

Coventry City Centre South
Placemaking &
Outline Public Art
Strategy

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Planning Background

This Placeshaping and Outline Public Art Strategy has been prepared on behalf of Shearer Property Regen Ltd ('the Applicant') to accompany an application for reserved matters approval ('the RMA') and discharge of associated pre-commencement planning conditions 6 and 16 for the first phase of development at City Centre South ('CCS') in Coventry city centre.

The CCS site comprises a total area of 6.36 hectares. It relates to the southern part of Coventry city centre's defined Primary Shopping Area and is predominantly occupied by 1950s and 1960s buildings that former part of Coventry's post-war reconstruction.

Hybrid planning permission ('the HPP') for CCS for part-full, part-outline consent (LPA reference: OUT/2020/2876) was approved on 27 January 2022. A material amendment to the HPP (LPA reference: S73/2022/3160) was approved on 09 January 2023 for the comprehensive redevelopment of land at City Centre South for the following uses:

- Up to 1,500 residential dwellings (Class C3);
- Up to 20,000sqm of mixed use non-residential floorspace comprising Class E Commercial, Business and Service, Class F.1 Learning and Non-Residential Institutions and Sui Generis (Pub or Drinking Establishment / Hot Food and Takeaway / Cinema) uses;
- Class C1 Hotel use ranging from 0 – 150No. keys;
- Car parking provision ranging from 90 – 300No. spaces;
- Delivery of new public realm, hard and soft landscaping and sustainable urban drainage systems.

Full planning permission and associated Listed Building Consents (LPA references: LB/2020/2857, LB/2020/2860) were granted for work to Coventry Market roof top car park, removal of the basement ramp from Rover Road, creation of a new basement ramp from Queen Victoria Road and removal and relocation of the former Three Tuns Public House William Mitchell Mural.

SPRL submitted a material amendment application to the LPA which was validated on 23 October 2023 (LPA ref: PL/2023/0002218/RVC) to amend condition nos. 44, 46, 50 and 55 attached to hybrid planning permission S73/2022/3160 ('the 2023 S73 application'). The 2023 S73 application is pending determination and primarily seeks to amend the approved maximum building height parameters and increase the permissible maximum number of Class C3 residential dwellings from 1,500 to 1,575 dwellings. The CCS Phase 1 RMA has been designed to accord with the revised Parameter Plans Document and Development Principles Document submitted as part of the 2023 S73 application.

The CCS Phase 1 RMA seeks reserved matters approval (access, appearance, landscape, layout, scale) for the delivery of Blocks A1, A2, B, C and E as defined in the revised Parameter Plans Document pending approval under the 2023 S73 application (ref: PL/2023/0002218/RVC) and associated public realm, sustainable urban drainage systems and car parking, delivering:

- 991No. residential dwellings (Class C3);
- c.8,000sqm of mixed use non-residential floorspace (Classes E, F.1 and Sui Generis (Pub or Drinking Establishment / Hot Food and Takeaway / Cinema) uses;
- New public realm and associated relocation of public art; and,
- Associated car parking and servicing arrangement.

0 Executive Summary

Coventry is flourishing. It is home to successful universities and an iconic Cathedral that symbolises peace and enjoys global visitors. It has enjoyed the prestige of being only the third UK City of Culture in 2021/2 that helped to bring a wider appreciation of the city's diversity and heritage, and is embarking on a growing ambition for sustainable energy development.

A range of projects are underway and completed that will regenerate parts of the city. Now the City Centre South (CCS) redevelopment will reshape a central piece of a city that is familiar with urban renaissance and ambitious for its future.

As town and city centres evolve, after a challenging economic and pandemic landscape across the country, CCS will bring the change needed to refresh and diversify the heart of the city for a diverse and growing community.

CCS will bring living back to the centre of Coventry, creating a new city neighbourhood, alongside a renewed and greener public realm, and a varied retail and leisure offer across the ground floor. This will be a distinctive revived piece of the city.

The vestiges of what was considered in the early twentieth century to be the best preserved medieval city in England,

remain visible and is embraced within what is now a dynamic contemporary urban area.

Now, Gibson and Ling's more recent design vision is being drawn upon in new plans for CCS. This city evolution respects and integrates the city's history and heritage through retained historic vistas, through enhanced and enlarged green public realm. There will be a renewed focus on the historic market rotunda and public works of art that are part of Coventry's identity will be retained and reintegrated.

CCS will help to diversify the city centre's offer, attracting increased footfall throughout the daytime and into the evening, supporting the viability of businesses including food and leisure, and so attracting new residents, visitors and investment.

Whilst respecting and retaining key historic routes such as Hertford Street and Market Way, new links, including east to west, will be created that better connect the area with the wider city, creating improved connectivity and spaces of differing character for walking and spending time.

Together, the varied improvements will activate and animate the area, contribute to the changing perception of Coventry and its city centre, enhancing its role as a regional and national destination.

Regeneration in Coventry

The Coventry Station masterplan is reshaping the arrival to the city; the upcoming innovative 'Very Light Rail' is part of Coventry's bid to the City Region Sustainable Transport Settlement; the reinvention of heritage buildings with new skill-focused uses such as the Daimler Powerhouse Creative Hub, and new visitor attractions such as Charterhouse.

Coventry University will open the Faculty of Arts & Humanities' new Delia Derbyshire building with exciting new facilities, creative technologies and spaces and the former Ikea building will reopen as the City Cultural Gateway Centre to house national cultural and heritage collections.

Clockwise from top left; Friargate Development © 2023 Friargate; Delia Derbyshire Building © Coventry University; Charterhouse reopens © Historic Coventry Trust; CCGG © Coventry City Council



1 Introduction

Placeshaping work seeks to draw out and consolidate how as places evolve over time, we can best learn from the past and also design for the future. Coventry has distinct stories that arise from past communities, individuals, landscapes and industries that inform the local character and identity we see today.

