

# Welcome

Coventry City Council will shortly be submitting a Planning Application to re-purpose the former IKEA warehouse building. This public exhibition summarises our proposals to create a new Cultural Gateway for Coventry.

Plans were first announced in 2021 of a unique partnership between Coventry City Council, Arts Council England's Arts Council Collection, the British Council and CV Life. This exciting development will see a city centre landmark building – formerly an IKEA store – transformed to create a multi-purpose collections and cultural facility, contributing to a lasting physical, economic and cultural legacy from Coventry's year as UK City of Culture.

The City Centre Cultural Gateway will become home to some of the country's greatest works of art and provide greater public access to Coventry's own cultural and heritage collections. It sets the site to become a new hub for the care and distribution of national and international collections.

## The Client

### Coventry City Council

Coventry City Council's Cultural Strategy aims to help Coventry become a culturally attractive, vibrant and prosperous city for everyone who lives, works and studies in our city. The strategy will make Coventry a leading city of culture in modern Britain and help bring about future economic success and improved quality of life for residents. The strategy builds on the heritage and culture of the city and introduces five key goals for cultural growth and seven big ideas for transforming the cultural life of the city. The initial five goals are Partnership, Lifelong Learning, Diversity, Health and Wellbeing, and Economic Growth

This exciting and amazing proposal really is a once-in-a-lifetime opportunity to create something Coventry people can be rightly proud of as well as a national and international centre of excellence that will provide a lasting legacy.



## The Partners

### CV Life



CV Life manages four of Coventry's finest visitor attractions: Coventry Transport Museum, Herbert Art Gallery & Museum, The Lunt Roman Fort and The Old Grammar School.

Between them, the attractions proudly tell stories of Coventry's unique history to over 500,000 visitors per year from around the world. Museums and cultural destinations all have difficulty with displaying their entire collection and CV Life is no different.

The Trust proposes to relocate and consolidate its disparate storage facilities into the former IKEA building. This will bring entire collections under one roof on a central, well connected city centre site. It is intended that the building will be open to the public - in some instances this will be through invitation, in other instances it will be via public access.



### The British Council



The British Council currently reaches over 110 countries, promoting wider knowledge of the UK and English language, and encouraging co-operation with the UK in a variety of cultural, scientific, technological and educational endeavours. The British Council Collection aims to be amongst the most travelled collections of contemporary British Art in the world.

For over 85 years, the British Council has been collecting works of art to use in our cultural relations programmes, sharing the achievements of the very best UK-based artists with people around the world. Seen by over two million people a year, the vibrant variety of 20<sup>th</sup> and 21<sup>st</sup> century artworks are a unique reflection of the way we see ourselves and how we relate to others, bringing alive the shared culture and values of the UK for audiences globally.



