



COVENTRY PUBLIC REALM:

CREATIVE PLACEMAKING

NOVEMBER 2021 Marc Daley – Strategic Programme Director



THE CHALLENGE

THERE IS LOTS TO DO TO TRANSFORM OUR CITY, PARTICULARLY FOR 2021!

CREATING PLANS THAT PEOPLE CAN SUPPORT, WORKING WITH PARTNERS AND STAKEHOLDERS

CHANGING PERCEPTIONS – WE WANT COVENTRY TO BE A PLACE PEOPLE WANT TO LIVE, WORK AND INVEST IN AND VISIT

ENSURING THE CITY STAYS OPEN FOR BUSINESS WHILE THE WORK IS UNDERWAY

USING CULTURE AS THE STEPPING STONE FOR REGENERATION

CITY CENTRES AND HIGH STREETS ARE EXPERIENCING UNPRECEDENTED CHANGE

CREATING A PLACE WE CAN ALL BE PROUD OF

CONNECTIVITY AND WAYFINDING

HOW TO COMBINE THE BEST OF THE OLD AND THE BEST OF THE NEW





THE OPPORTUNITY



GETTING COVENTRY READY FOR CITY OF CULTURE 2021 AND BIRMINGHAM 2022 COMMONWEALTH GAMES THEREBY CREATING A LEGACY FOR LOCAL PEOPLE



PUBLIC REALM IMPROVEMENTS AND CULTURE – TOOLS FOR REGENERATION – TO MAXIMISE IMPACT, ACCELERATE CHANGE AND BOOST INVESTMENT



COMBINING THE BEST OF THE OLD AND THE BEST OF THE NEW. RESPONDING TO THE WAY CITY CENTRES ARE CHANGING



USING GRANT MONEY TO IMPROVE THE PUBLIC REALM, TRANSPORT INFRASTRUCTURE, ACCESSIBILITY AND INNOVATION



USING GRANT OPPORTUNITIES TO SHOWCASE COVENTRY AND THE WEST MIDLANDS

A busy year ahead – what you can expect to see in 2020

- Public Realm work
- Developments



Telegraph Hotel
New boutique hotel



Upper Precinct
Demolition of green escalator and upper balcony area of Upper Precinct. New planting, paving and water feature



Smithford Way/ Market Way
New paving, seating, greenery and water features



City Centre South
Demolition of Coventry Point



St Mary's Guildhall
Re-vamped and re-opening kitchen



Friargate hotel
New Hotel Indigo, 4 star hotel



Railway Station
New car park, second station building



Food kiosks
Moved to Hertford Street and a new gold-coloured resin-bonded finish to the paving



Coventry Cathedral
Extending to add events space



Daimler Powerhouse Redevelopment
Creation of artists space



Belgrade Theatre
Extension of cafe and a new space for conferences, workshops and hospitality



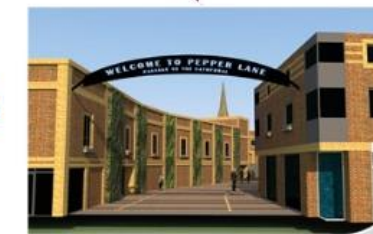
The Box at FarGo
Multi-purpose events space



Bull Yard
New water feature, children's play area, new paving and new lighting



Drapers Hall -
Drapers Hall - re-vamped



Redevelopment of Pepper Lane
New lighting, paving, artwork and living wall installed



New wayfinding
New wayfinding across the city centre

WAYFINDING



Ironmonger Row

↑ Pool Meadow Bus Station
Coventry Transport Museum
Lady Herbert's Garden

← West Orchards and Lower
Precinct Shopping Centres
Central Library
Belgrade Theatre

Coventry Cathedral →
Coventry University
Herbert Art Gallery & Museum



HISTORIC COVENTRY
Coventry Cathedral
Coventry University
Herbert Art Gallery & Museum

Coventry Cathedral is a Grade I listed building and a UNESCO World Heritage Site. It is one of the largest cathedrals in the world and is a major landmark in Coventry. The cathedral was destroyed during the Coventry Blitz in 1940 and was rebuilt in a modernist style by Sir Basil Spence. It is a symbol of the city's resilience and its commitment to modern architecture.

Coventry University is a leading university in the Midlands, offering a wide range of undergraduate and postgraduate courses. It is known for its research and innovation, particularly in the fields of engineering, design, and business. The university is a major employer in Coventry and is committed to providing high-quality education and training for its students.

Herbert Art Gallery & Museum is a Grade II listed building and a major cultural institution in Coventry. It houses a collection of art, including works by the Coventry School of Art and Design. The gallery is a hub for contemporary art and is committed to providing a platform for local and international artists. It is a popular destination for art lovers and a key part of Coventry's cultural heritage.

Coventry is a city with a rich history and a vibrant culture. It is a city of innovation and creativity, with a strong focus on the creative industries. Coventry is a city that is always evolving and always full of life. It is a city that is proud of its heritage and its future.