This strategy sets the direction for placeshaping and public art at City Centre South. It identifies opportunities for enhancing the plans for this part of the city centre and details how historic public art will form part of these plans. The strategy responds to the planning criteria for public art reintegration, including those set out in the Development Principles Document approved as an integral part of the CCS scheme, and establishes where there is potential for new public art commissions that reflect past and future themes relevant to the city.

“Knowing that I am a part of Coventry makes me feel proud and I’m sure many other young people would say so too. The culture, the creativity, the curiosity, the development of Coventry is overwhelming and I’m sure Coventry will grow into an even more thriving city.”

Saskia, 13
Culture Through My Eyes, Blog
culturechange.coventry.com

1.1 Coventry Identity at CCS

Coventry has long been a city of change and reinvention and CCS builds on this tradition of moving forward with ambition. As the 11th largest city in the UK, Coventry has experienced the fastest population growth rate of any UK city between 2012 - 2019, yet is 52nd in the UK retail ranking. Embedding Coventry's identity within the CCS scheme will help to create a place that reflects the city's opportunity to enhance its position.

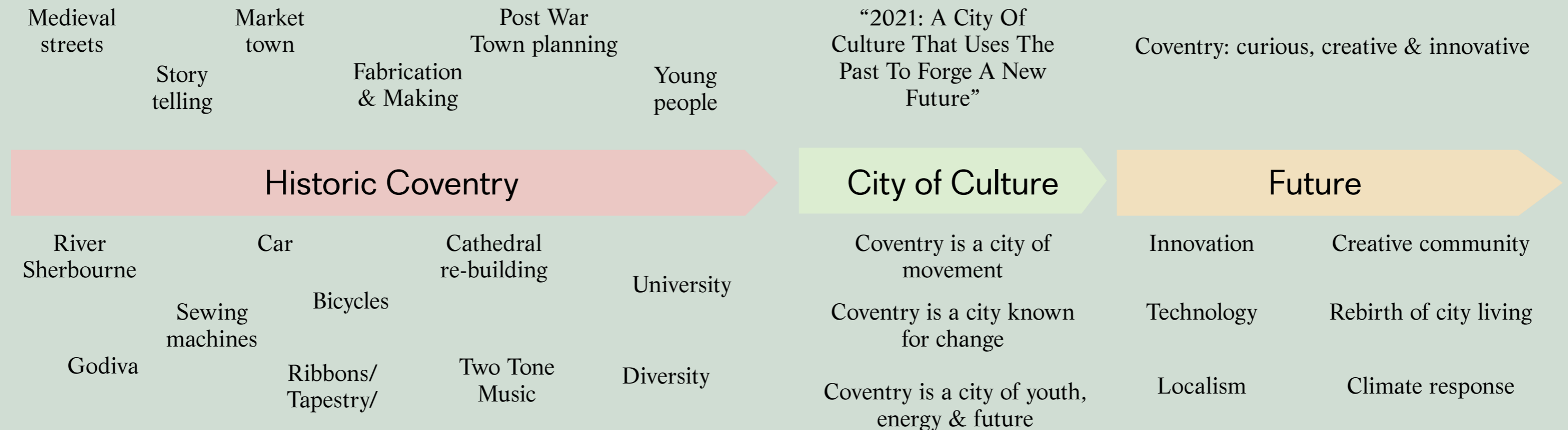
Coventry's unique histories are evident in the city's fabric and have been prioritised at CCS through maintaining historic views of the Three Spires, marking the city wall location, and enhancing the historic market setting.

To add to the area's character, historic public art will be reintegrated and new site-specific creative commissions will add to a refreshed place that feels at once new and honed from what has gone before. These elements will help to ensure a place that remains distinctly 'Coventry', with a clear 'sense of place'.

This is encompassed in how the streets and public spaces are designed to respect the original main routes whilst opening up new access; to architectural massing and detail that refers to historic ambitions; and to planting and tree typologies that seek to maximise colour, texture and environmental benefits.

Public space design looks ahead to how Coventry's local communities and visitors will wish to use different areas in the day and at night, incorporating welcoming spaces to sit and pass through, spill out spaces for cafes and restaurants and more open areas for small scale events. Together these consolidate a range of public social benefits being brought forward.

Below; A brief timeline of Coventry's cultural themes

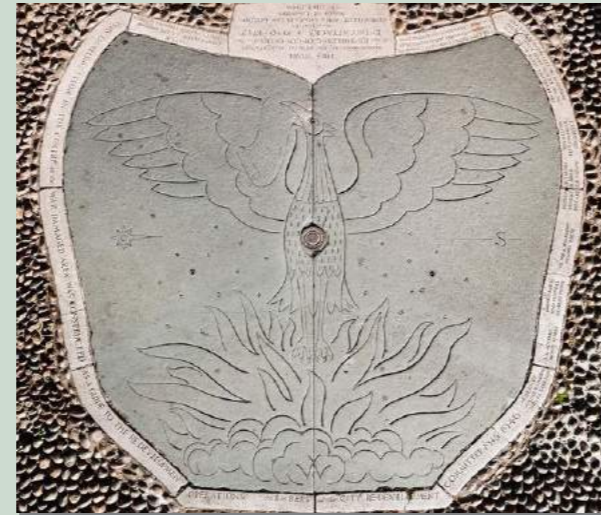


1.2 Public Art in Coventry

Coventry has a strong history of public artworks across the city particularly in the period following World War II when much of the fabric of the city needed to be rebuilt. Artists were invited to help reshape public space and bring personal and civic reflections that integrated creativity and added character to Coventry.