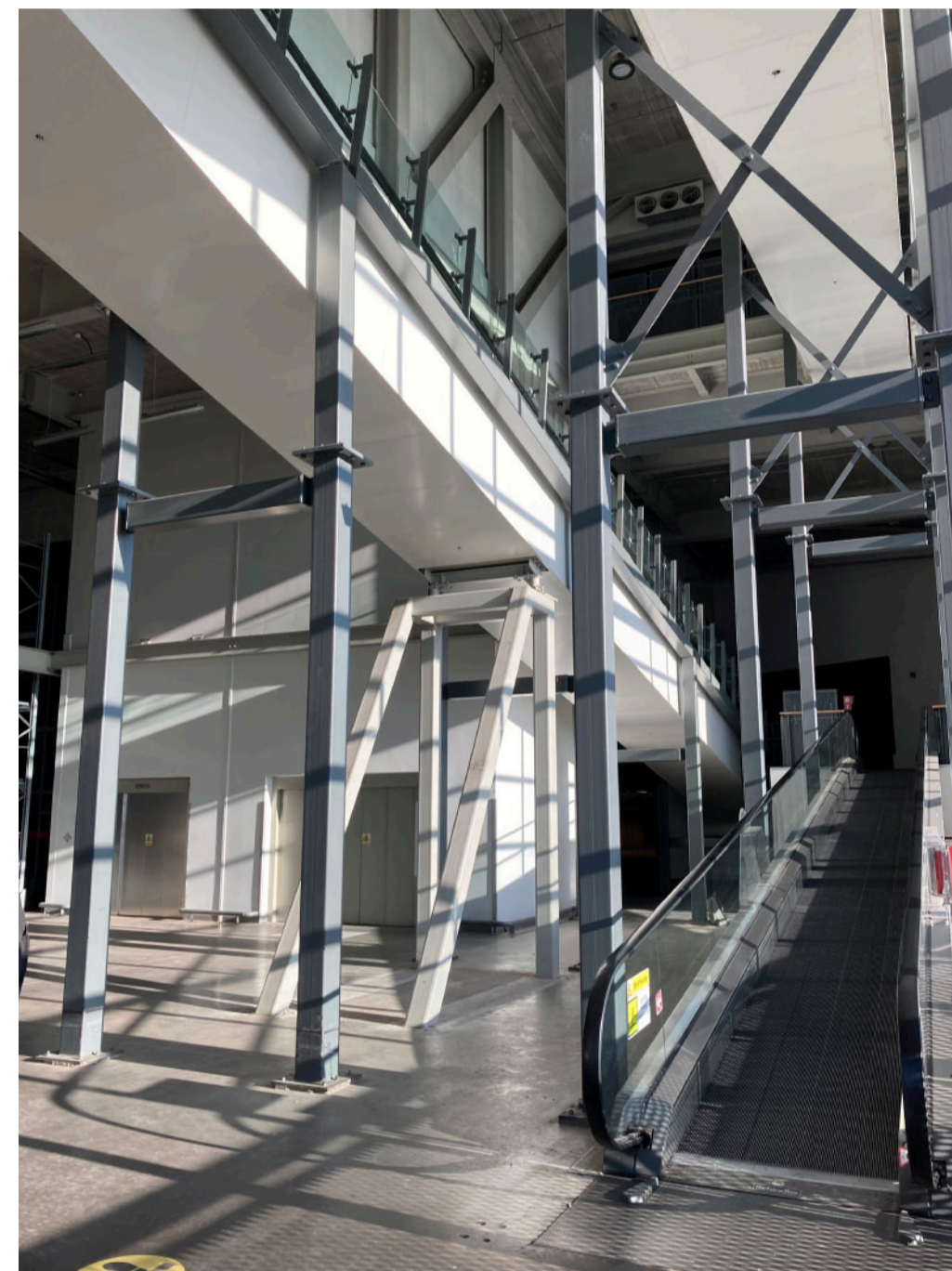
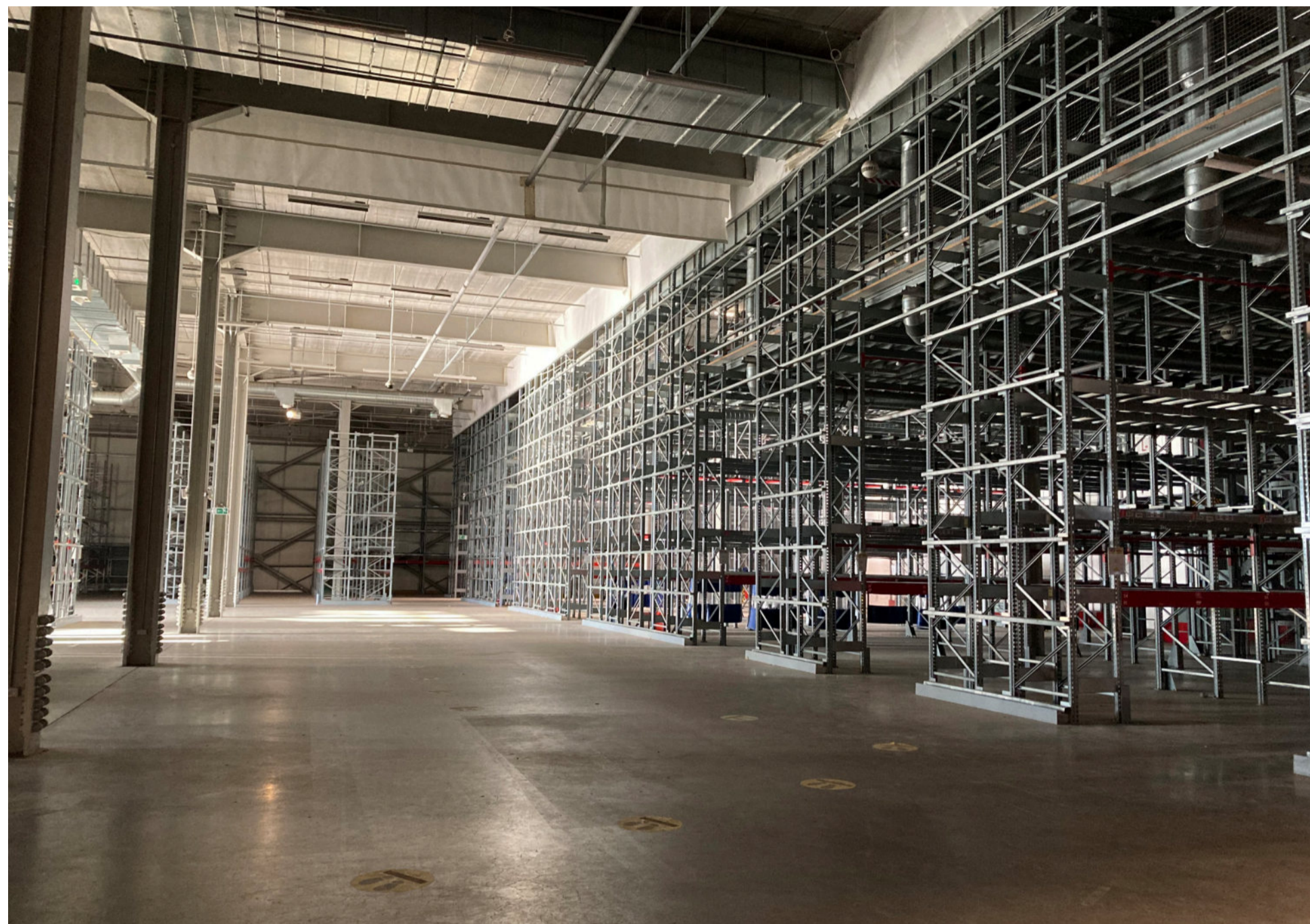
### Arts Council England



Arts Council England champion, develop and invest in experiences that enrich people's lives. They support activities across the arts, museums and libraries and, between 2018 and 2022, have invested £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. In 2023-26 they are investing £446 million each year in 990 organisations with creativity and culture at their heart. The Arts Council Collection is the most widely circulated national loan collection of modern and contemporary British art. Founded in 1946, the Collection reaches the broadest possible audience through long loans to public institutions, exhibition loans, touring exhibitions, as well as digital and print publications. The Collection supports artists in the UK through the purchase and display of their work, and safeguards it for future generations, using the highest possible standards of collection care.

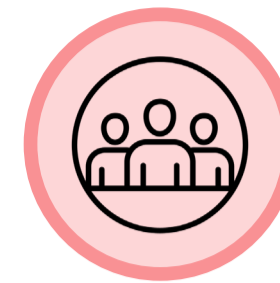
Operating as a 'museum without walls', the Arts Council Collection is the largest national loan collection of modern and contemporary British art in the world, and includes important examples by all of the UK's most prominent artists. It is the most widely circulated of all of Britain's national collections and can be seen in exhibitions in museums and galleries across the UK and abroad. Unique among national collections, the Arts Council Collection also lends to numerous public buildings across the UK, including schools, universities, hospitals and charitable associations.



