



# belgradeplaza *news*

coventry issue one

“Welcome to Belgrade Plaza News - with so much going on at Belgrade Plaza we have decided that we would like residents and businesses in the city to be kept informed of our progress on site through a newsletter.”



Plans for a new development on the site of the former Bond Street Car Park were first discussed several years ago.

With the redevelopment of the Belgrade Theatre, it was seen as the perfect time to create an exciting new residential, retail and leisure quarter to act as a gateway to the city centre.

That is when our two companies - the Deeley Group and Oakmoor Estates - joined together as Oakmoor Deeley to put forward ideas for the scheme.

As local companies we felt we were in a good position to put together a scheme which would bring a great deal to the city - and eventually we were appointed developers.

Since then, our plans have evolved and were given the go-ahead by councillors earlier this year and that has allowed things to move on apace.

The early stages of work have now begun on Belgrade Plaza including archaeological surveys and the demolition of Coronet House.

All of this is to pave the way for one of the most important developments since the rebuilding work in the city centre that followed World War II.

The 3.5 acre site between the ring road and the Belgrade Theatre has been designed to include two hotels - one budget and one luxury - more than 85,000 sq ft of leisure and retail units, a casino and residential units. The residential element will comprise around 357 apartments of which 63 will be affordable housing.

The existing Leigh Mills Car Park will be significantly extended and improved to provide almost 1,100 spaces, together with a new management office, service core and improved security features.

Belgrade Plaza has been planned to form an attractive leisure quarter and a vibrant gateway to the city centre to complement the multi-million pound improvements to the Belgrade Theatre and link the site to the Precinct.

Since we announced these plans, we have held discussions with a series of operators - including restaurants, bars and hotels - that have all expressed an interest in locating to the city centre because of the new scheme.

**“It’s is not only great news for us - it’s exciting for everyone in Coventry.”**

Hopefully this newsletter will give you an insight to what has happened so far involving Belgrade Plaza and what we hope to achieve in the future. Further newsletters will follow as the development progresses, but if you want to keep up with progress on a regular basis, please visit our website at:

[www.belgradeplaza.co.uk](http://www.belgradeplaza.co.uk)

*Mike Jones and Peter Deeley  
The Oakmoor Deeley Partnership*

## timetable

Temporary car park on former Coronet House open  
August 05

Archaeological Dig  
Completion Autumn 05

Closure of Leigh Mills Car Park  
Autumn 05

Work start - Leigh Mills Car Park  
Autumn 05

Completion of Leigh Mills Car Park  
Summer 06

Phase II Courtyard site  
apartments and two bars  
start on site  
Summer 06

Phase III main block  
Casino, two hotels further bars and  
restaurants and remainder of  
residential start on site  
Autumn 06

Completion Phase II  
Spring 08

Completion Phase III  
Autumn 08

All enquiries



024 7622 0444

city life just gets better

# news round-up

## development agreement

Back in May, Belgrade Plaza was given the final go-ahead when we signed the development agreement with Coventry City Council.



Pictured (from left): Councillor Dave Arrowsmith, Peter Deeley (Oakmoor Deeley), Councillor Ken Taylor, Barry Leedham (Oakmoor Deeley).

This was basically the last legal step to allow work to begin on our new scheme on the site of the Bond Street Car Park.

Leader of Coventry City Council, Councillor Ken Taylor said:

**We are committed to ensuring that Coventry continues to evolve and grow. Belgrade Plaza will provide a new and vibrant cultural and leisure quarter that will breathe fresh life into the area by day and by night.**

"This is the next piece in the regeneration of our city centre and it fits perfectly with our plans for the Belgrade Theatre. I am delighted that it is now all systems go."



# MIPIM

In March of this year we struck lucky at one of Europe's biggest property shows.

Our £100 million project, which will transform the 3.5-acre site between the ring road and the Belgrade Theatre, was the centrepiece of Coventry's marketing push at MIPIM in France.

It was our chance to really get the message out there to people that a great deal of positive work is taking place in the city.

MIPIM is the premier international property show attracting 18,000 property professionals from 70 countries to Cannes over three days

We took a scale model of the scheme to the show and it proved a major draw and even caught the attention of the Deputy Prime Minister John Prescott, pictured below.



Pictured (from left): John Edwards and John Prescott

# working together

At Oakmoor Deeley we are placing great emphasis on creativity within the city.

To that end, we sponsored two events which helped the city come alive during the summer.

Belgrade Plaza was the chief sponsor for both the stage area for the opening ceremony of the International Children's Games and the specialist international artists appearing on the day.

We also sponsored the Godiva Carnival Procession on Saturday, July 9, which attracted around 100,000 visitors to the city centre.

The games' Opening Ceremony and the Godiva Carnival were the most ambitious outdoor events that city artists have ever

created in partnership with Coventry schools and community groups.

The events featured large-scale structures, moving platforms, amazing costumes, 100 drummers, choirs, aerialists, pyrotechnics and theatre performers.

