passing of time this city centre extension has suffered from a dwindling demand for smaller retail units, the stairs have been demolished and the impetus and optimism that once existed has dissipated.

3.4 Over the last fourteen years the site has been subject to a number of earlier development proposals. An ambitious scheme for the whole of the city centre was presented and consulted on between 2008 and 2009 by the American company Jerde [Coventry City Centre Masterplan DR3.22] and was subsequently dropped. [figure 19 and 20] A more realistic and deliverable scheme covering the approximate area of the current site was developed by Benoys in 2012 [figure 21] which was granted planning permission and is described in more detail in the evidence on planning matters by Richard Brown of CBRE. Following further Local Plan work the site was then allocated and a mixed use city centre developer, the Shearer Property Group, was procured by the Council, who appointed their own architectural practice Chapman Taylor.

3.5 There has also been a marked shift in the way we shop: our expectations, access to goods, comparative cost analysis and need for immediacy are all now higher up the agenda rather than previous focus on driving into the city centre parking in a multi storey car park and walking the streets to find the brands and products. The traditional dominance of the high street, and its progeny the shopping mall and shopping precinct, are no longer the only answer and retail and leisure offer. This is covered in more detail by Richard Brown of CBRE and Adam Markwell in their evidence on retail and leisure planning and commercial matters respectively.

3.6 The brief that was set for us by SPRL reflects the current market conditions, proposes a much more flexible approach to the retail and leisure offers while still retaining active frontages at the ground floor that completes the retail and leisure circuit between Market Way and Hertford Street and provides a range of independent shops and outlets for regional brands. The individual units are flexible in their plan areas, frontages and depths to cater for different kinds of tenants. There is also a desire to reintroduce residential apartments into the city centre to rebalance the mix of uses and produce



figure 20 Proposal 2008 by Jerde



figure 21 Proposal by Benoy in 2012

a high density mixed tenure living district comprising market and intermediate ownership, and private and social rented apartments. The emphasis on a mixed-use scheme with a high proportion of residential use alongside retail and leisure uses will introduce greater footfall over a longer time period across the wider city centre each day.

- 3.7 The challenge for the proposed redevelopment is firstly to integrate a mixed-use residential scheme into the heart of the city where both the existing and new parts are mutually supportive of each other. There is a desire in the proposal to reassess the scale and extent of the new retail and leisure offers so that they are complementary to and not competing with the existing. Secondly the new residential buildings that sit above this activity over a number of blocks need to have a character and sense of home that an owner would be attracted to and want to live in. Finally, and thirdly, there is placemaking: to make the public spaces attractive to dwell in and visit, and the private gardens for the homes both generous in scale, for their quiet enjoyment.

**Key Points:**

- A higher proportion of mixed tenure residential uses has been introduced, alongside the retail and leisure uses to stimulate more footfall and vibrancy in the city centre.

# 4 The Scheme

- 4.1 Within the Executive Summary of the Design and Access Statement that accompanied the application for the Consented Scheme a number of objectives are expressed which the scheme should deliver. This includes a desire “to breathe new life into the retail core of Coventry City Centre”; to produce a “high quality public realm”; and to introduce a “vibrant new destination and mixed-use community at the heart of the city”. It also envisages that within the design process the brief “had to be sufficiently flexible to permit the substitution of alternative uses should market conditions and end user requirements change”.
- 4.2 The Consented Scheme prepared by Chapman Taylor comprises six blocks: Blocks A1, A2, B, The Pavilion, and Blocks C and D. Blocks A1 and D are identified as being in a second phase, and the remainder in the first phase. [figure 22] Indicative floor plans are provided in the Design and Access Statement and the overall envelope for each plot is defined in the Parameter Plans. The overall minimum and maximum heights are also explained in a three-dimensional massing model. A Computer-Generated Image of the overall scheme offers illustrations of the possible architectural appearance of the buildings across the whole piece. The mix and uses in the Consented Scheme is described in the evidence of Richard Brown of CBRE.
- 4.3 The arrangement of the urban blocks is uncomplicated, legible and reinforces the pre-existing street patterns: Hertford