The CCS site includes a number of historic artworks including a number of works by renowned artist William Mitchell. These will be reintegrated in the public realm or nearby and help to connect the area to its earlier form. It should be noted that a Historic Building Record has been undertaken in relation to all designated and non-designated public artworks and should be viewed in conjunction with this strategy.

Coventry's role as the UK's City of Culture in 2021 has brought forward new artist commissions to enhance the city, bringing colour and contemporary stories to the fore. CCS will follow in this vein by integrating a number of new public artworks that respond to the refreshed city centre area, introducing a diversity of creative approaches that will enhance the new spaces.



Clockwise from top left; Levelling Stone: Gordon Cullen Tile Mural, Coventry; Coventry Transport Museum exterior; Martin Froy Mosaic Detail, Belgrade Theatre © Historic England; Coventry Street Art © Dan Kitchner; Jacob Epstein, Coventry Cathedral Sculpture: The Coventry Clock © Shopfrontelegy; Lady Godiva, Broadgate Square.

1.3 Consultation & Engagement

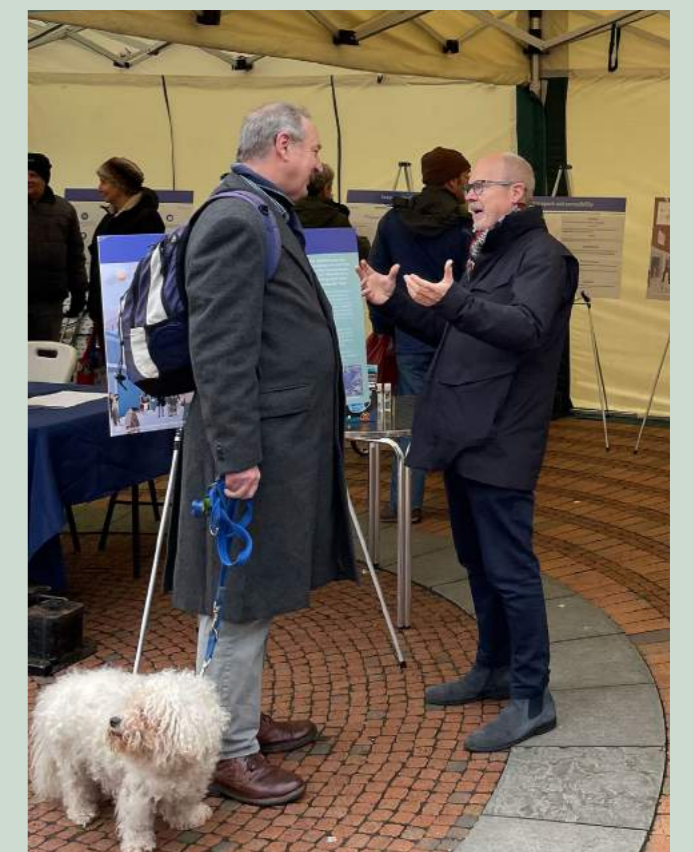
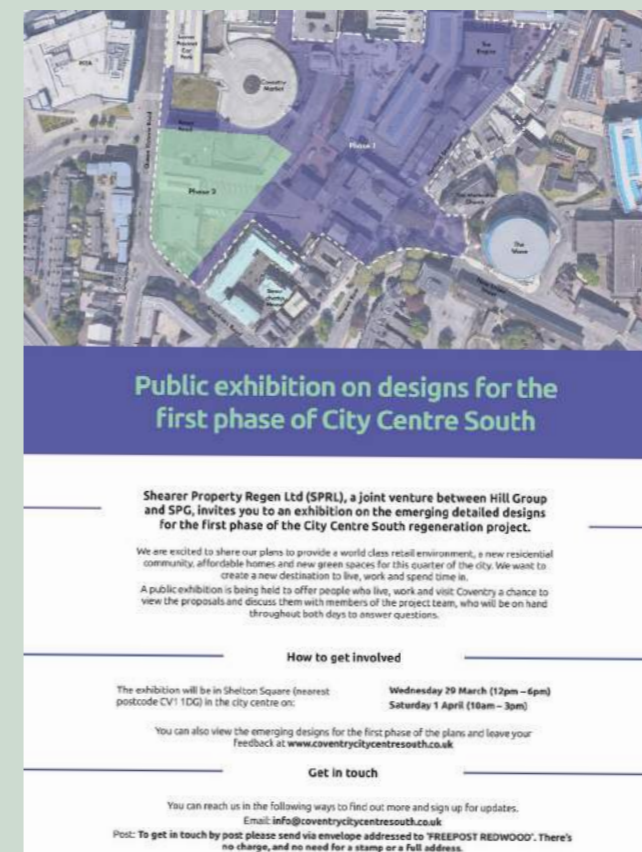
Listening to stakeholders has helped shape this strategy through a range of consultation and engagement including with stakeholders who are connected to or have a specialist interest in the historic public art.

CCS proposals have been developed through on-going dialogue with the Council's Urban Design and Conservation Officers and the Local Planning Authority. Discussions with Historic England, the Coventry Civic Society and the Twentieth Century Society have been hugely valuable.

References to public art and placeshaping formed part of the two rounds of public consultation that took place in person in Coventry on 3rd & 5th November 2022 and on March 29th & April 1st 2023. These sessions offered the opportunity to discuss proposals and offer input.

A number of in-depth discussions have taken place with the following stakeholders:

- Coventry City Council
- Historic England
- Coventry Civic Society
- 20th Century Society
- Public Art Gateway Group
- Local cultural stakeholders
- Former City of Culture Creative Director, Chenine Bhathena
- Heritage & William Mitchell Expert, Dawn Pereira
- RPS, Heritage Consultants, Nick Cooke, Hannah Hamilton-Rutter
- Coventry University Programme Lead, Master of Architecture, Sebastian Hicks



Images: CCS Public Consultation Events

1.4 Policy

This strategy takes note of a range of national and local policy that broadly relates to placeshaping ambitions and to public art retention, processes and approaches. Additionally the strategy refers to CCS specific plans and principles. Collectively these identify positive aspirations and expectations relating to the setting of placeshaping ambitions, that seek to create places that are welcoming, well-designed and reflective of local character and identity.