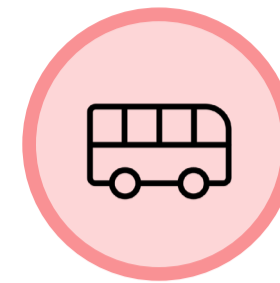


## The Brief

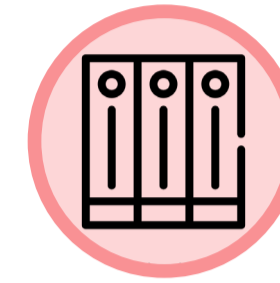
### Uses



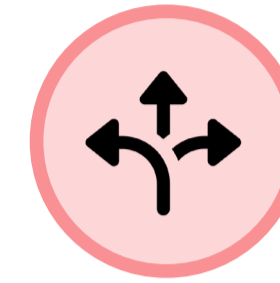
Ground floor public areas



Vehicle collection

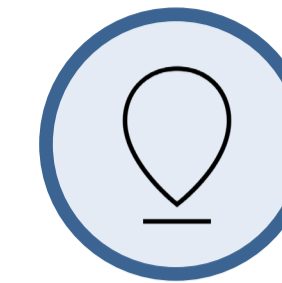


Archive facilities



Flexible spaces for future tenants

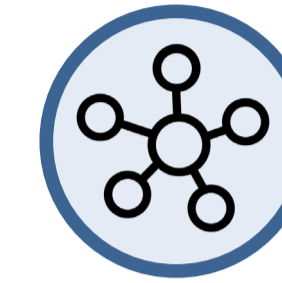
### Strategies



New city landmark



Re-establish building identity

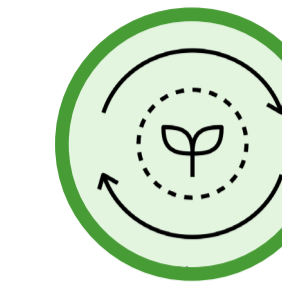


Improve connectivity with the city

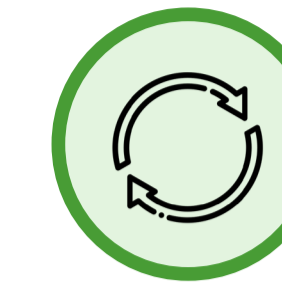


Increase active frontage

### Sustainability



Bring vacant asset back to life



Reuse building elements to reduce waste



BREEAM Excellent 'Refurbishment'



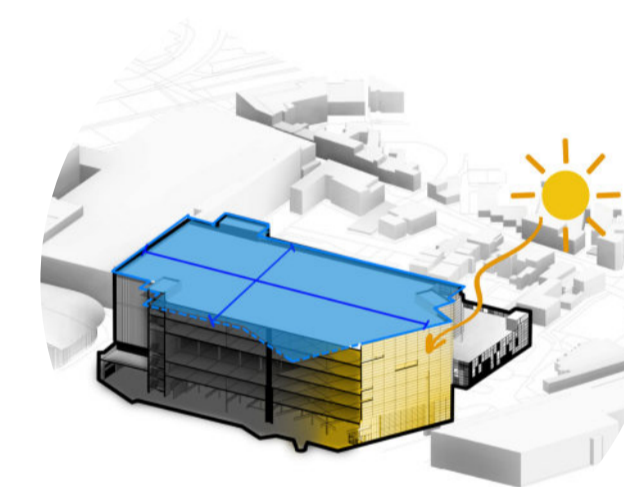
Upgrade building envelope

## The Existing Building

The existing facade is mainly solid, with the majority of existing windows limited to the southern elevation and stairwells.

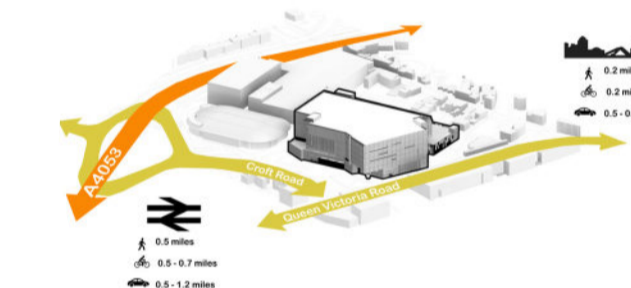
The building has very limited active frontage, in particular at ground floor level which is predominantly car parking. In contrast to this, the building itself is of a dominant scale in its setting, though the majority of the facade is blank and solid. The building's form and appearance are instantly recognisable as a former Ikea building. Wholesale re-working of the facade is required to address this.

### Constraints



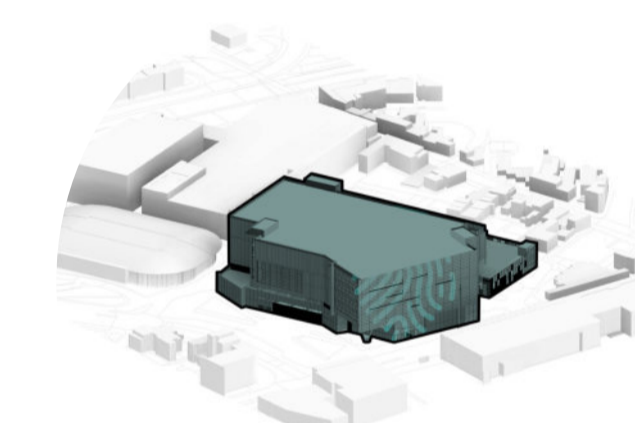
Deep floor plan restricts natural daylighting