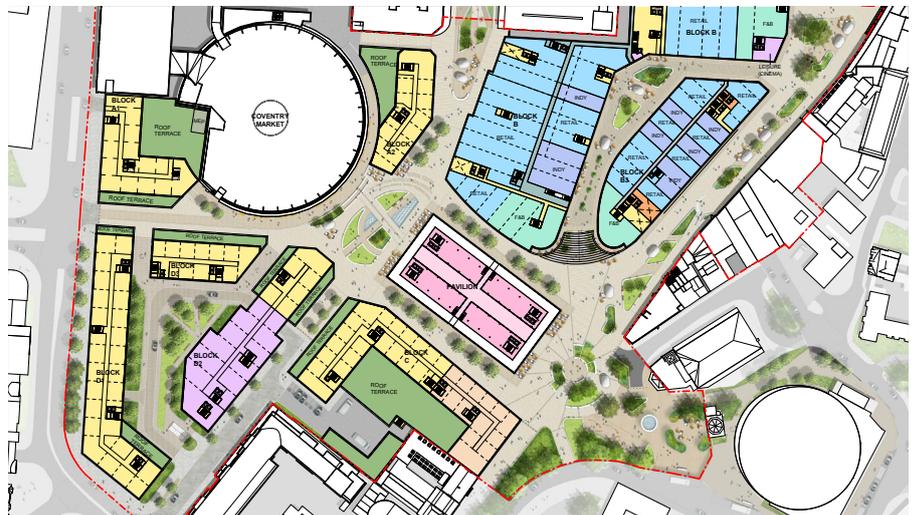
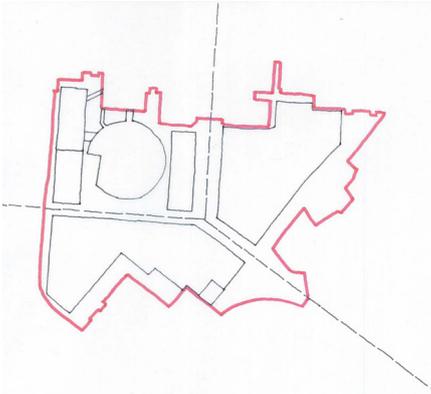


figure 22 Consented Scheme podium level plan



**figure 23** The three axes and development plots

Street remains as a narrower retail dominated street with active frontage on both sides and retains its historical and direct connection between Warwick Row and Broadgate at the top of the hill. In contrast Market Way which forms part of the original Gibson masterplan, and which was designed originally for two way vehicular traffic crosses the principal axis of the pedestrianised upper and lower precincts is extended to join a Rover Road a cul-de-sac to the south of Coventry Market which feeds into the site from The Butts to the west of the site. At the point of the intersection between this and Market Way a short street is introduced to link these two routes marked by substantial public spaces at each node. [figure 23] At the northern edge of the site the proposed buildings acknowledge the setting of the listed precinct buildings that line Market Way by setting back with a gap between them and limiting their overall heights. At the southern boundary the buildings reduce in height as they abut the listed Reform Club. At the centre of the development is a new public square that acts as a pivot onto which the new and old buildings face. With the demolition of the existing buildings on Sheldon Square a new vista between the market and Christchurch spire is revealed. These urban design principles acknowledge the extant city fabric that surrounds the site and allows the new built components inserted into it to be integrated and seamless at the edges.

4.4 In what I refer to as “the Refined Scheme” we have proposed some modifications to these numbers, including a refined redistribution of areas between the residential and non-residential uses. The Refined Scheme comprises up to 1500 residential units, potentially a hotel and between 13,275 and 20,000m2 of non-residential floor space [figure 24].

4.5 I explain the refinements in further detail in the following section of my evidence. The necessary planning applications to authorise the minor revisions to the Consented Scheme (under sections 96A and 73 of the Town & Country Planning Act 1990) are described in the evidence of Richard Brown of CBRE.



figure 24 Refined Scheme current phasing plan: Blue – 1st Phase, Pink – 2nd Phase .

# 5 The Refinements to the Scheme

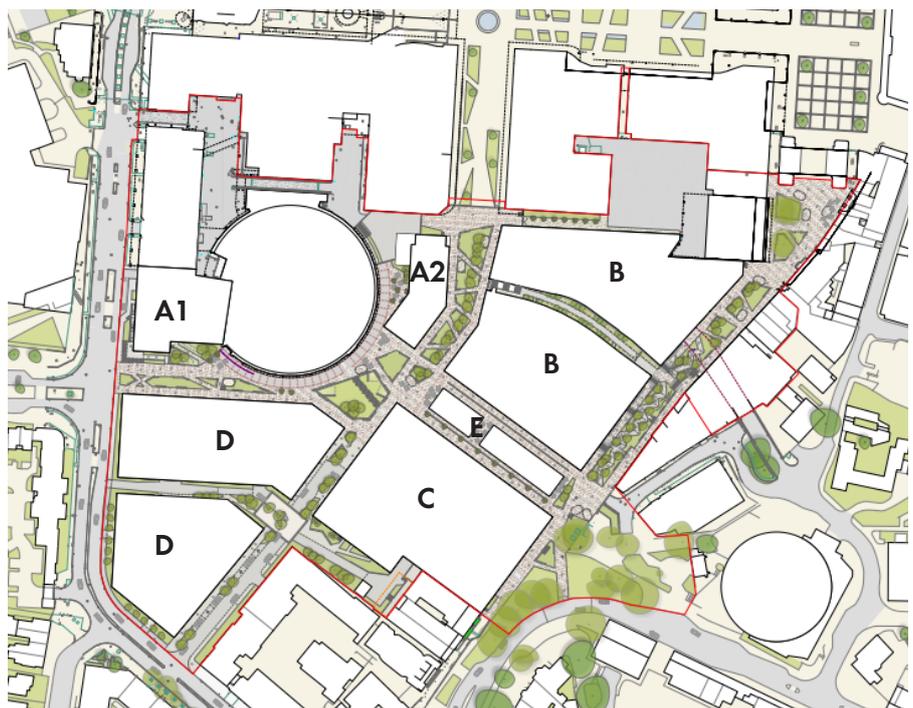


**figure 26** View of Coventry Market approaching from Market Way in the 1970s

5.1 The outline planning permission is based on parameter plans and offers a degree of flexibility on the positioning of each of the plots within the overall site boundary so that the Reserved Matters applications can be developed to the level of architectural detail required.