National Policy

The National Planning Policy Framework ('NPPF') focus is on achieving economic, social and environmental objectives of sustainable development. In particular 'ensuring the vitality of town centres', the promotion of 'healthy, inclusive and safe places, which promote social interaction'.

Planning decisions must ensure developments add to the quality of the area and 'are sympathetic to local character and history while not preventing appropriate change' and 'establish a strong sense of place....promoting health and wellbeing.'

Weight is given to the conservation of designated and non designation heritage assets in relation to their significance.

The High streets and Town Centres in 2030 (MHCLG) asserts the importance of creating the conditions for high streets to flourish including adaptability and "becoming activity-based community gathering places where retail is a smaller part of a wider range of uses and activities", highlighting the role of green space, leisure, culture, new housing and community services in activating high streets alongside a consolidated, quality retail offer.

Local Policy

Coventry City Council Local Plan (adopted December 2017) requires a comprehensive approach to masterplanning that enhances the setting of the Grade II listed Coventry Market and improving connectivity to Queen Victoria Road and Market Way. (Policy DS4 (Part A) / Coventry Development Plan Policies)

The Local Plan states: "All proposals should aim to sustain and reinforce the special character and conserve the following distinctive historic elements of Coventry: g) The significant elements of Coventry's ground-breaking post-war reconstruction including its plan, built form, public art works and public spaces (Policy HE2: Conservation and Heritage Assets)

The Coventry City Centre Area Action Plan (adopted Dec 2017) sets the development strategy for the city centre to be regenerated as a truly world class city centre, leading in design, sustainability and culture – 'a national and international destination to live, work and play' with an enhanced retail and leisure offer and a vibrant and attractive night time economy.

It is highlighted that development should recognise and preserve key views to the iconic three spires in a well connected public realm including public squares and green spaces. Policy CC4 requires Public Art to 'where appropriate, form an integral part of the design process of any future development proposals' and to prioritise artworks that are integrated within the built or landscape environment. Existing public art 'shall be retained in redevelopment proposals unless the benefits of its removal outweigh the harm of its loss. Where public art is lost replacement works shall be incorporated into new development unless robust justification is provided highlighting that this is not viable.' Specific reference is made to the 'relocation of the listed mural situated in Bull Yard to a new and prominent site situated within the new development' and 'retention of the listed Market building, with improvements made to its setting and connectivity to Queen Victoria Road and Market Way'.

Coventry Cultural Strategy 2017-2027

The strategy's focus is on how Coventry's culture and heritage can help to achieve economic success and improved quality of life for residents. Five goals for cultural growth and seven 'big ideas' for transforming the cultural life of the city include Partnership, Lifelong Learning, Diversity, Health and Wellbeing, and Economic Growth.

In a 2022-2025 Cultural Strategy Refresh, a sixth goal was added to reflect ambitions for Coventry's Green Future. This highlights the role of culture in supporting changes that can address the climate crisis and how arts and culture can model circular economy practices and principles that bring activities to celebrate and sustain the city's green and other heritage sites.

Diversity (Goal 3) is one of Coventry's strengths and resources and the city is a place of mutual understanding, celebration and learning. The strategy aspires for communities to be empowered to celebrate and share their heritages, cultures, abilities and identity and participate in the cultural life of the city.

In Economic Growth (Goal 5), the strategy seeks for Coventry to have an 'innovative and diverse cultural life and infrastructure (that) increases local, national and international tourism to the region', with a 'culture-led BID (that) enhances and profits from the city centre visitor experience.' The strategy further seeks to encourage 'cultural activation' of public realm and green space.

The Cultural Strategy Refresh Action Plan reflects both the City of Culture successes and the impact of the pandemic on the arts and the city.

**“Our vision is that by 2027
Coventry will be a culturally
attractive, vibrant and prosperous
city to live in, work in
and enjoy”**

Coventry Cultural Strategy

CCS Development Principles

The CCS Development Principles Document (DPD) is an approved document as part of the planning permission for CCS and provides a framework for future reserved matters applications. The DPD provides a series of mandatory and recommend principles for elements of design. These in turn provide a robust framework for design that responds to the local context, to ensure the creation of a high quality well designed neighbourhood with a distinctive character. It advises on design adjacent to Listed Buildings and the criteria that informs the relocation of the Grade II Listed Three Tuns Mural and non-designated artwork currently within the site.

The CCS DAS, prepared by Allies and Morrison, submitted as part of this application, demonstrates how the Development accords with the principles of the DPD as a whole.

Those specific mandatory and recommended requirements included within the DPD relating to public art and placeshaping are referenced within this Placeshaping and Public Art Strategy as appropriate to demonstrate and reinforce the proposals compliance with the DPD.

2. Heritage & Legacy

Coventry's history and heritage are core to its identity and sense of place, as a city of resilience and reinvention. Parts of Coventry have sustained well preserved examples of its medieval past that illustrates how trade has always been key to the city's prosperity - famous for its wool and weaving trades and for the quality of its blue cloth known as 'Coventry Blue'. Looking to this rich past history helps us to shape the design and approach to City Centre South.