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GREYFRIARS GREEN

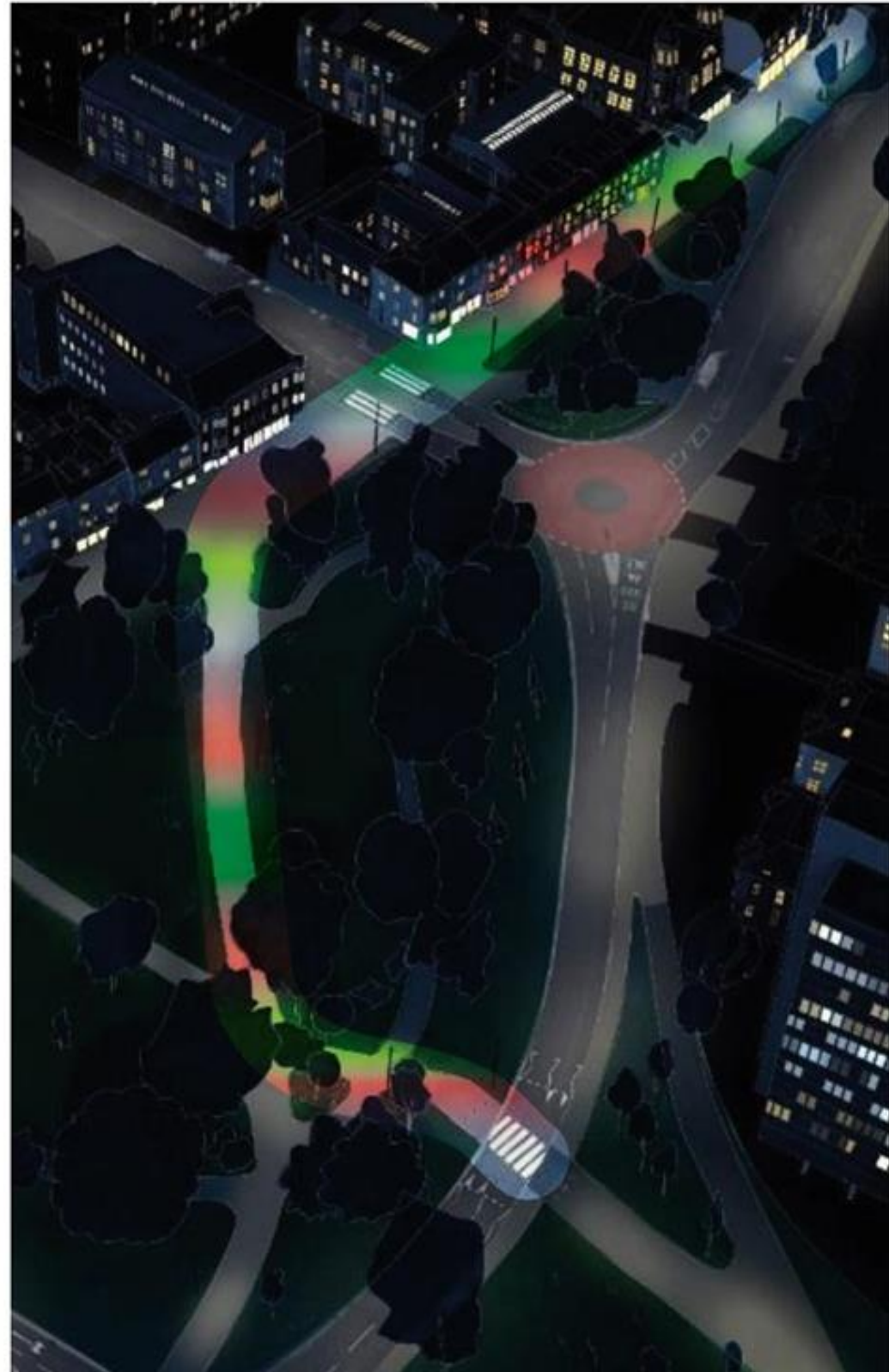
“To produce a dramatic, colourful and memorable experience that welcomes residents, workers and visitors to Coventry and which leads them to the city centre. It is the first thing you see and your last memory of the city when arriving and departing by train.”

SPEIRS+MAJOR

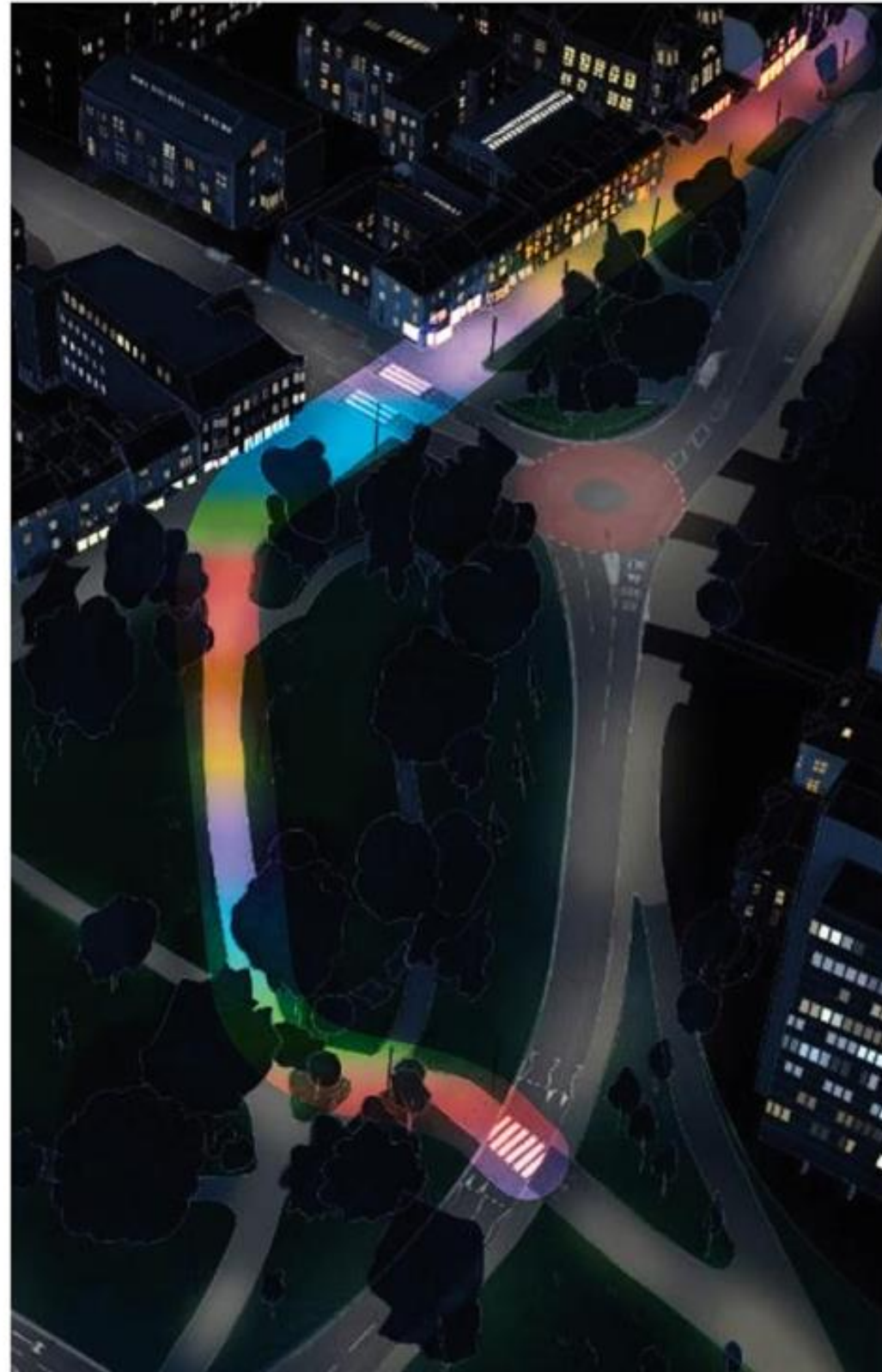
CG

WOLFSTRÖME

Christmas



Pride



City of Culture 2021







GATEWAY - a clear visual draw to attract people along the park route and a marker of what is to come