5.2 This is described in plan using a dimensioned minimum and maximum footprint, and in section by minimum and maximum Above Ordinance Datum AOD height. This approach is employed partly to enable a different interpretation and resolution in the building layouts and appearance as controlled by the Development Principles, recognising the passage of time, changes in the market conditions and the specific points that arise in detailed design. The overall site is defined as a series of development plots: A1, A2, B, C, D and E [figure 25].

5.3 Where the proposed development abuts adjacent listed buildings there is necessarily less flexibility offered in the Consented Scheme in order to recognise the sensitivity of their listed status. This is particularly the case in plan and section for the edges of plot B1 adjacent to the former BHS building and C1 adjacent to the former Reform Club.

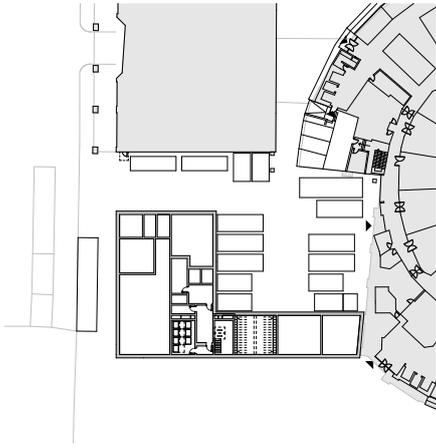


**figure 25** VDiagram showing the development plots

5.4 For plot A2 the plan is restricted in relation to the former Woolworths building, but not in height in relation to the two-storey listed Coventry Market. [figure 26] The Parameter Plan for plot A1 is fixed. Whilst the frontage to Queen Victoria Road and return with the existing multi storey car park to the north seems to be sensible and obvious following extant features and ownership boundaries, the return frontage on Rover Road with a chamfer required at its south eastern end to meet the corner of Coventry Market would have benefited from a degree of flexibility in plan as offered on other plots across the site. Equally on the upper floors the footprint of the building follows a strict L shaped plan of a specific width, restricting the possibility of a different response to the surrounding existing context and proposed buildings on plot D to the south.

### **Parameter Plans: Consented Scheme**

5.5 We have proposed some additional height across the whole development and in particular at the centre of the Development and at the junction between Rover Road and Queen Victoria Road on Blocks B, C, and D above the maximum AOD levels for each plot as set out in the Parameter Plans. We have referred to the Townscape View Assessments previously used for the Consented Scheme to establish where adjustments to the massing could be explored to produce more articulation, silhouette, and difference between the building heights rather than following the flat maximum AOD levels and envelopes set in the Parameter Plans. The taller elements are arranged around the central square and create focal points at the corners of each block next to the largest public space and also to mark the arrival threshold into the new development from the western approach along The Butts. We have gauged where the additional height could be accommodated using the verified townscape views assessments previously undertaken as part of the submission for the Consented Scheme.



**figure 27** Option for a servicing yard for Coventry Market on plot A1

### **Block A1: Consented Scheme**

- 5.6 Block A1 occupies a corner site on the junction between Queen Victoria Road and Rover Road and abuts an existing multi storey car park on its northern boundary and the Coventry Market on the eastern boundary.
- 5.7 The overall plot is orthogonal in plan and contains a strip of land on its northern edge allocated for a new vehicular ramp to serve the existing basement of the market building. This was granted detailed planning approval coincident with the outline planning permission. The proposed five to six-storey building in the Consented Scheme comprises an L-shaped plan approximately 18m wide containing residential accommodation on the upper floors and retail uses on the ground floor. The building is serviced from Queen Victoria Road.

### **Block A1: Refined Scheme**

- 5.8 The proposed building on Block A1 in the Refined Scheme sits within the overall footprint of the site as previously consented. We have made some adjustments to the ground floor plan to incorporate a new self-contained vehicular service area dedicated to Coventry Market, designed to be in lieu of a ramp to the basement under it [figure 27]. The ground floor also contains a retail unit and residential access to the upper floors as previously envisioned and these are set at a slightly higher finished floor level to mitigate the identified flood risk on this plot. The footprint of the upper residential floors is T-shaped, and on the return frontage to Rover Road abuts the listed market at the existing junction between the radiused facade and the return rather than introducing a chamfered detail as previously suggested. A result of this is that the face to face distance between block A1 and the buildings on plot D is increased.