“The birthplace of the Godiva legend and the motor car in Britain, a medieval walled city and 20th century industrial powerhouse, victim of blitzkrieg and a centre of international peace and reconciliation, Coventry is like no other British city.”

coventry.gov.uk/local-history-heritage/coventrys-history

Right; Lady Godiva by John Collier, c. 1897, Herbert Art Gallery & Museum,

2.1 Coventry's Heritage

By 1903, 'Coventry was changing rapidly from a town with a medieval streetscape to a modern, industrial city'¹. and the city was 'at the forefront of innovation in silk weaving, clock and watch making, bicycles and, from the start of the 20th century onwards, for aircraft and motor car production.'²

The city is associated with the Phoenix, a mythical bird that was adopted by the city of Coventry after it suffered devastation during the Blitz of the Second World War. The phoenix rises from the ashes, with renewed youth, reflecting the extensive rebuilding that was required, with Coventry being the first English city to instigate such a scheme for rebuilding.

Most famously, on the night of 14th November 1940, the Luftwaffe's 'Moonlight Sonata' raid killed an estimated 568 people, destroying 4,300 homes, along with St Michael's Cathedral. The following morning, the bold decision was taken to rebuild the Cathedral as a sign of hope and trust in the future of the world.

In 1951 Basil Spence was appointed to design the new building and a modernist icon manifested alongside the ruins of the old. This, the third iteration of the Cathedral, would no longer be the place where Royalists were 'sent to Coventry' and is still seen today as an international place of peace.

Coventry is committed to protecting and maximising on its heritage to achieve city transformation, and has benefited from two Heritage Action Zones. The first focuses on the city centre and the second is around The Burges, piloting this national scheme and showing what heritage-led regeneration can do.

This £30m heritage restoration and regeneration programme continues and the Historic Coventry Trust now hold a large number of city heritage assets, from two Grade I listed 14th-century monasteries to a row of 19th-century shops, enabling the buildings to be restored, re-activated and bringing new interpretation. The newly reopened Charterhouse is an important heritage sites and now a visitor attraction.

The Placeshaping and Public Art Strategy will draw on and respond to these important stories and add to the city's continuing transformation.



Clockwise from top left; Mediaeval Coventry © Coventry Heritage Trail; Coventry Blue dyed fabric; Coventry silk ribbon © Herbert Museum & Gallery; Bicycles at Coventry Transport Museum © Sean Armstrong; Jaguar Makers © Coventry Live; Coventry Cathedral Ruins © Associated English Cathedrals;

¹ medievalcoventry.co.uk

² Coventry Tile Trail, Historic England

2.2 Heritage at CCS

The CCS scheme responds to the site's heritage seeking to reflect, integrate and enhance a number of heritage assets.

The historic views of the 'Three Spires' (Christ Church, Holy Trinity Church and St. Michaels) are retained and the setting of the Grade II listed Coventry Market will be enhanced, as well as other designated heritage assets including Grade II listed former Woolworths, former BHS Building and Broadgate House.

The Coventry Retail Market is a Grade II listed building (since 2009), where it is described by Historic England as: 'A market hall built in 1957 to designs by Douglas Beaton, Ralph Iredale and Ian Crawford of Coventry City Architect's Department' and 'one of the earliest remaining examples of a post-war market building that has survived mostly intact'.

The rotunda market building was the largest covered market in the country when built. The circular design

was chosen to encourage circulation and to provide a number of entrances. The rooftop car park was in tune with Coventry's post-war central shopping areas, first under Donald Gibson and later, Arthur Ling. Although describing the architecture as "undistinguished", Pevsner regarded the shopping centres as "Coventry's justifiable pride"¹. The market is located within the site and continues to offer a range of stalls selling groceries, household goods, takeaway food and other products.

A number of existing routes will be retained and improved including Hertford Street and Market Way. The Pedestrian Precincts were at the heart of renewal post war and now the public spaces that link the market building to The Wave to the south will be improved and the City Wall highlighted in the landscape.

Historic public art is key to the area's heritage and is outlined in detail in the Public Art Strategy in Section 5.

¹ Architects Journal

Community & Diversity

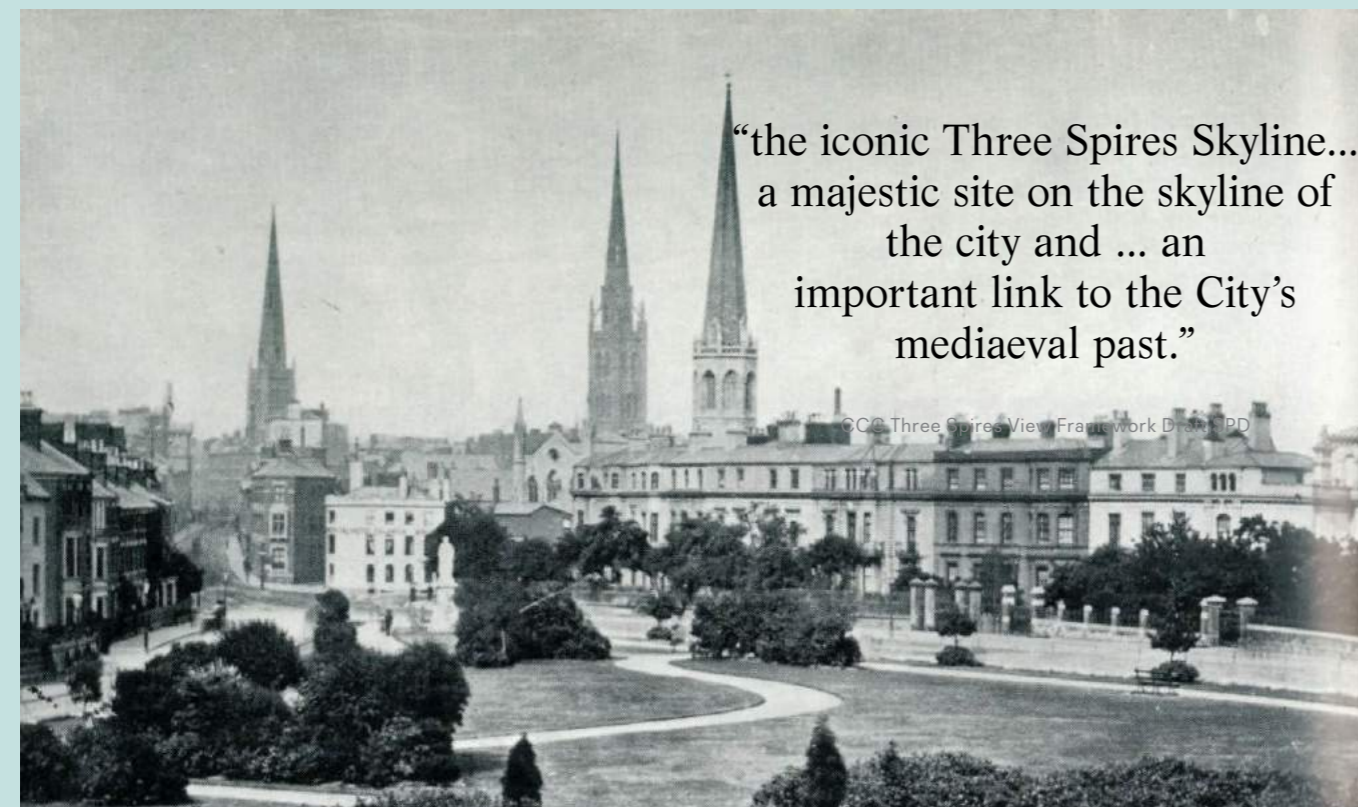
Coventry has a long history of welcoming diverse communities to settle and flourish. It has long been a city that reaches out, having inspired the global twinning city movement, with 26 twinned relationships all over the world.