SCULPTURES - features that can be enjoyed as you journey through the park as well as moments to dwell and possibly interact



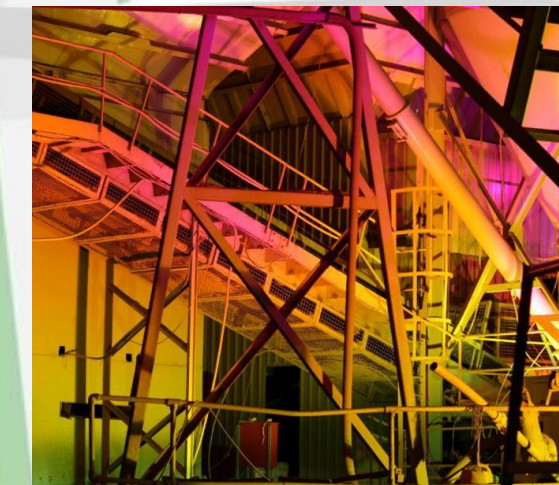
INTERVENTION / BREAD CRUMBS - smaller moments and pieces that can build on the visual language of both the gateway and the sculpture.



EXISTING PIECE (WILL REMAIN) - Bucephalus - Simon Evans (scrap materials).



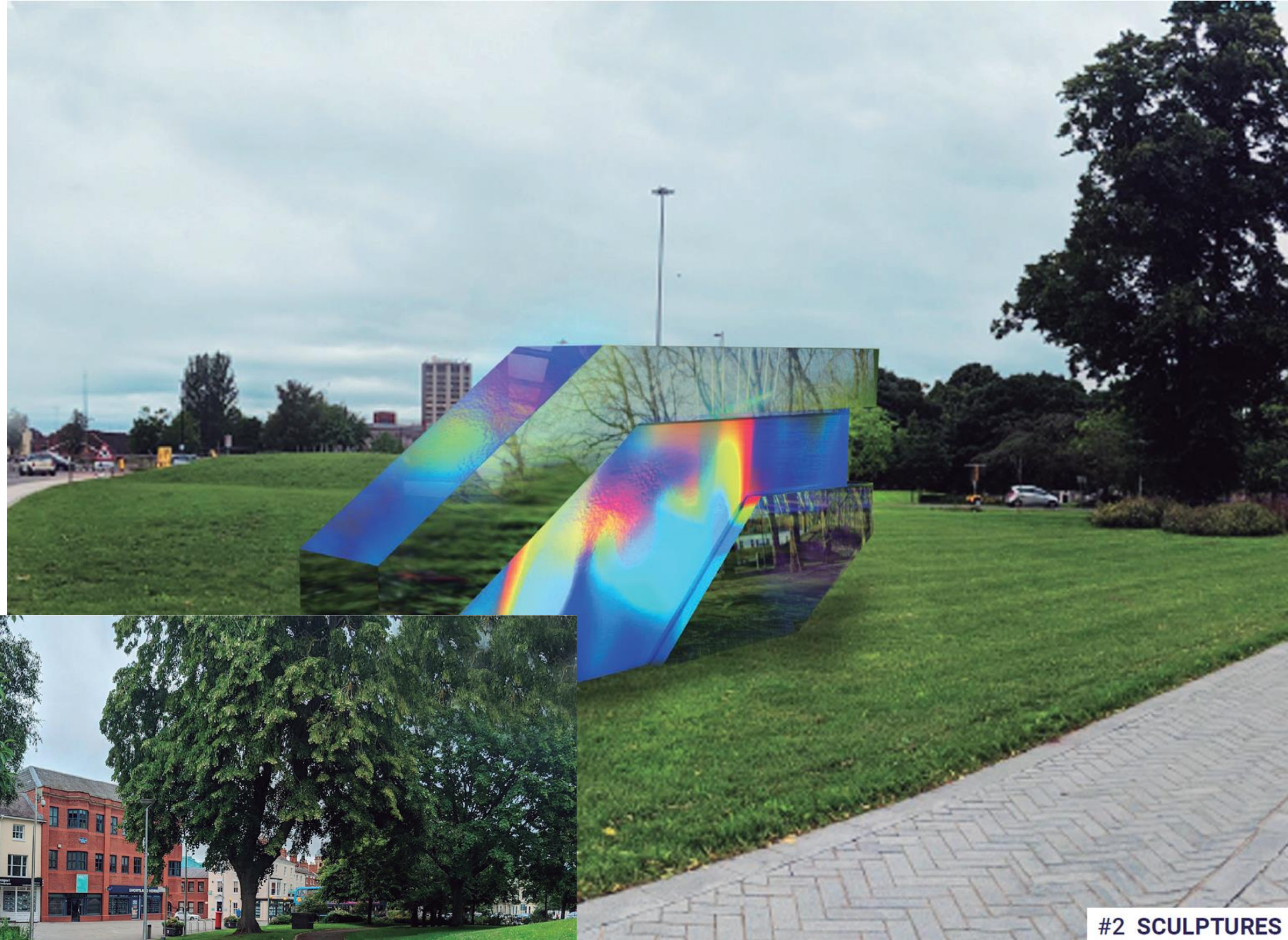
1. **Design a gateway into the park that identify the start of the S+M scheme**
2. **Design a sculpture(s) that responds and interacts with the lighting scheme through reflection, refraction and colour.**



INITIAL PROPOSAL:



#1 GATEWAY



#2 SCULPTURES



#3 INTERVENTION / BREAD CRUMBS

POOL MEADOW BUS STATION

A background map of the Pool Meadow area, showing a network of roads and streets in a light teal color against a darker teal background. The map is centered and covers the entire page.