### **Key points:**

- New proposed service yard for Coventry Market introduced
- Building footprint adjusted from an L-shape to a T-shape
- Increased distance between the facades of A1 and block D

## **Block A2: Consented Scheme**

- 5.9 Block A2 is a free-standing building and occupies a plot immediately to the east of Coventry Market. Its footprint is set away from the market and from the southern edge of the former Woolworths building to the north. Both Coventry Market and the former Woolworths building are listed grade 2. The building plot follows the curvature of the circular market building on its western side at ground floor only and then sets back into a more conventional rectilinear building above this. On its eastern side it forms the building line to Market Way, and cranks midway along its length towards the new central square at the heart of the scheme.

## **Block A2: Refined Scheme**

- 5.10 The proposed building provides residential accommodation on the upper floors over six storeys with a seventh floor set back from the parapets opening onto a large roof terrace. The ground floor contains a mixture of retail, food and beverage uses. The building is serviced from the existing yard behind the Lower Precinct buildings.
- 5.11 The position of Block A2 has shifted slightly to the east compared to the Consented Scheme in order to set it a little further away from facade of the listed Coventry Market. In its new position its northern corner pushes forward of the building line of the former Woolworths building on Market Way offering a glimpse of the edge of the residential district viewed from the Lower Precinct and marking a change in the width of the street.

### **Key points:**

- The building footprint has moved further away from Coventry Market
- There is a reduction in the overall width of Market Way





**figure 31** View of the southern part of Coventry Market 2022

5.17 These servicing arrangements have resulted in most of the former frontage given over to this and casual car parking, and as a result almost all trace of the outward facing market as originally envisioned has disappeared. [figure 31]. Russell Vaughan's evidence deals with the servicing arrangements in more detail.

### Coventry Market: Refined Scheme

5.18 It is hoped the the scheme will encourage the reopening of some sections of the market stalls that used to face outwards so that they can engage with and offer retail frontage directly onto the new development. Within the scheme proposals, we are also providing a dedicated, gated covered service yard within plot A1 accessed from Queen Victoria Road. This service area can also link directly into the market and if desired to the existing service road and service area that surrounds the northern half of the building, which remain as they are. The existing servicing arrangements in the area to the northern half of the building are also formalised and enhanced in relation to servicing the area around plot A2. Russell Vaughan's evidence deals with all the servicing arrangements in more detail.

5.19 Our proposed new public square reveals the market building, improves its outlook and places it at the core of the redevelopment. The changes we are envisioning and the regeneration of this as a substantial mixed-use development benefits the market so that it can grasp the opportunity to rediscover its original functionality, to engage directly with the new environment and the high quality architecture and public realm and to prosper. Over time part or all of the rooftop car park could potentially become a public garden to provide a high level green sanctuary, a viewing point, a place to rest from the retail hustle and bustle, and to enjoy the new city centre from an elevated viewpoint. That is something the owners of Coventry Market may wish to consider.

### Key points:

- Providing the potential for reopening some of the outward facing retail units in Coventry Market fronting onto the new public square
- Providing a dedicated service area exclusively for Coventry Market and formalising the servicing arrangements around the Block A2 area
- Providing conditions for stimulating the improvement of Coventry Market

### Block B: Consented Scheme

5.20 Block B has the largest site footprint and is therefore capable of being subdivided into several individual building blocks above a single podium. This podium reuses part of the existing service area accessed via the Barracks Way tunnel under Hertford Street and is set against the natural slope of the hill between Warwick Row and Broadgate. The western and eastern edges of the site form the building lines onto Market Way and Hertford Street, respectively. Its southern edge faces onto the proposed retail pavilion. A large 45° chamfer has been introduced at the corner of this and Hertford Street. The northern boundary of the site abuts the grade 2 listed former BHS building and the rear service yards to the Upper Precinct.

5.21 The proposed overall building footprint is subdivided into two distinct parts laid out to either side of a new retail street set out above the existing part basement level. The new retail and