Hamish Glen, of the Belgrade Theatre - whose Events and Special Projects Team created and produced the ICG Opening Ceremony and the Godiva Carnival - said: "I am delighted that the excellent relationship between the theatre and Oakmoor Deeley continues to thrive with this sponsorship".

"The Belgrade was excited to have been asked to put together the Opening Ceremony of the International Children's Games, the most prestigious international sporting event taking place in Britain this year and again to mount the carnival, which for the first time joined forces with the Godiva Procession. Both events were highly successful".

**We hope you all have happy memories of these events!**



# archaeological dig

## what's happening on site now!

### Archaeologists hoping to discover secrets about Coventry's past started work on our site in June.

Northamptonshire Archaeology began the 17 week dig on the site to record the archaeology of medieval Hill Street and Bond Street before our construction programme begins.

At the corner of Hill Street and Ryley Street the work is uncovering the remains of a house which reached its greatest extent in the 1850s when it was inhabited by a Mr. Jacombs, a silk ribbon-weaver, but it may incorporate much earlier structural remains dating from the medieval period. Next door to this was a plot which was for a long time a garden.



However, beneath the buried garden soil lie many pits which are the evidence for earlier rubbish disposal.

The medieval city wall runs beneath Bond Street here linking the former gates at Hill Street and Upper Well Street. The wall has recently been traced through the area of the adjacent Belgrade Theatre development.

Work is progressing well and already there have been several finds namely shoes, a jug and a pewter spoon.



## competition

Guess how many shoes will have been excavated by the end of August and win a half case of Champagne.

Email: [jilly@belgradeplaza.co.uk](mailto:jilly@belgradeplaza.co.uk)

## demolition *Coronet House - no more!*

The clearest indication that work had begun at Belgrade Plaza was the demolition of Coronet House and in just a short period of time you will have noticed that this land has been turned into a temporary car park.

Our demolition experts moved on site in July and took just a few days to knock-down the council building.

*"This is to off-set the problems for some people brought about by the necessary closure of Leigh Mills Car Park to allow the extensive refurbishment and extension works to be carried out safely which will be completed early next year".*



Tim Hurdiss (left) and Mike Jones in front of Coronet House before it was demolished.

## We believe our development at Belgrade Plaza will fit in perfectly with the refurbishment that is taking place at the theatre nearby.



The £11m proposed plan to redevelop the Belgrade Theatre includes a seven-storey extension to create a new second auditorium with flexible staging and 250 – 300 seats.

Plans feature a new double-height glazed main entrance from Bond Street, a rehearsal facility and an outside terrace. Lifts will service all floors of the building and there will be an increase in the number of toilets. The existing listed 1950s Belgrade building will be refurbished to include new ventilation for the 850 seat main house.

The new design has been created by London architects Stanton Williams, whose award-winning projects have included the refurbishment of the Royal National Theatre in London and The Gas Hall in Birmingham.

The proposed scheme has been supported with a funding package of £10m, including £3.34m from Arts Council England's new capital programme and £2.7m from Coventry City Council. Other funds include £1.2m from the European Regional Development Fund and £2.343m from Advantage West Midlands.

A private sector campaign that was set up to raise the remaining £1.1m is now over three quarters of the way to target.

Oakmoor Deeley, Coventry City Council and the Belgrade Theatre are working together to ensure that the two schemes complement each other and also bring in the redevelopment of Belgrade Square as a more usable and vibrant space.

# car park solutions

With the imminent closure of Leigh Mills Car Park, Oakmoor Deeley are working with Coventry City Council and CV One to ensure that all changes to the car parking system in the area of our scheme cause minimal disruption to you the public.

Leigh Mills is being extended and refurbished and will provide five new levels of car parking which will offer an additional circa 500 spaces including 11 disabled spaces. The car park hopes to achieve the Secure by Design award and therefore provide a safe and user-friendly environment. There will be a new management suite created at level one. A new main core entrance area will be created complete with 3, 21 person lifts (2 scenic lifts, glazed back and front). It is due to be completed in Summer 2006.

The site where Coronet House was has been converted into a temporary car park and will provide 150 car parking spaces.

Bond Street Car Park will remain open, although some spaces have been lost to accommodate the archaeological dig and the Belgrade Theatre work. All visitors to Eden Restaurant and the Belgrade Theatre can park as usual in these car parks.