Refresh and fit out



Pool meadow

CREATION OF AN ARRIVAL POINT



Pool Meadow Bus Station





Pool Meadow



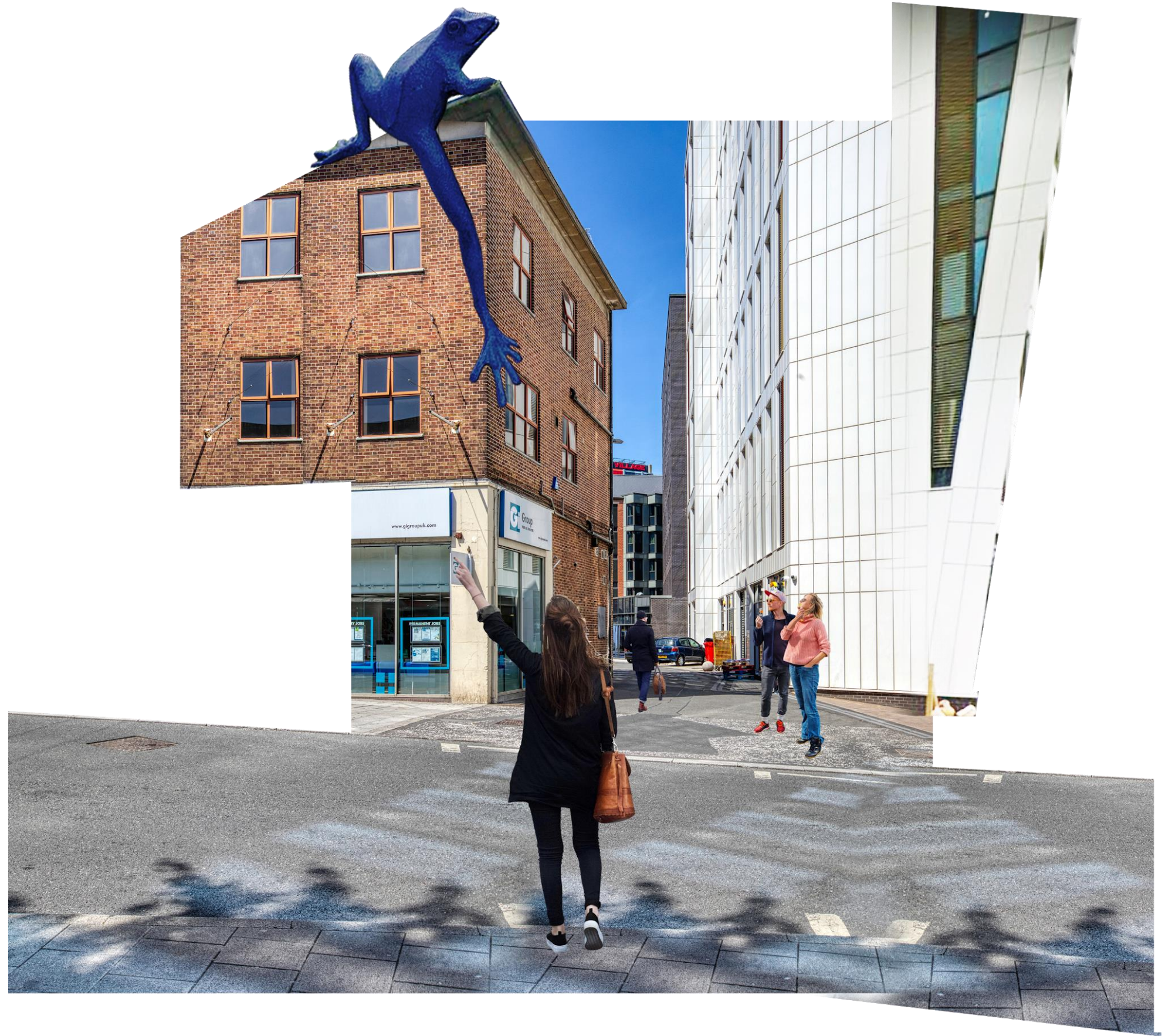
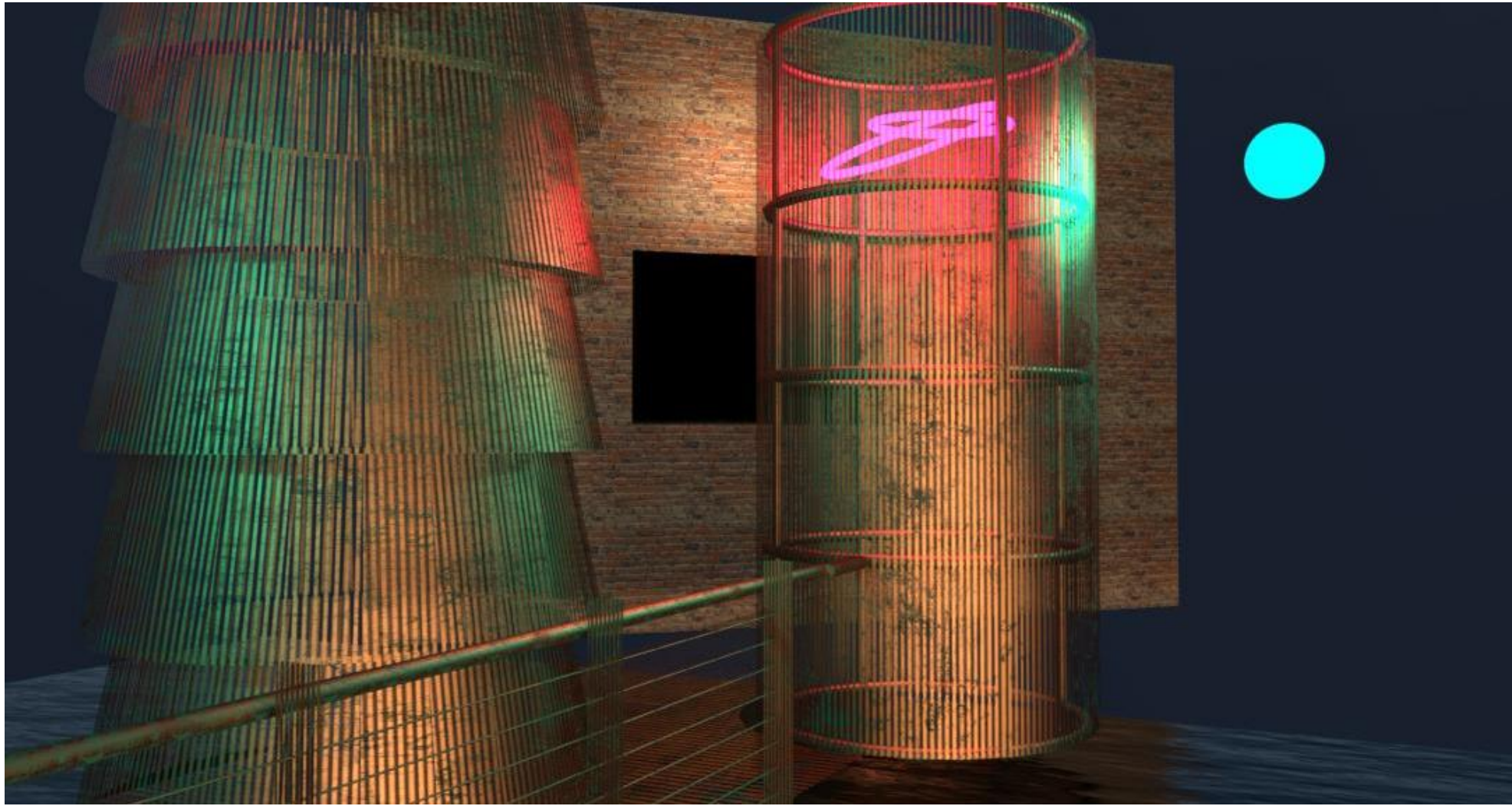
PALMER LANE