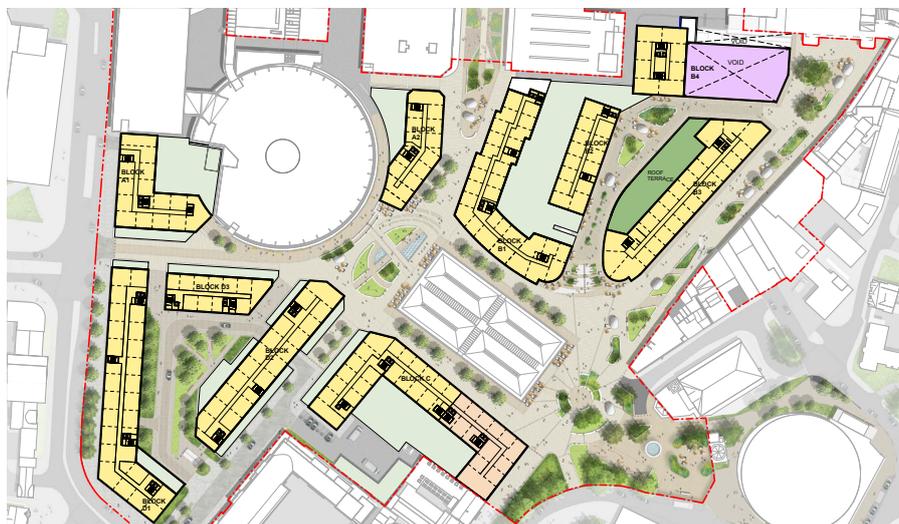


figure 32 Consented Scheme typical floor plan

commercial street is entered either from Hertford Street at its northern end or via a series of stairs from the public beside the retail pavilion to the south. The right-hand building B3 is seven storeys above retail and leisure uses at the ground floor and faces on Hertford Street. The left-hand building B1 splits into two above the retail and leisure uses on the ground floor and provides seven upper floors of residential accommodation split across a courtyard garden. To the north, building B4 rises to eleven storeys. [figure 32]

### **Block B: Refined Scheme**

5.22 We have recognised a desire for more permeability east to west across this large site that informally and discreetly existed in the extant urban blocks by introducing a new legible public street through Block B that crosses the garden landscape at the centre of the block in contrast to the layout in the Consented scheme that added an additional north-south retail street parallel to and in competition with Hertford Street. We have also replaced the large 45° chamfer at the corner of Block B and Hertford Street with a simpler 90° corner which produces a stronger and more decisive junction between the two streets that recognises that they have distinctive and different characteristics. Continuation of the building line and facade of Block B also provides a stronger framing device for the brand new view of the Christchurch spire viewed from the central square to the west.

#### **Key points:**

- New east-west pedestrian route introduced across the site
- Large residential gardens introduced behind the perimeter buildings
- Integrated retail/residential service yard cut into the existing topography introduced
- Introduction of gaps between and a variety in the heights of the buildings in the overall massing

### **The Pavilion: Consented Scheme**

5.23 The Pavilion Building E is a large free standing two-storey rectangular building located between Block B to the north and Block C to the south. Its short ends face onto the new central square and the Coventry Market at one end, and the Central Methodist Hall and the Christchurch spire at the other. It contains a range of retail units.

### **The Pavilions: Refined Scheme**

5.24 The introduction of two smaller retail pavilions to replace the much larger single building maintains good and legible circulation between the two principal public squares at each end as well as allowing a stronger direct visual connection between two listed heritage assets: the Christchurch Spire and Coventry Market. The reduction in the overall footprint of the pavilions has also enabled the building lines of both Blocks B and C to be extended south and north respectively, reducing the overall distance between them, yet maintaining appropriate separation.

#### **Key points:**

- Pavilion divided into two parts provides more pedestrian permeability across the street
- Smaller footprint reduces the overall distance between Blocks B and C, yet maintains appropriate separation
- Allows clearer visual connection between Christchurch spire and Coventry Market

### **Block C: Consented Scheme**

- 5.25 Block C is a C-shaped perimeter block with its southern leg abutting the listed Reform Club on Warwick Row, its main frontage facing onto the retail pavilion and its northern return frontage onto Lower Market Way. The ground floor contains retail units which are serviced from a yard at the rear which is accessed off Lower Market Way, and a potential hotel which occupies this and the upper floors in the southern half of the building. The remaining upper floors contain residential apartments, with a shared residential amenity space on a podium at the first floor shared with the potential hotel.

### **Block C: Refined Scheme**

- 5.26 The adjustment in the size and positioning of the retail pavilions E has allowed the footprint of Block C to be enlarged which in turn has given enough space to produce a perimeter building that encloses a residential garden at the first floor level. The enlargement of the plan has also enabled the retail units to be served from an internal service yard under this. Vehicular access is via a connection under the building from Lower Market Way rather than from the southern flank which has allowed this area shared with Beauchamp House to the south to be developed with a mixture of soft and hard landscape features. The potential hotel function has been omitted from this block at this stage so that the amenity space at the first floor is entirely for the residential occupiers.

#### **Key points:**

- Perimeter block allows the introduction of a private residents' garden
- Integrated rear service yard for the retail units
- Land to the south made available for accessible soft and hard landscape features
- Potential hotel use omitted at this stage

### **Block D: Consented Scheme**

5.27 Block D comprises three buildings D1, D2 and D3 arranged around the perimeter of the plot. D1 faces onto Greyfriars Road and Queen Victoria Road, provides undercroft car parking at the ground floor and steps up from five storeys at its southern end to fourteen storeys at the junction with Rover Road. D2 runs parallel to Lower Market Way and contains a healthcare facility arranged over the bottom two floors and residential accommodation on the upper floors. These rise to eleven storeys at the northern end. D3 sits south of Rover Road and provides eight floors of residential accommodation over retail and leisure uses at the ground floor. There are four gaps between the buildings to allow vehicles to enter the centre of the site to access the parking and to provide a vehicular circuit between the buildings.