It is a City of Sanctuary (part of the City of Sanctuary Network) committed to building a culture of hospitality and welcome, especially for refugees seeking sanctuary from war and persecution and is part of the Migrant Friendly Cities Network and has taken more Syrian refugees than any other UK city.

There is a sense of pride and belonging in neighbourhoods, despite challenges around deprivation and inequalities. With significant numbers of people from ethnic backgrounds including South Asia and a large diverse student population, there are a mix of cultures that contribute to a rich foundation of experiences, stories and knowledge.



Left; Coventry's Three Spires
Right & Below: City of Culture 2021
publicity & Our Year Event © City of Culture Trust



2.4 Coventry Public Art

Public art in Coventry is extensive, so much so that a 2021 City of Culture tour offered to take in over 111 public artworks in the city centre in two hours across four miles inside the Coventry Ring Road, not including the plethora of works at Coventry Cathedral.

In 'Post-War Public Art Protection, Care and Conservation, Historic England (2016) states; 'In the period after 1945 public art came to be seen as a symbol of civic renewal and social progress. Sculpture and other types of works were commissioned for new public buildings and civic places, with the objective of bringing art to people's daily lives.'

The post-war redevelopment of Coventry led to a huge growth in Public Art, which added to earlier works evidence a range of approaches to public art including free-standing works, those integrated within architecture and murals.

The CCS Public Art Strategy will provide more context regarding public art in the city and describe current commissioning approaches that are inspired by the many examples of public art commissioning in the city.



Clockwise from top left; Artworks at Coventry Cathedral: John Piper and Patrick Reyntiens Baptistry Window; Chapel of Christ in Gethsemane; Lucy Rie candlesticks; Basil Spence Cathedral exterior; Window detail.



Coventry Cathedral

The incorporation of artist collaborations in the recreation of Coventry Cathedral by Basil Spence is described as 'the apotheosis of this approach'¹. The Cathedral describes its 'powerful, permanent works by some of the greatest artists of the 20th century'². These include works by artists in the mainstream of contemporary art: Henry Moore, Graham Sutherland, John Piper, Jacob Epstein Elizabeth Frink, Lucy Rie; many of whom had taken part in the 1951 Festival of Britain, an exhibition held to demonstrate the nation's recovery after the war, with a view towards modernity.

“Spence was ‘the co-ordinator of the whole operation of commissioning artists and craftsmen... Spence believed that the architect, as leader of the team, should collaborate at the earliest possible stage with his engineers and artists. With the art in progress there was also a reduced risk of it being lost in any subsequent budget cut...Artists were sought to suit each project and the artist’s freedom was maintained.”

The Twentieth Century Society

¹ Post-War Public Art Protection, Care and Conservation, Historic England 2016
² coventrycathedral.org.uk

3. Coventry in 2023

Coventry continues to raise ambitions, reflecting its history of innovation and pioneering placeshaping. As City Of Culture in 2021, Coventry positioned itself as a city that 'uses the past to forge a new future: a city of movement', known for change and moving forward as a city of youth, energy and ambition.

“There’s something about Coventry. As a newcomer from London via Sydney, the city struck me as forward-thinking, forward-reaching, constantly in-progress.”

There is something about Coventry, Blog
Artist, Jules Orcullo
culturechange.coventry.com

Right; Tiny Little Witches Hovering,
Public Art Seating, Bull Yard 2021
© Heather and Ivan Morison

3.1 Coventry Aspires

Once the English capital, and second only to Birmingham in the West Midlands, Coventry is ambitious for its communities, for skills development and sustainable futures. The year as City of Culture, only the third to be awarded this investment and title, helped to reposition Coventry in public perception, a direction of travel that regeneration at CCS can help to sustain and extend in the coming years.

The City of Culture status brought significant cultural and regenerative investment to the city. National partnerships were instigated with the BBC, Sky Arts, British Council, Tate and the BFI, that has thrown light on Coventry's cultural potential.

A key legacy is the emerging City Cultural Gateway Centre, that will host some of the country's greatest artworks and provide greater public access to Coventry's own cultural and heritage collections. Just to the west of CCS, it will re-purpose the former IKEA building as a landmark cultural destination, providing a new home for nationally recognised collections, research facilities and public focused spaces through a City Council, Arts Council England, British Council and Coventry University collaboration. As well as the CCGC, is the new Reel Store digital art space (pending review) and the Daimler Powerhouse, a £2.4 million regional creative hub.