Google

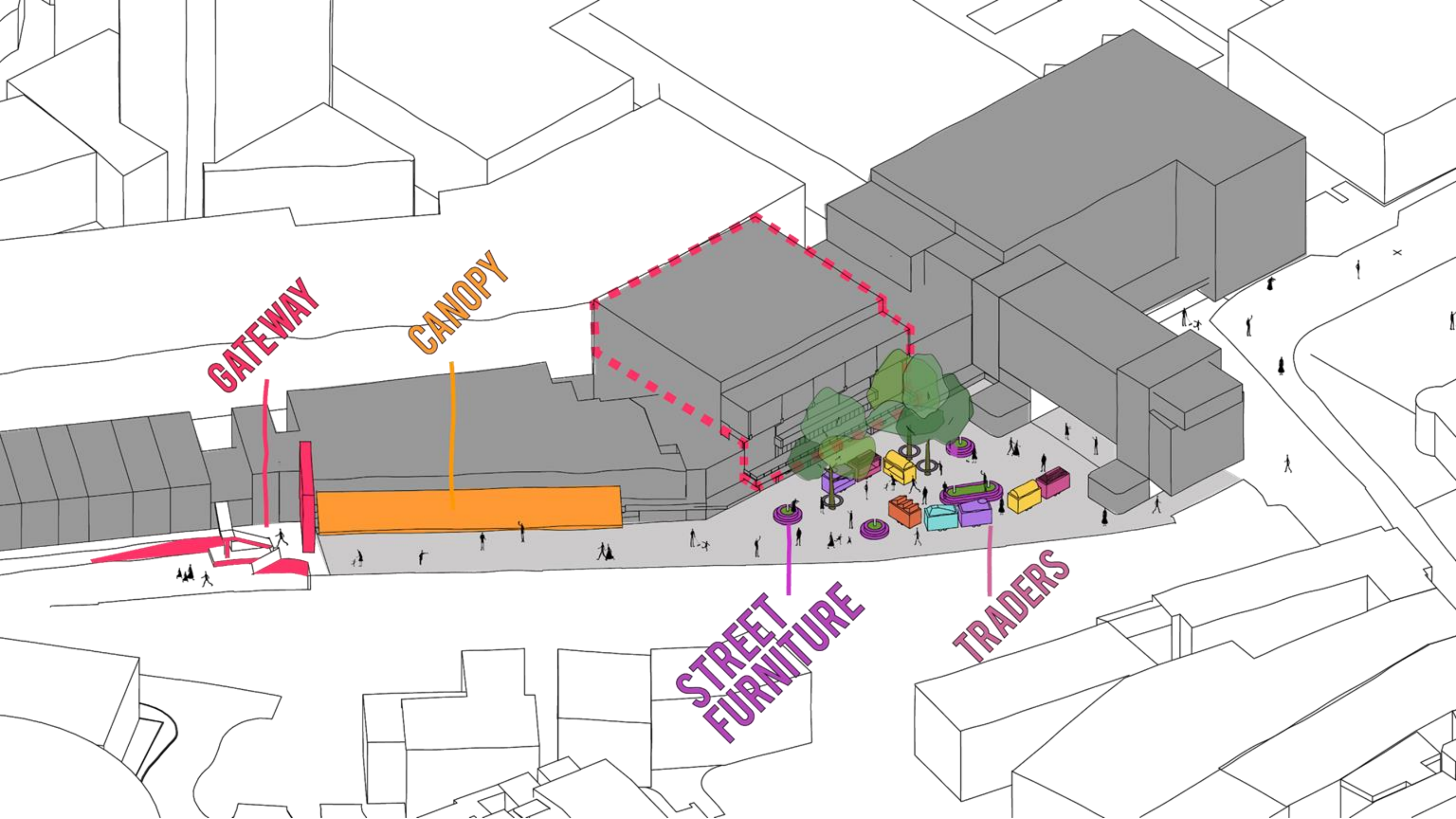
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HERTFORD STREET