### **Block D: Refined Scheme**

- 5.28 In our proposal we have produced a series of buildings similar to the Consented Scheme. The depth of the building facing onto Rover Road has been increased and joined up to maximise the retail frontage and animate the entire length of Rover Road opposite Coventry Market. The enlargement of the plan has also enabled the retail and leisure units to be served from an internal dedicated service yard behind these. The remainder of the ground floor provides a covered secure car park for the residential apartments on the upper floors. The proposed healthcare centre has been relocated into the building facing onto Queen Victoria Road to be more visible and provide visibility and a more active frontage.
- 5.29 The strategy allows commercial vehicles to turn off Queen Victoria Road and reverse into the retail service bays and exit via Lower Market Way. Cars use Lower Market Way to access and leave their spaces. The benefit of this twofold: Firstly, the remainder of the interior of the site can be dedicated to residential amenity spaces free of cars; and secondly the east-west route across the middle of the site subdivides the overall block into two providing further publicly accessible soft and hard landscape. The upper floors in all the blocks contain residential apartments.



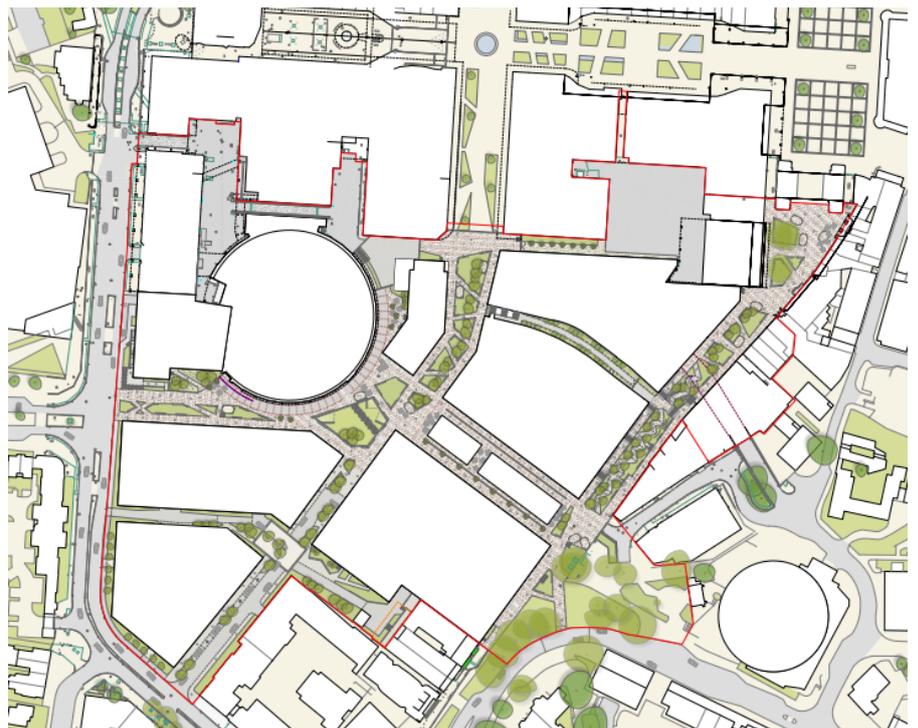
**figure 33** Public realm landscape showing armatures

### Key points:

- Extended retail and leisure frontages on Rover Road
- Integrated rear service yard for the retail and leisure units
- Secure landscape amenities for the residential apartments
- East/west pedestrian and cycle permeability across the site
- Healthcare building moved to the Queen Victoria Road frontage

### Public realm: Consented Scheme

5.30 The public realm in the Consented Scheme consists largely of a hard landscape with street trees, planting beds and several sculpted raised lawns with edge seating providing areas for rest and contemplation. The extent of the hard landscape is necessary to enable access both for emergency tenders, and for commercial vehicles to service the retail and leisure units from the front for all blocks save for Block B which benefits from an existing basement service area cut into the hill on Hertford Street. There is also a requirement to provide regular time controlled daily servicing for Coventry Market.



**figure 34** Current public realm and landscape proposal

## Public realm: Refined Scheme

- 5.31 Our ambition for the public realm is to produce a calmer landscape setting befitting the residential buildings around it and in contrast to the existing largely hard landscape provided in the retail city core that covers most of the Upper and Lower Precinct, Market Way and Broadgate [figure 33]. Changes to this have been introduced to modify and enrich hard landscape with both planting beds, seating and water features. [figure 34]
- 5.32 We have revisited the servicing strategy for Blocks C and D and have introduced covered and dedicated rear servicing areas for both. The servicing for the free standing retail pavilions between Blocks B and C will also be connected to these via service corridors to both service areas. We have also revised the servicing strategy for Coventry Market and introduced an exclusive yard within Block A1 which is available for use over a much longer time period each day to allow the restocking and waste removal required by the market stall holders under the guidance of the market manager. The result of these changes is that there will be a far greater proportion of vehicle free public realm. We have introduced a large lawn and seating area in the central square in front of Coventry Market as the principal focus and dwell space for visitors and with routes from this to either side of the retail pavilions to the other new public square in front of the Christchurch spire. We have made proposals for the integration of the existing works of art within this new environment, some as free standing elements and some fixed to the new buildings.



figure 35 Three tuns

5.33 The commissioning and installation of sculpture and art works within the city centre public realm and into the built fabric has been a part of the post war regeneration. The existing statutory and non-statutory heritage assets will be identified recorded and relocated within the redevelopment. This is covered in more detail in the evidence of Richard Brown of CBRE. The Three Tuns which was sculpted in 1966 by William Mitchell [figure 35] as part of a public house is intended to be relocated and installed in the new built fabric of the new development.