### Strengths

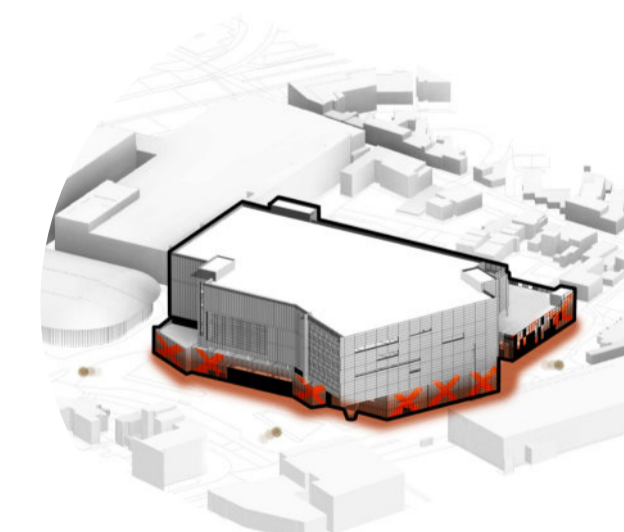


Desirable location with good access

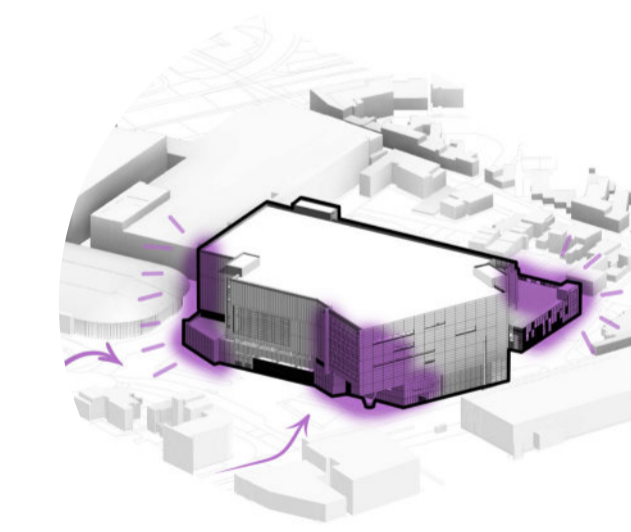
### Proposals



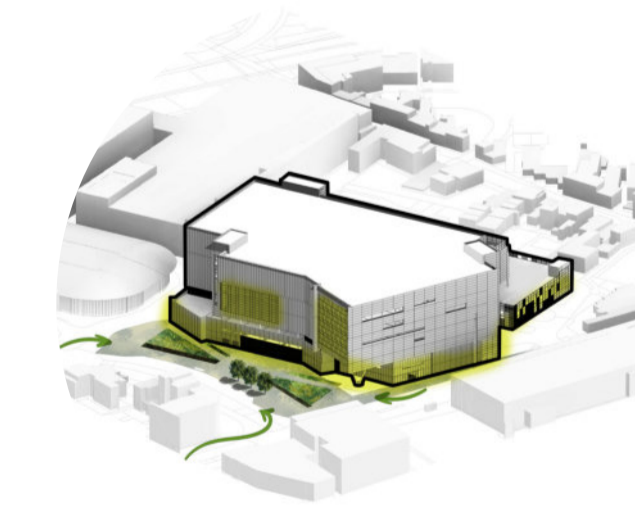
Building identity



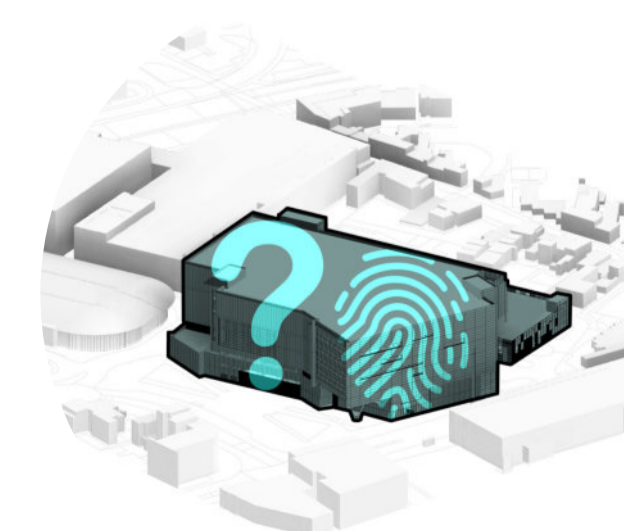
Limited active frontage to perimeter



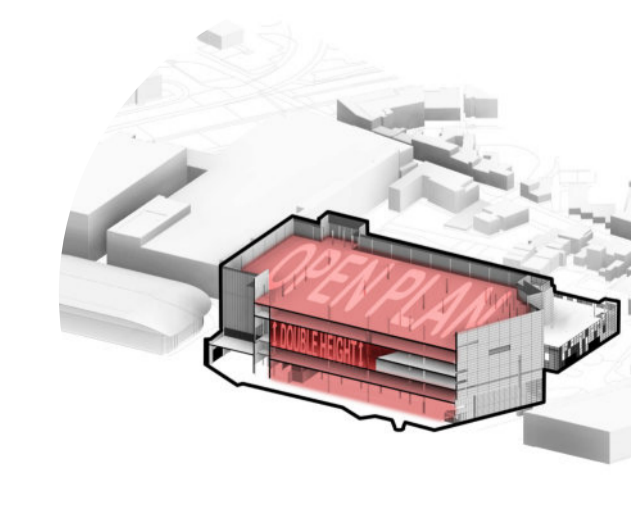
High visibility and prominence



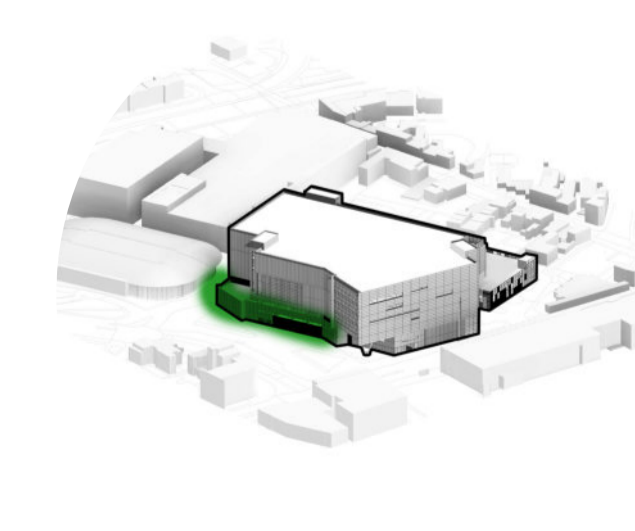
Reactivation of public realm and creation of an active frontage



