

Coventry City Council

Response to IN9 SQ28A Northern Regeneration Area

SQ28A. Further to the Council's response to AP51 and the proforma provided for the Northern Regeneration Area, could the Council provide:

a) A map indicating potential development sites within the Northern Regeneration Area.

b) A housing land supply proforma for each potential development site that collectively indicates how the Area has a total capacity for 3,000 homes and how there is a reasonable prospect that 1,500 homes will be built by 2041 and 1,687 homes will be built by 2042.

a) A map has been provided. This includes the extent of the Northern Regeneration Area broad location and within this the City Centre North boundary and includes the potential development sites which are currently actively being promoted as part of a broader regeneration package in this area and for which proformas have been prepared.

In addition, we have included the three allocation sites on the map, Dale Buildings (H2:32 for 200 homes), Vintage House (H2:29 for 100 homes) and Tower Street / Bishop Street (H2:54 for 129 dwellings as proposed through V3 of the Schedule of Main Modifications).

b) Two proformas are submitted, the first relating to the Silver St / Cook St / Henry St / Transport Museum area and the second relating to the site of the Coventry Swimming Baths. These have been prepared as they are actively being promoted as per the links provided in each document.

It is important to note that City Centre North and the wider Northern Regeneration Area (within which the former sits as shown on the map), have only recently emerged into the public domain, and are at the early concept development stages. As such the Council feels this area could be recognised as a Broad Location with anticipated development being completed towards the end of the plan period. The PPG is not specific about how broad locations should be assessed but contribution to regeneration priority areas is a key consideration (ID: 3-010-20190722 and ID: 3-018-20190722)

The [West Midlands Growth Plan](#) (p.80) and the accompanying [West Midlands Investment Prospectus](#) (table on the final page) both dated 2025, demonstrate the significance of City Centre North as a target investment zone for up to 3000 homes.

The table below is a summary of the two locations included in the proformas, compared against the projections in the overarching proforma for the Northern Regeneration Area (PS20c). Clearly, the figures do not match the overall projections

for this area as they only reflect those projects which are currently in the public domain.

This is because, typically for early-stage regeneration programmes, many sites will not be immediately ‘visible’ as early work will involve a range of activities with commercial sensitivities, land assembly, the preparation of bids for grant funding and so on. The Council is a major landholder / freeholder but not the only party involved as is typical for a proposal of this scale. The Council’s [Investment webpage](#) is regularly updated and demonstrates progress on several regeneration proposals across Coventry. It is therefore reasonable to assume that other land parcels will come forward over the plan period and beyond in line with the West Midlands Growth Plan, the investment strategy and regional project prioritisation.

Summary of proformas for each location compared to the overall Northern Regeneration Area projections (PS20c)

Plan period up to adoption: 2021/22 to 2026/27						Years following adoption: from 2027/28														
-5	-4	-3	-2	-1	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Annual completions – NRA overall																				
0	0	0	0	0	0	0	0	0	0	0	0	188	188	188	188	187	187	187	187	187
Annual completions Silver St, Cook St, Henry St, Transport Museum area																				
0	0	0	0	0	0	0	0	0	0	0	0	88	88	108	100	100	0	0	0	0
Annual completions Coventry Swimming Baths																				
0	0	0	0	0	0	0	0	0	0	0	0	100	100	50	0	0	0	0	0	0
Annual completions – remainder from other sites coming forward in the NRA																				
0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	88	87	187	187	187	187

It should be noted that the projected figures do not include the following sites which lie within the NRA to avoid double counting or any inclusion of HELAA omission sites and for clarity these are:

HELAA 2024 - discounted sites

- RAD-002-23 Leicester Row 0.17 ha = 42

Proposed Allocations

- H2:29 Vintage House 0.2 ha = 100
- H2:32 Dale Buildings, Tower Street 0.4 ha = 200
- H2:54 Bishop Street/Tower Street 0.3 ha = 129

It should also be noted that the figure does not include any existing permissions: the only permission applicable to this area is RM/2022/2875: 22-25 Cross Cheaping for 45 PBSA bedspaces (or 19 dwelling equivalent) following Outline Approval ref OUT/2019/1811 dated 20/02/2020.