### Key points:

- Increase in the extent of site-wide soft landscape and seating
- Introduction of a large lawn to the central square in front of Coventry Market
- Revised servicing strategy for blocks C, D and Coventry Market
- Extensive area of vehicle free public realm
- Reintegration of existing works of art in the new landscape

### The Empire

When the application for the Consented Scheme was being prepared and submitted the Empire was standing vacant and the proposal then was for it to be demolished and replaced with a new leisure building, including a cinema. However in the intervening period a successful major leisure business has started up and this has led to the consideration of the potential retention of this substantial existing building which will now be refurbished and, combined with proposed new leisure uses, become a new leisure destination in Coventry.

5.34 The retail outlets at the ground floor on Hertford Street will be upgraded [figure 36]. To the rear of this on the site of the old barracks multi storey car park we have proposed a potential new leisure box linked to Hertford Street via the ground floor retail units at 18-20 Hertford Street.



figure 36 View of the HMV Empire from Hertford Street

### Key points:

- Existing Empire building retained and refurbished as a leisure destination
- Potential additional leisure uses introduced to the rear of the Empire
- The retail outlets at the ground floor on Hertford Street will be upgraded

## 6 S73 Application Key Matters

- 6.1 We are currently developing detail to bring forward for a reserved matters application. Within our studies we have made references to the designs produced by Gibson and his team as part of our research. For example, he deliberately kept the palette of materials limited so that the overall composition of the buildings achieved a consistent look and feel the materials comprised of facing brickwork, stone dressings to the openings including slate and travertine, and occasional copper roofing finishes [figure 37] The structural arrangements were rational and orthogonal and window openings gridded and regular within this. He also accepted the occasional insertion of architectural features within this restrained aesthetic such as colonnades bay windows and decorative applied art [figure 38]

## CHARACTERS

SOLID

FRAME

DETAIL



**Broadgate House**  
Donald Gibson



**Boots (former woolworths)**  
Harold Winbourne



**Upper precinct**  
Norman Jones Sons and Rigby

Coventry City Centre South

Allies and Morrison

1

figure 37 Precedent imagery

## CHARACTERS



**Co-operative Store**  
G S Hay



**Hotel Leofric Entrance**  
W S Hattrell and Partners



**Hotel Leofric**  
W S Hattrell and Partners



**Former Woolworths Building**  
Harold Winbourne

Characteristics:

- Atypical moments
- 'Humanising' factor

Coventry City Centre South

Allies and Morrison

2

figure 38 Precedent imagery



figure 39 Keybridge House



figure 41 Lockkeepers



figure 40 St Andrew's Bow

6.2 As well as examining existing character precedents in Coventry we are also making references to a number of our own built precedents as a visual guidance for how we might compose the elevations of the new buildings [figure 39, 40 and 41]. In residential buildings there is a regularity of window types to provide light and ventilation to the living rooms, kitchens and bedrooms, as well as a consistency in the floor to floor heights. There is also a need to provide some private amenity space in the form of balconies which can be fully recessed or cantilever from the facades. The basis for the architectural composition for the elevation starts with these components and guidance and is developed through reference to the context and setting of each building into it which aids the ongoing evolution of the design. We can also establish a hierarchy in the overall composition that generally comprises of three elements: base, middle and top. In the first two these architectural devices can allow the expression of the different functions between retail at the ground floor and residential upper floors within the main body of the building, and the third can express the top of the building viewed from further away to express it within the wider urban setting.



figure 42 Three dimensional model - view of the central square looking towards Christchurch spire

- 6.3 We are using three dimensional modelling to examine how the buildings are positioned in the landscape. This informs the development of the public realm and the establishment of perspectives and vistas to which the architecture can provide a backdrop or focus point [figure 42] The model also allows us to examine the relationships between the public spaces and their interfaces with the retail units and residential entrances at the base of the buildings.
- 6.4 The buildings will be finely detailed to produce high quality and set within a combination of a hard and soft landscape. Within the public realm, the proportion of soft landscape in comparison to the existing pedestrianised areas is increased and takes references from the recent installations carried out in the upper and lower precincts [figure 43].