External appearance has strong brand identity



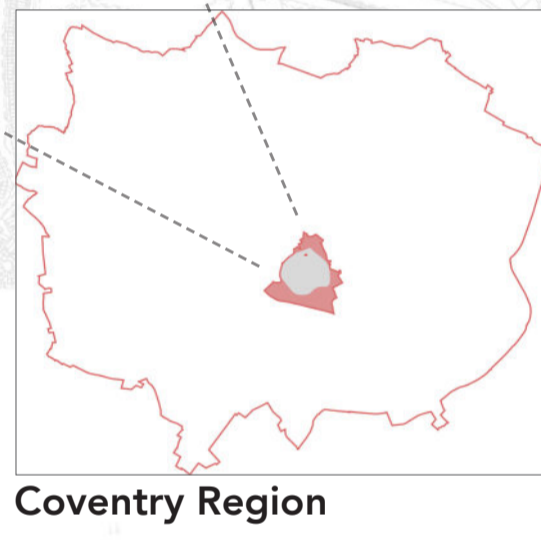
Good volume of open plan spaces



Enclose lower levels



- Key**
- Proposed site
  - 1 Coventry Transport Museum
  - 2 Daimler Powerhouse
  - 3 Shop-front Theatre
  - 4 Belgrade Theatre
  - 5 Coventry Market
  - 6 City Centre South
  - 7 Sponend
  - 8 Citizen Housing
  - 9 Roundabout junction investment scheme
  - Potential Coventry Very Light Rail Connection