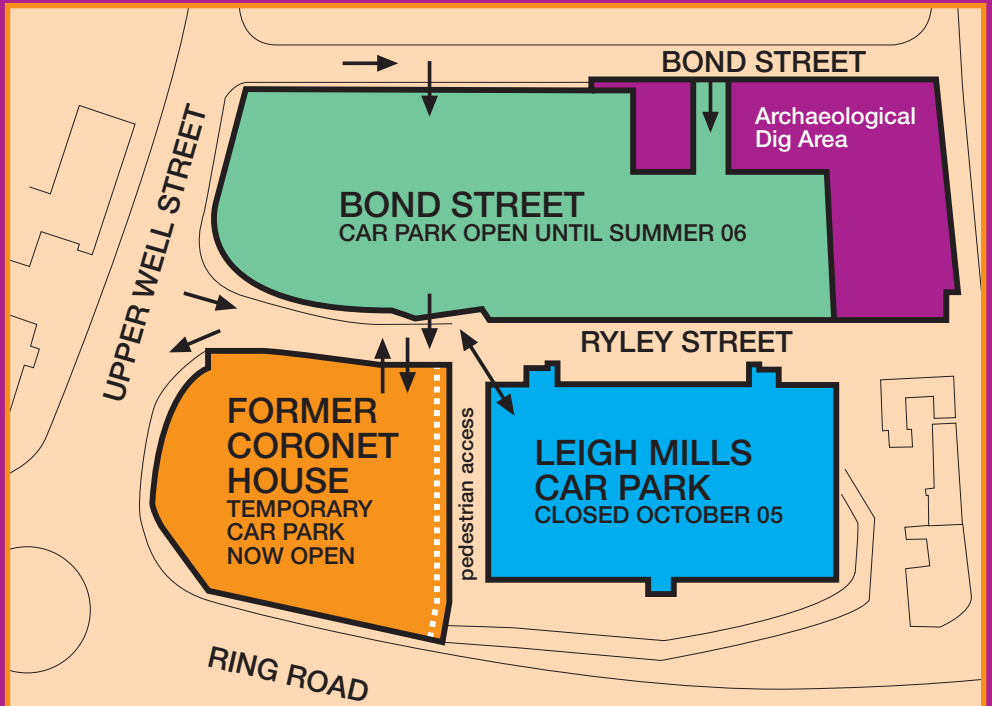
To help you we have produced a map of the car parks on site to enable you to plan your visit to the city centre.

We thank you in anticipation of your support and apologise for any inconvenience this may cause but I am sure you will appreciate that the new facilities will be well worth it.



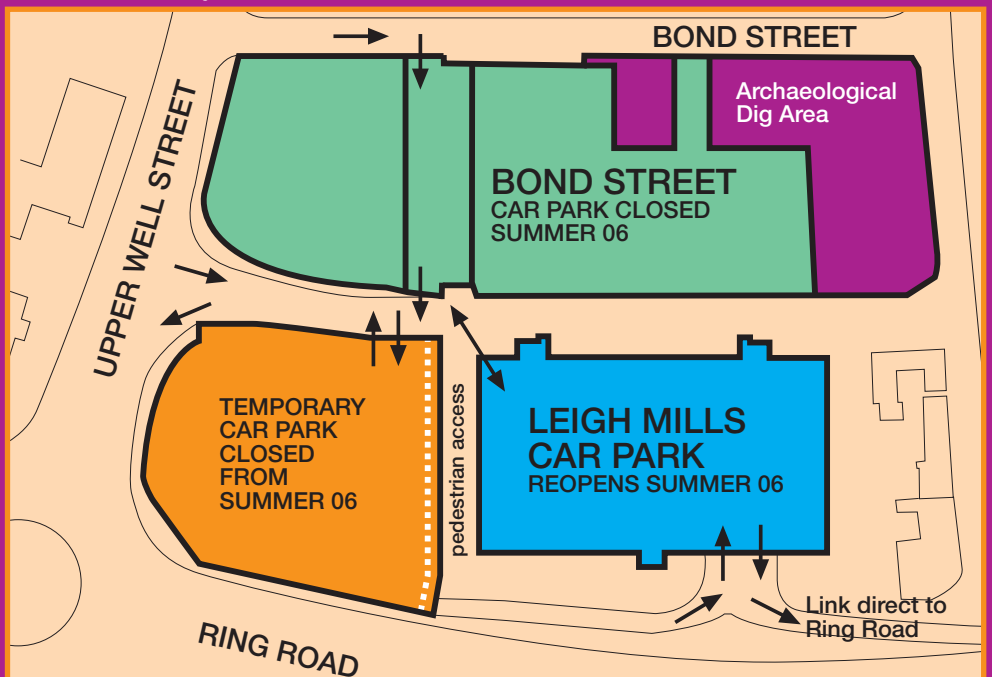
## editor's note

We hope that our first edition of Belgrade Plaza News gives you an insight into what our scheme is going to provide for Coventry City Centre. The illustrations that we have used throughout this newsletter depict the quality



2005 Activity

2006/7 Activity



of the development and the lifestyle it will create for the people of Coventry and its visitors. The building images are 3D illustrations of the new landmarks that are set to grace the Coventry skyline.

Our website will be constantly updated and we urge you to visit it on a regular basis to

find out the latest and also let us have your comments. If you require a large print version of this Newsletter - please call 024 7622 0444. In our next newsletter we hope to be able to give you some exciting news on some of the operators that have signed up to take space in our development.