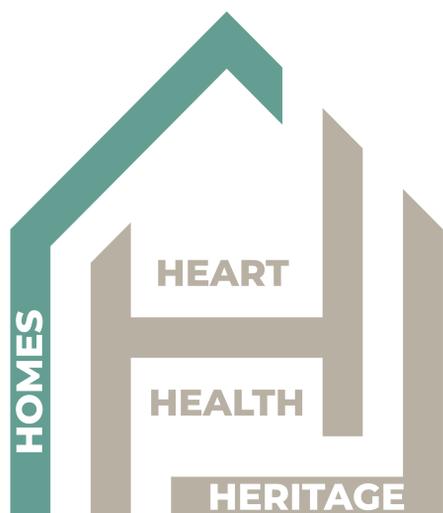
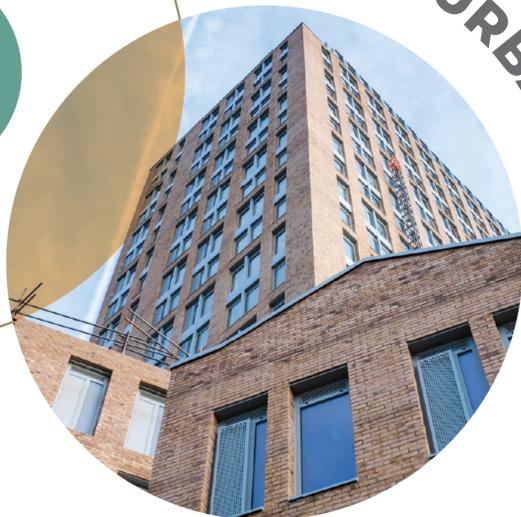


HOMES: URBAN LIVING



WHAT?

Housing is a central driver of regeneration. More people living in the city centre will bring vibrancy, footfall, a sense of community and spending power. In turn, this will sustain existing city centre uses and attract new opportunities. Recent housing developments have proved successful in terms of uptake and occupation, for example:

- the Clayworks development at Smithfield, which is one of the gateways to the city centre
- the Goods Yard development near the railway station, another key gateway for the city centre.



WHERE?

Potential new housing sites across the city centre include those already allocated in the Draft Local Plan (e.g. Etruscan Square) which are currently under-used, derelict or vacant. The masterplan will consider ways to bring these and other brownfield sites forward for new housing development, designed to meet a range of identified needs.



Housing for young professionals



Meeting housing needs of older people



City centre living for families



A mix of high quality, aspirational and affordable homes



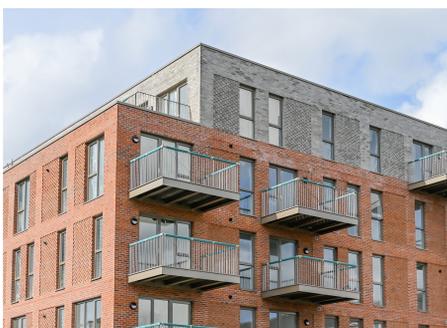
WHY?

More people living within the city centre will support a viable retail and leisure core, deliver increased footfall, and promote safety. City centre housing will also support the council's Brownfield First approach.



HOW?

This will be achieved through a combination of brownfield land development, a mix of public and private investment, and phased delivery over time.



Apartments



Town houses



Family living

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