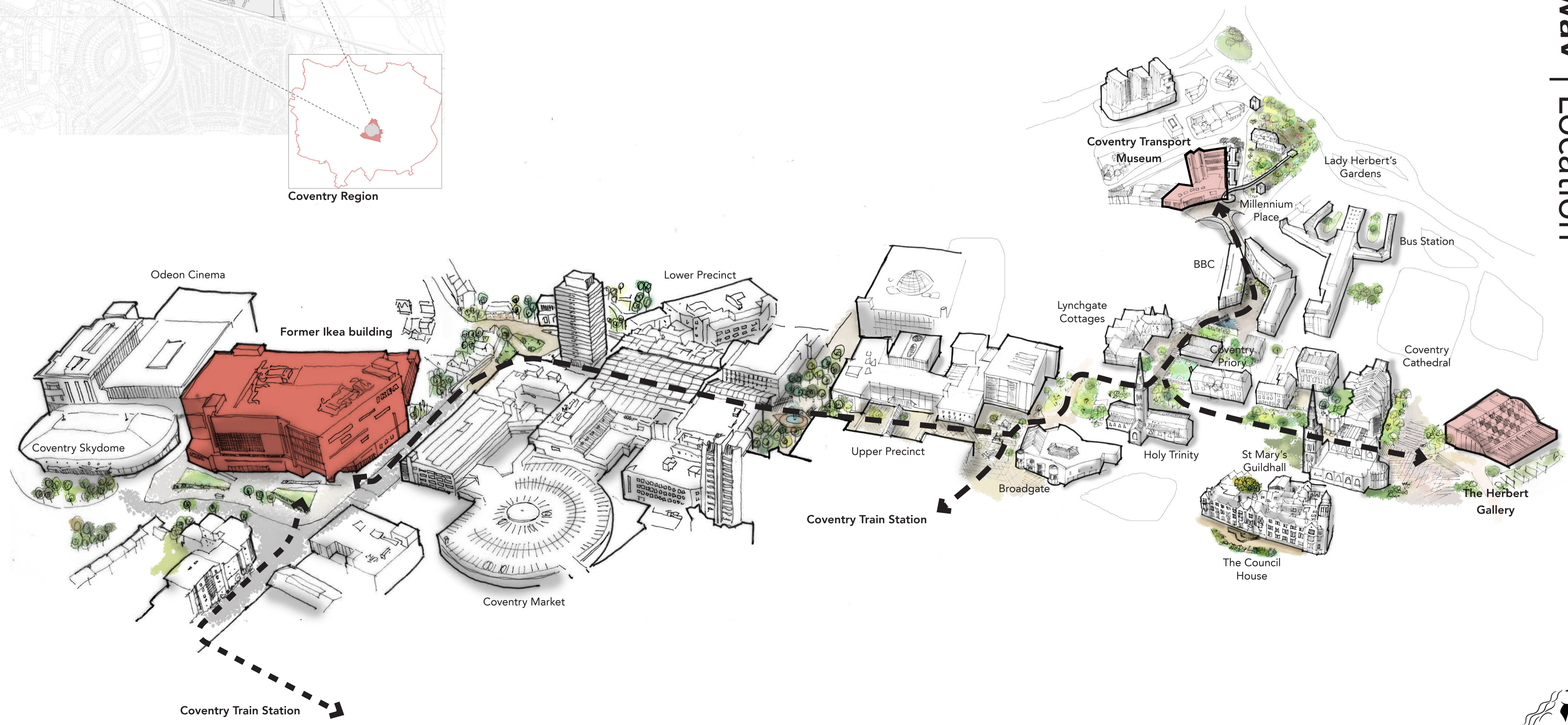


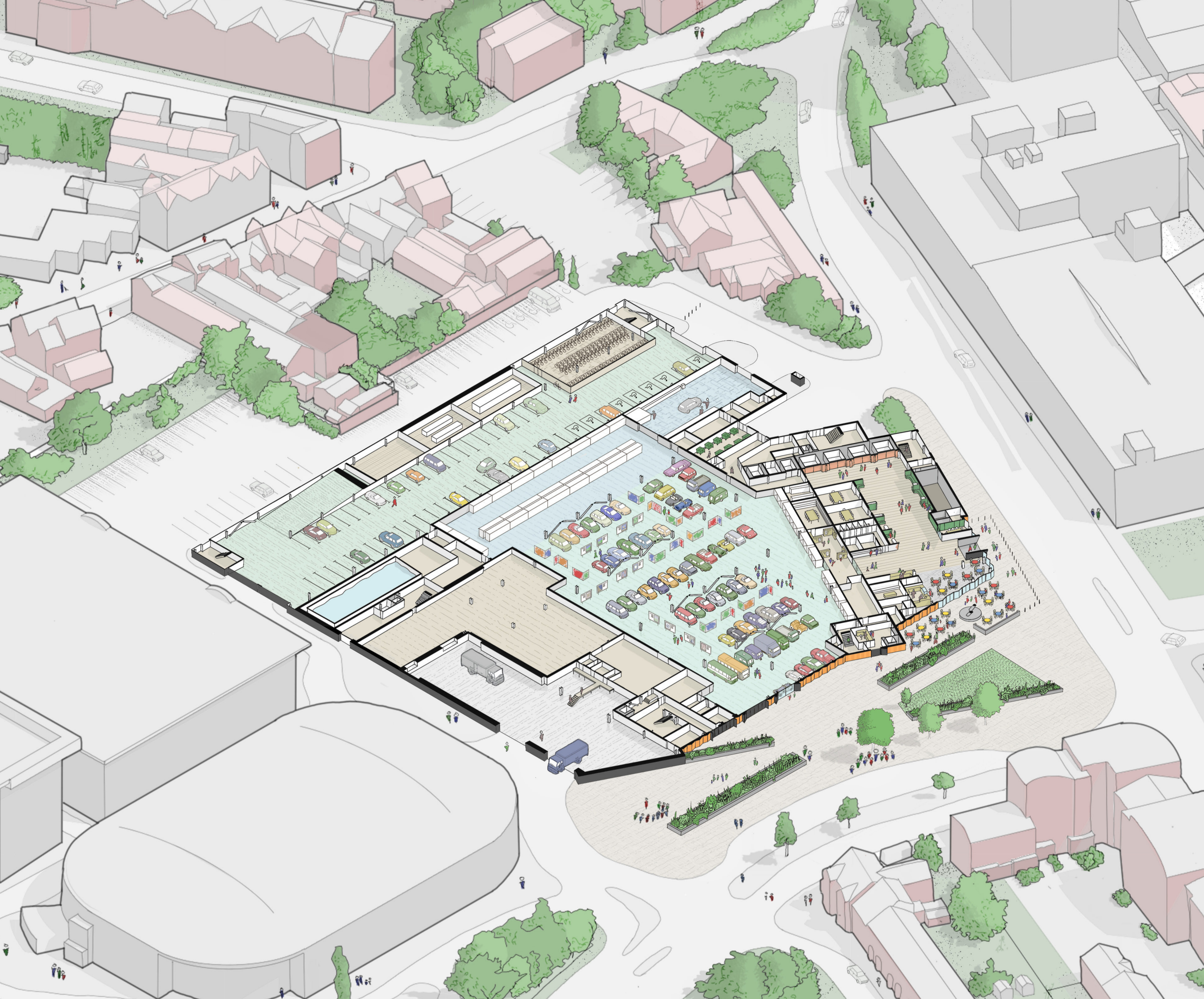
### The Site

The Site is located within the west of Coventry City Centre and currently comprises a vacant retail building, formerly occupied by IKEA. It sits within the Coventry city ring road and is bounded by Croft Road to the north, south and west and Queen Victoria Road to the east.

There is significant regeneration of the area underway to improve the public realm and improve the security and amenity in the area.

Within the city centre, the site is connected to a nationally recognised collection of visitors, cultural and heritage attractions such as the Herbert Art Gallery and Museum and Coventry Transport Museum.





**A new world-leading collections centre in the heart of Coventry.**

The following proposals will transform the former IKEA building on Croft Road into a new Cultural Gateway that will provide state of the art facilities for the storage and research of internationally renowned collections.

It will transform the way CV Life cares for and shares their collection and is an opportunity to provide stable conditions for the collection's long-term management and care and increase public access to the collection through regular public tours, school and research visits.

It will also provide an opportunity for Arts Council England and the British Council to collate their entire collections within a single facility that provides a storage environment which is wholly compliant with security, fire protection, environmental and airtightness strategies.

Coventry was UK City of Culture for 2021. Transforming the former IKEA building will create a collections facility that is a landmark physical site for Coventry as well as a space for new audiences and cultural dialogue. It will provide Coventry with a major boost in tourism and investment as it hosts a spectacular year of events, while also leaving behind a lasting cultural legacy.