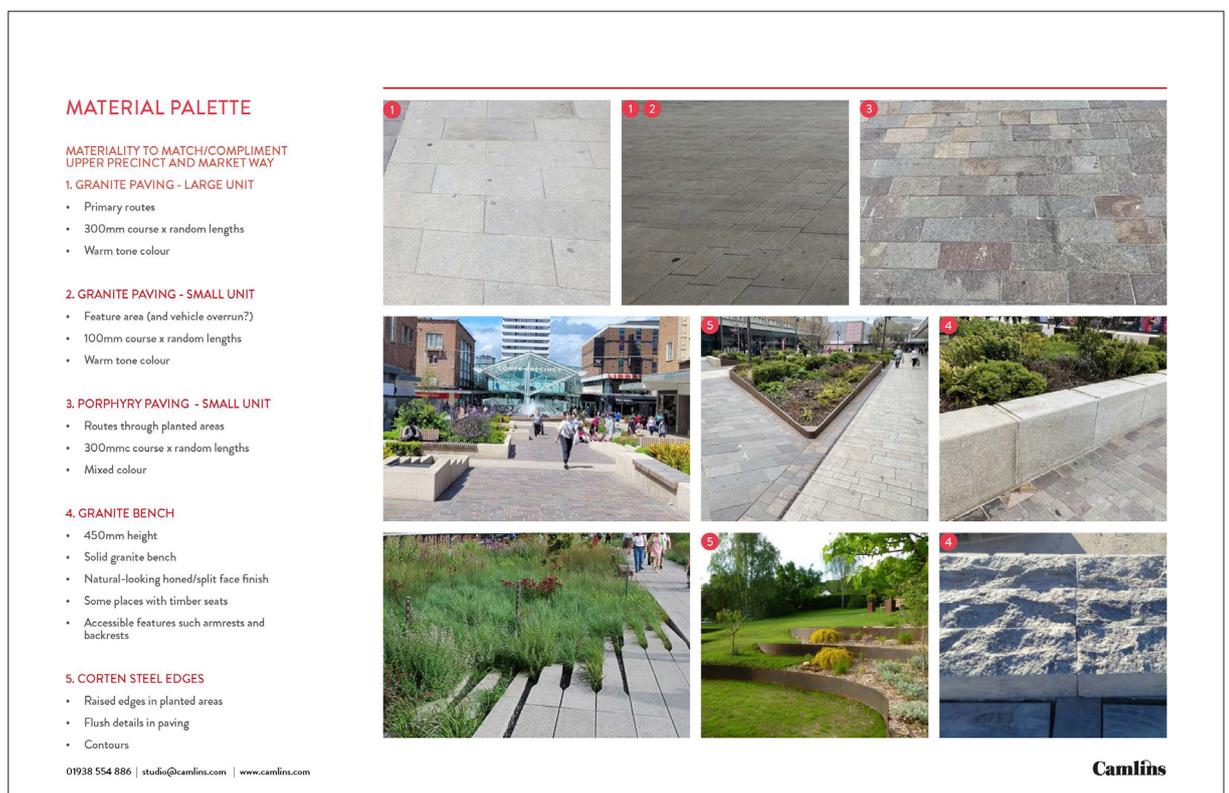


figure 43 Landscape references

# 7 Conclusions

- 7.1 Our commission is to bring forward a Reserved Matters application based on the Parameters and Development Principles approved in the Consented Scheme as adjusted in the Refined Scheme. Following continuing discussions with SPRL, the layout and details of the refined scheme has evolved, reflecting the desire to shift away from a retail dominated environment towards a rebalanced mixed-use scheme including a larger proportion of residential use. In considering this move it is important to recognise the adjustments needed to make the spaces between the buildings work for residents and occupiers and therefore to imbue them with a look and feel that is calm, relaxed and legible as a residential mixed-use neighbourhood within the city centre. The proposals will deliver active frontages and reinforce the retail leisure and commercial circuit between Market Way and Hertford Street, but also recognise that there may be more independent and local outlets to provide food drink and groceries that the residents want to and will regularly use, alongside Coventry Market.
- 7.2 The red line boundary of the Scheme touches several existing and largely successful elements in the city centre, in particular the Upper and Lower Precincts and Coventry Market. The proposed reserved matters applications will introduce active frontages and new reinvigorating capillary connections into the surrounding city fabric. We have produced a Refined Scheme that follows the Consented Scheme principles but takes opportunities to make further improvements and enhancements.

### **Key points:**

- We have proposed additional height to some of the buildings to introduce more residential and vibrancy and to take advantage of the city centre location.
- We have revised the Parameters for blocks B, C and E
- We have reduced the quantum of non-residential Class E uses
- We have reduced the size of the retail pavilion and reconfigured it to improve views, connectivity, tailor the retail pavilion offer and enable the footprints of blocks B and C to be enlarged
- We have improved servicing arrangements to blocks A2, B, C, D and Coventry Market
- We have increased the quantum of soft and hard landscape features
- We have introduced a large lawned public garden at the centre of the development
- We have sought to stimulate the improvement of Coventry Market
- We have focussed the Scheme's contribution to the regeneration of Coventry City Centre

### **Statement of truth**

I confirm that I have made clear which facts and matters referred to in this report are within my own knowledge and which are not. Those that are within my own knowledge I confirm to be true. The opinions I have expressed represent my true and complete professional opinions on the matters to which they refer.

Robert Maxwell

Dated: 29th December 2022