Successful heritage restoration projects, many led by the Historic Coventry Trust have revitalised parts of the urban heritage fabric including Drapers Hall music venue, the recently renovated and reopened Charterhouse, and the medieval St Mary's Guildhall, creating points of unique interest and new 'reasons to come' and discover more about Coventry's evolution.

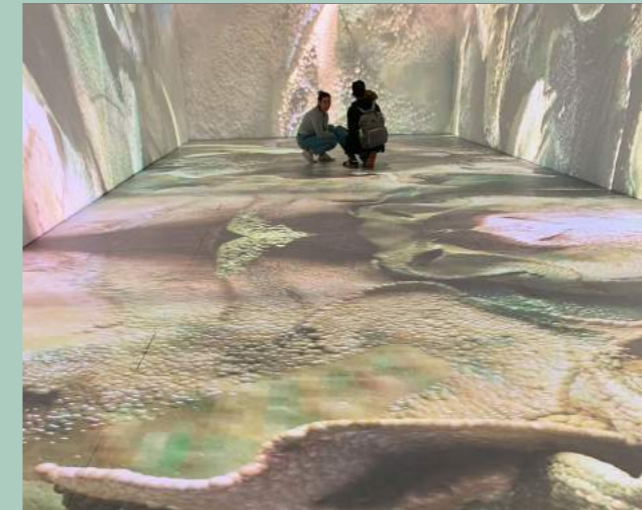
The city is a place of learning with successful universities and a large and growing student community. Coventry University's new Delia Derbyshire building will house exciting new Arts and Humanities' facilities, creative technologies and spaces. The university also intends to

create a dance studio, conference area and artists' studios at the CCGC and will house a FabLab, supporting local people and businesses to learn new skills from 2025.

Ambitious for a place in the sustainable energy race, the national manufacturing development facility at UKBIC is supporting innovative battery technology solutions; a 'learning factory' for manufacturing processes and prototyping-at-scale of new battery technology. It's expected to be followed by further investment into the production of new battery technology through a Gigafactory, bringing new investment and jobs to Coventry. In the city centre, plans for the pioneering 'Very Light Rail' aspire to instigate a new sustainable travel mode to be rolled out elsewhere.

Many parts of the city centre have undergone positive public realm improvements in recent years, that includes the children's play area beside Bull Yard, Radford Brook Linear Park and improvements happening around Coventry station and the route into the city centre.

CCS will contribute to these varied ambitions and amplify the city centre offer.



Right; Reel Store exhibition 2021; UKBIC; Nauls Mill, Coventry © Mary Courtney

3.2 Opportunities

As the UK's 11th largest city, Coventry is excellently located for Birmingham, Warwick, Stratford upon Avon and London. CCS will unlock a new urban quarter to enhance and diversify the experience of the city, adding to and complementing the varied rejuvenation projects underway.

CSS will help to bring about a change of perception with activation that extends to the evening, adding substantial new public space and more reasons for Coventry to continue to welcome local communities and visitors from further afield.

A new square alongside Coventry Market will improve the immediate public realm and the market façade, sensitively transforming the historic market setting.

In future, an exciting opportunity exists to enhance the historic market and roof (the first rooftop parking to have been created in the UK). The creation of a public rooftop garden could enable a new environmentally friendly use and encouraging public access to historic city views.

A further square to the south-east of the site will connect to recent public realm improvements to the west of the Wave. In addition, new pedestrian-priority boulevards will link the west and east of the site, together with enhancements to Market Way and Hertford Street.



3.3 Changing 'High Street'

In part, the regeneration of what is now Bull Yard, Shelton Square, Market Way and City Arcade, is a response to changing retail habits that have challenged high streets around the country. A fundamental shift is underway in how people are living their lives, reflected in their shopping and leisure habits as well as their working environment. A greater drive towards greater city centre living is also an important part of this shift and is a key component to the revitalization of the High Street.

Growing digitisation, that shifted much of retail online, was exacerbated by the Covid19 pandemic, speeding up a further decline in high street shopping. As a result many larger department stores and well-known brands have ceased to trade on the high street.

CCS responds by seeking to create a vibrant environment that is complementary to what is already on offer in the city. One that includes new homes within an attractive neighbourhood - a meeting place to enjoy a range of experiences that are not available on the internet and to explore interesting and changing activity.

Compared with other cities, Coventry has had a low level of city centre living, and therefore misses out on the vibrancy generated by a city centre residential community. CCS will bring the gentle buzz of a city centre neighbourhood with an enhanced leisure and evening offer, such as restaurants and bars, as well as social activities and community uses.

Changes to the space around the HMV Empire venue will maximise the opportunity for seating and outdoor street food in this European scale square.

Together these improvements will cater in a new way for Coventry's estimated 350,000 population that includes a large percentage of younger people, as well as 60,000 students.

L: Coventry Three Spires © Coventry City Council
R: Caribbean Reggae Fever Parade, Coventry City Centre © City of Culture Trust



4 Placeshaping Strategy

A placeshaping vision cements diverse ambitions into a narrative that guides and influences the 'look and feel' of a place and the ways in which spaces are designed for a wide variety of uses and activation.

We want the experience of CCS to be embraced and enjoyed by Coventry's diverse communities of all ages whether for living, shopping, leisure or simply spending time together.

This work and its outcomes support the aim of creating a sense of place and belonging, helping the area to continue to be defined and experienced as an integral part of Coventry city centre.

“CCS will be revitalised as a new city centre neighbourhood combining city centre living, retail & leisure for residents and visitors.