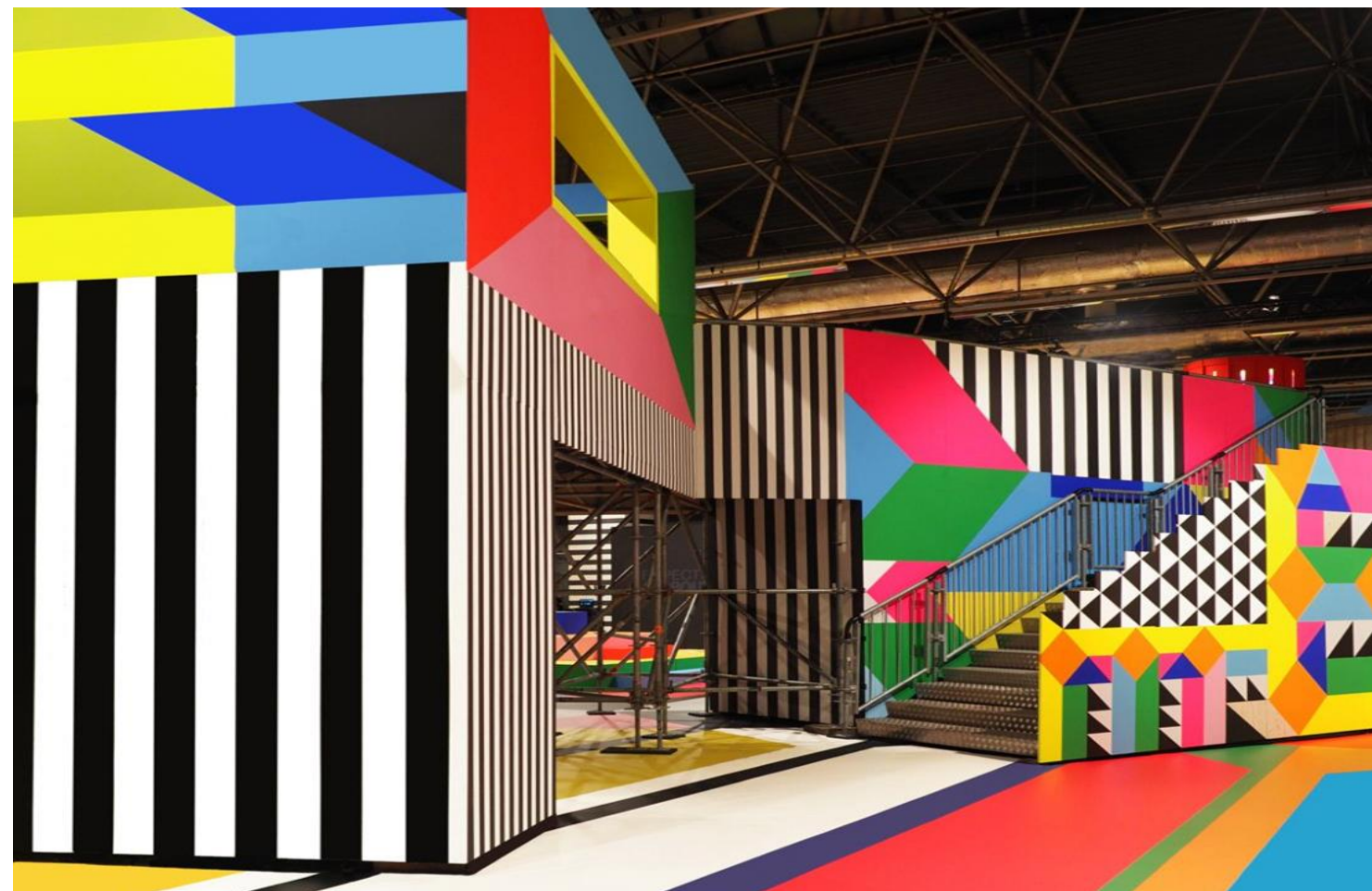


GATEWAY

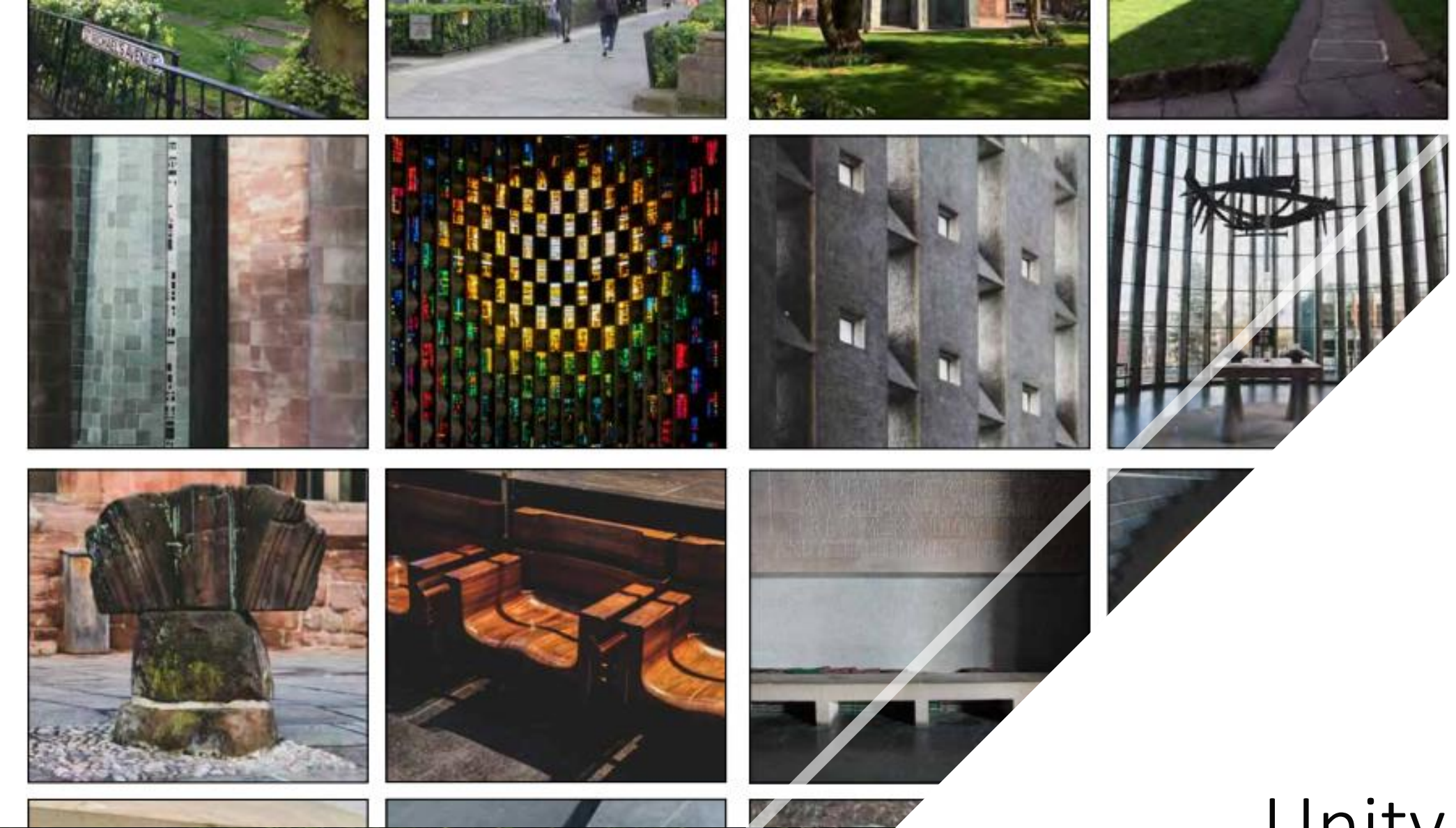
CANOPY

**STREET
FURNITURE**

TRADERS



UNITY LAWNS



Unity Lawns

Enhancing our greatest asset

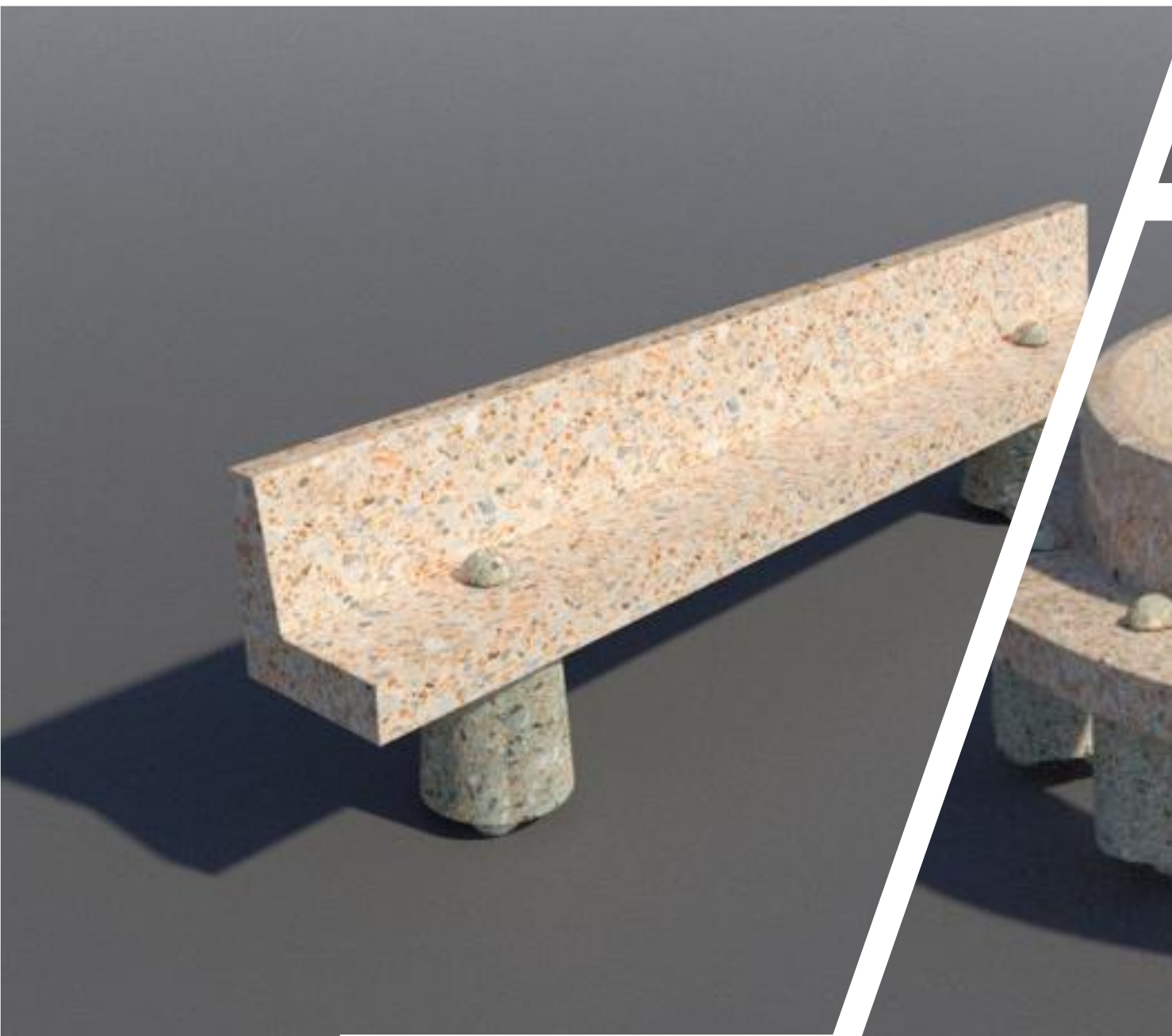
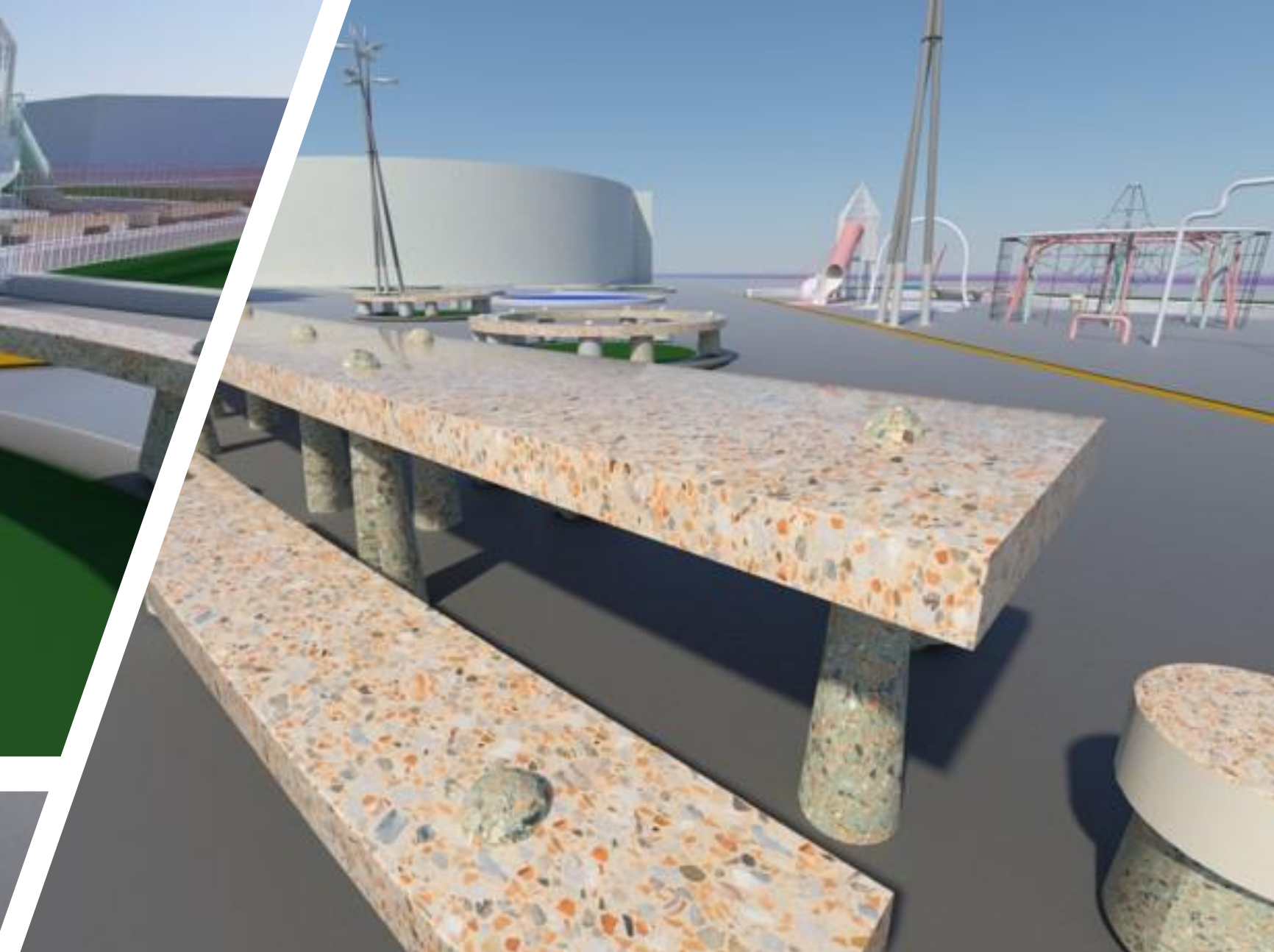
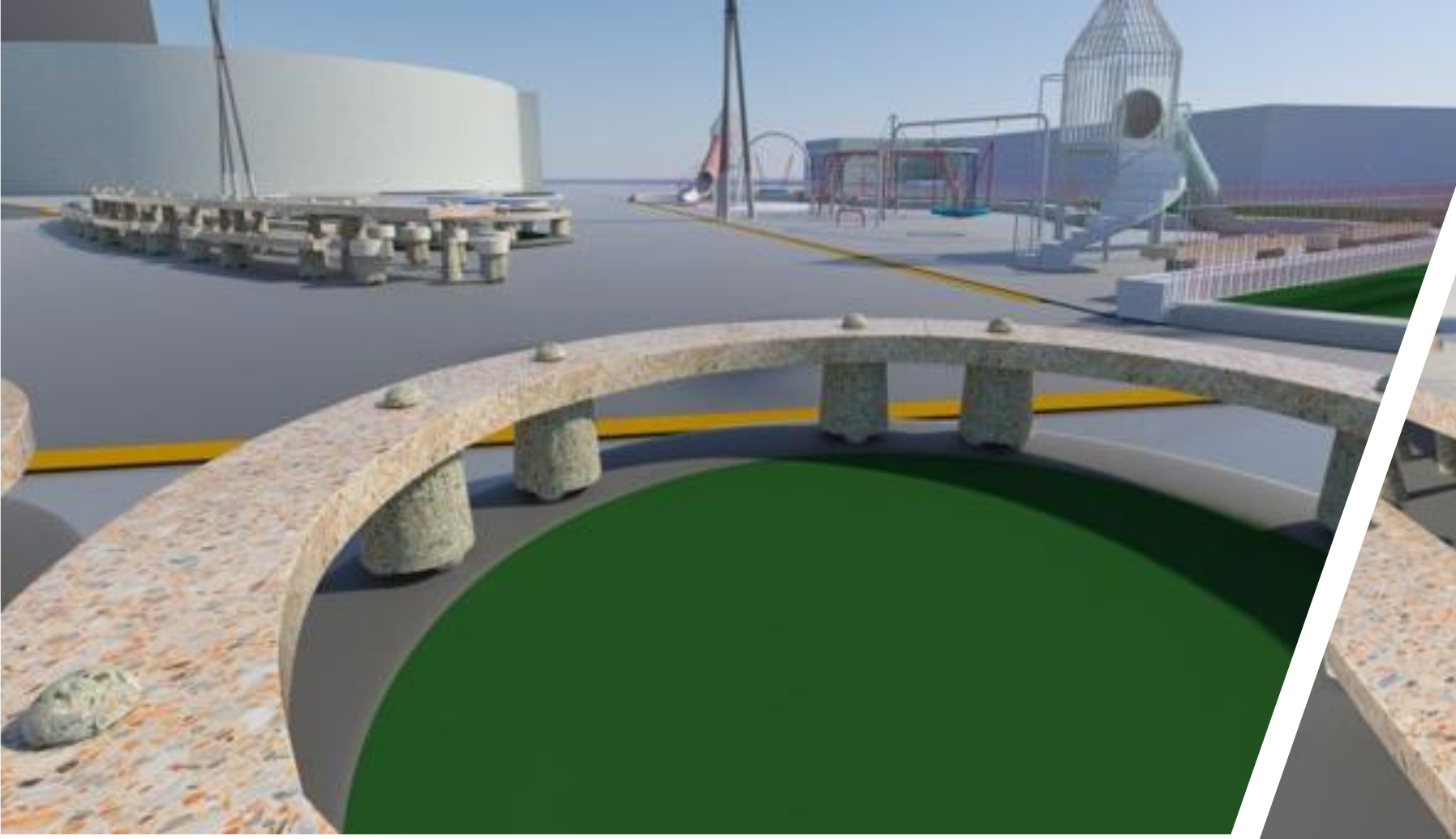


BULL YARD



Bull Yard





PEPPER LANE

nd
ew

Cathedral
Herbert Art Museum



Google



PEPPER LANE

WANYOO
ON YOUR RIGHT
E-SPORTS STUDIO

Kanoo Foreign Exchange
Great Rates Commission Free

Western Union WU
Money transfer

Service Area D8
PEPPER LANE

HSBC

50% OFF

CITY CENTRE PRECINCT AREA



UPPER PRECINCT – CONSTRUCTION PHASE





ERNEST JONES

HER ISLAND

Cost. Fishery

Foot Locker

vodafone

Clintons

TESSUTI

COSTA

Three.

UPPER PRECINCT

Upper Precinct



EXTRACT:
INITIAL CONCEPT RENDER BY CREATIVE
GIANTS
JUNE 2020

LOCAL BUSINESS PARTNER AND
UNIVERSITY COLLABORATION TO DEVELOP
FURTHER

HPL PROTO



CREATIVE LIGHTING









THANKYOU

Questions?