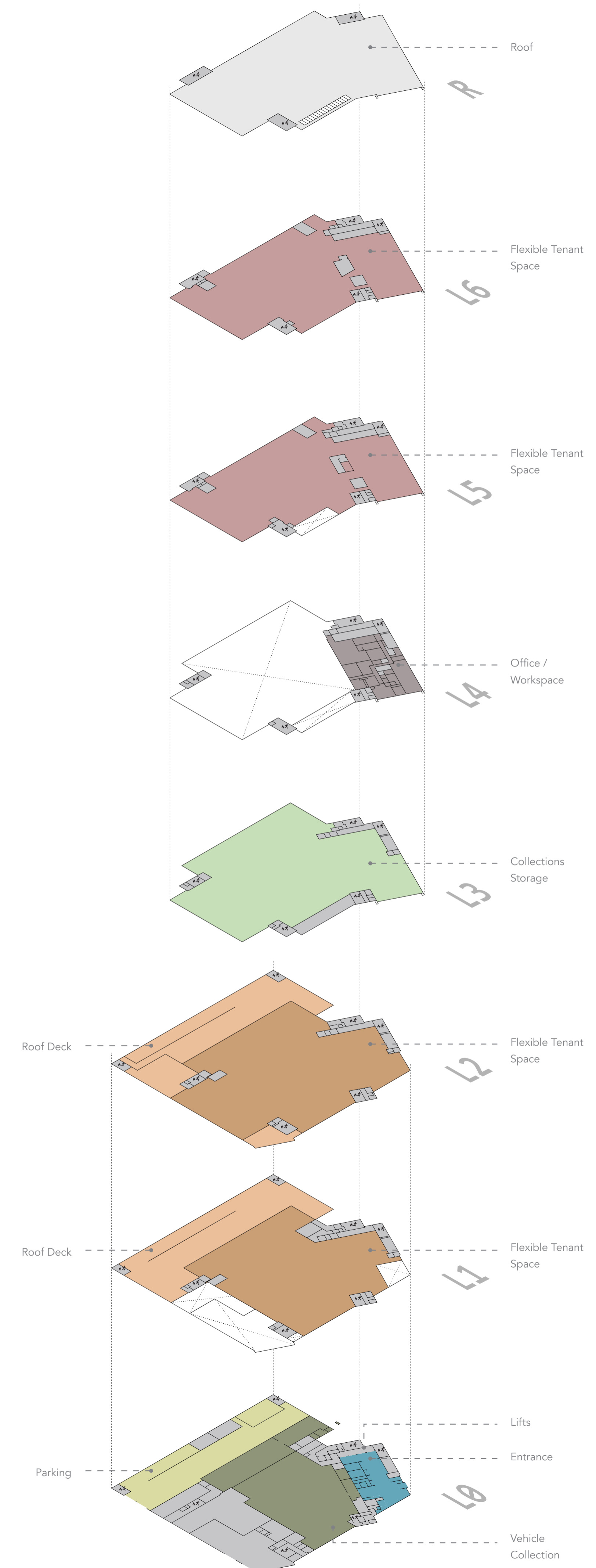
**Building Organisation**

To establish an active ground floor plan, CV Life's heritage vehicle collection will be stored in the heart of the building. This demands environmentally stable and secure spaces, the intention is to create views into the City Centre Cultural Gateway from the southern approach.

A new public entrance will be created on the South East corner of the building which will act as the building's public reception and foyer. Information detailing access to the City Centre Cultural Gateway will be provided and bookable workspace will also occupy the ground floor to help activate the entrance.

A new cafe will take advantage of the new highly glazed facade and allow visitors and building users to occupy a new terrace in front of the building.

The upper floors of the building are represented in the diagram (right).





Facade Design



Views of the vehicle collection at ground level



A new entrance and welcome from Victoria Road



Environmental conditions controlled passively



New flexible floorplates with improved daylight



Pattern inspired by Coventry Motif



New views across the city





### Designed for Coventry

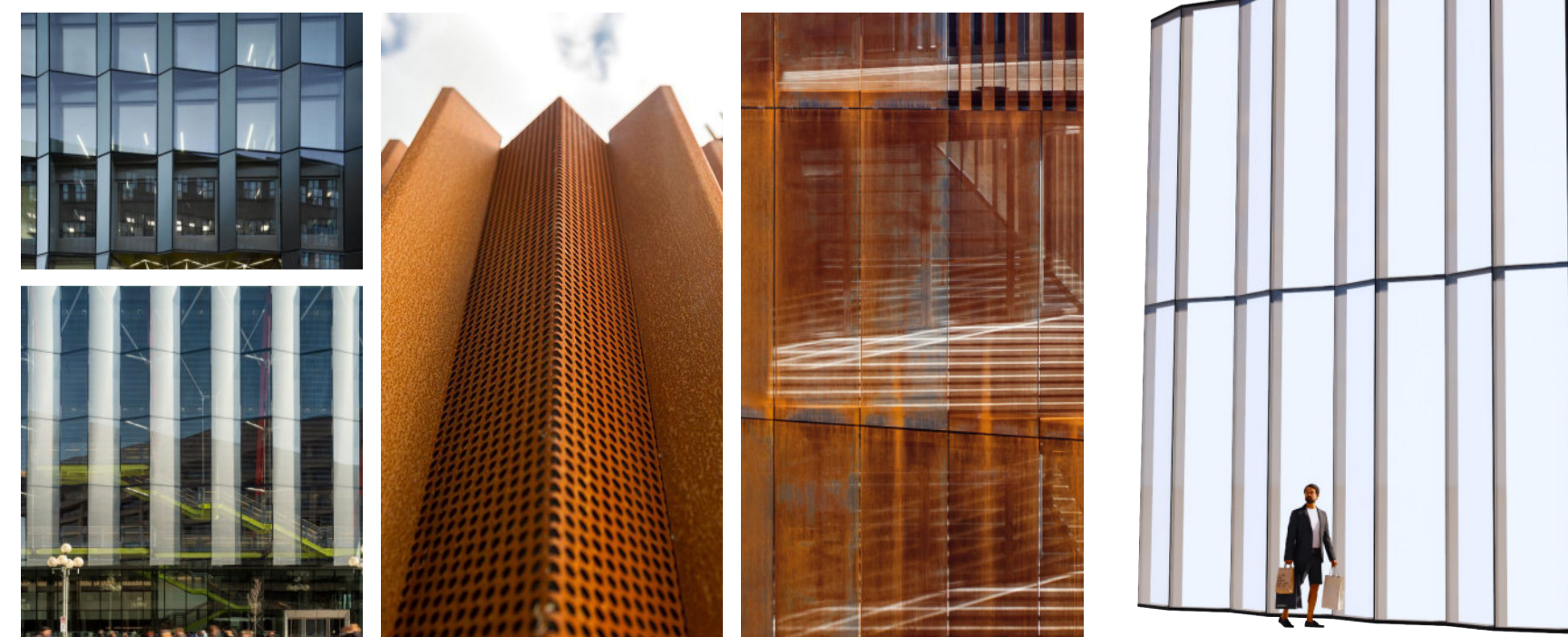
The scheme requires significant work at the lower floor levels to create a new identity to the building. A bold new design will be instantly recognisable from afar whilst providing a more intricate level of detail at human scale.

As part of this a vertical format and 'folded' layer of perforated metal and glass panels is proposed. The pleated approach creates visual interest as well as resolving the two geometries that exist on the southern elevation.

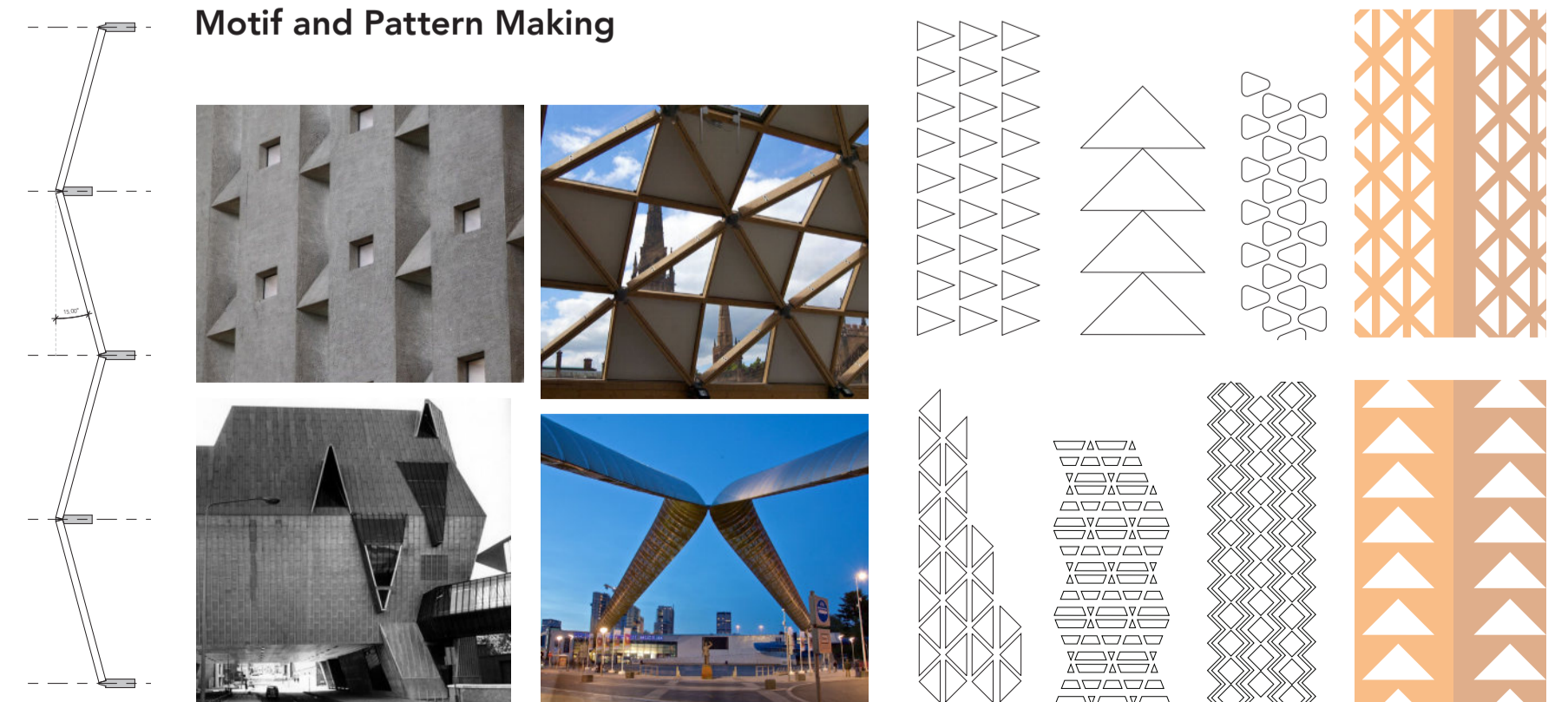
Perforations arranged to provide an overall graphic and pattern can be illuminated at night, whilst the folded format will provide a sculptural quality in contrast to the vast areas of flat cladding above. Perforated corten steel was selected as the preferred material for new visible areas of cladding due to the dynamic opportunities for architectural expression.

Coventry's rich architectural environment has been explored to inspire a graphical city motif to establish a new identity for the building. Our early investigation into the historic environment identified a number of triangular geometries across the city. The approach is to apply a motif on a large scale to wrap around the ground level of the building. The perforations in the corten steel cladding will be designed to produce a pattern. The pattern is also continued onto the glass using a ceramic frit or by applying a manifestation.

### Form and Materiality



### Motif and Pattern Making





### What's next?

An application will be submitted for a Change of Use and seeking full planning permission for external alterations plus public realm/landscaping improvements. The current target is to submit the planning application at the end of February 2023.

### Have Your Say

The planning application will be supported by a full suite of supporting documents and technical assessments, providing a detailed explanation of the proposals. Once the proposals are submitted to the Council, all documents will be available to view on the Council's website and at the Council's offices, and you will have the opportunity to make comments directly to the Local Planning Authority, which will be taken into consideration when determining the planning application.

[www.coventry.gov.uk/planningapplications](http://www.coventry.gov.uk/planningapplications)