Encircling the historic Coventry Market with newly landscaped streets, squares and public art, it will create a revitalised cultural green-link connecting key transport nodes to the forthcoming Cultural Gateway Centre, whilst revealing heritage and celebrating Coventry's character.”

4.1 CCS Place Approach

Renewal & Diversification

CCS builds on Gibson's ambitious vision for a city oasis - an evolving new heart of Coventry that embraces local heritage and is inspired by the city's innovation and pioneering spirit. The pedestrian precinct was at the heart of the renewal of post war Coventry. This contemporary renewal of CCS continues to be at heart, a place for people – bringing living into a city centre neighbourhood with a refreshed greener public realm and a diversified retail and leisure offer.

Culture & Heritage

Buoyed by its year as City of Culture, CCS embraces the city's rich heritage that is at the core of wider city placemaking. Historic views are retained, and the Grade II listed rotunda market will benefit from a renewed public realm that will create opportunities for spill out and further enhancements in the future.

Collaboration with artists was core to the earlier architectural vision. William Mitchell's Grade II listed Three Tuns Mural, and a number of other artworks, will

be retained and integrated in new settings that respect their artistic integrity. These elements of Coventry's character, together with new artist commissions, will help to integrate the newly landscaped streets and squares within the surrounding city and provide welcoming leafy spaces and routes.

Meanwhile Approach

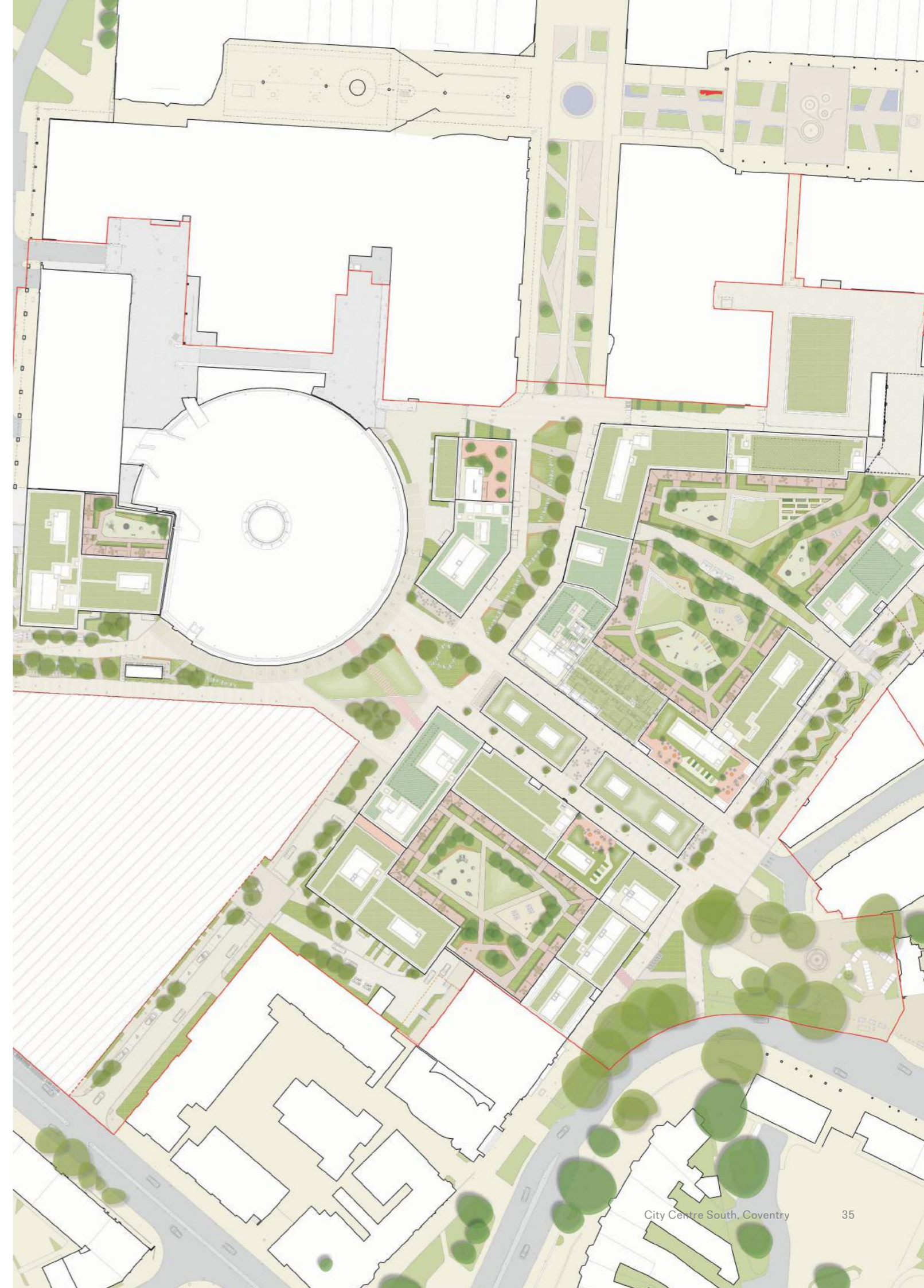
Should the sequencing of works permit, public-facing meanwhile activity could be explored within an area within Block C. In addition, there is an opportunity to optimise on-site activities to involve local businesses, for example through the engagement of local catering companies to respond to the expected demands of the projected construction workforce.

In the lead in to the completion of CCS, it is intended to minimise disruption and ensure maximum access routes are retained, in particular, to the market.

Pop-Up Culture Palace, Enfield Town by Dallas-Pierce-Quintero



Dallas-Pierce-Quintero



4.2 CCS Placeshaping Principles

Guiding Placeshaping Principles

The shaping of CCS is underpinned by four guiding principles implemented through four key focus areas. These connect a range of objectives that together seek to highlight the social and environment benefits being brought forward.

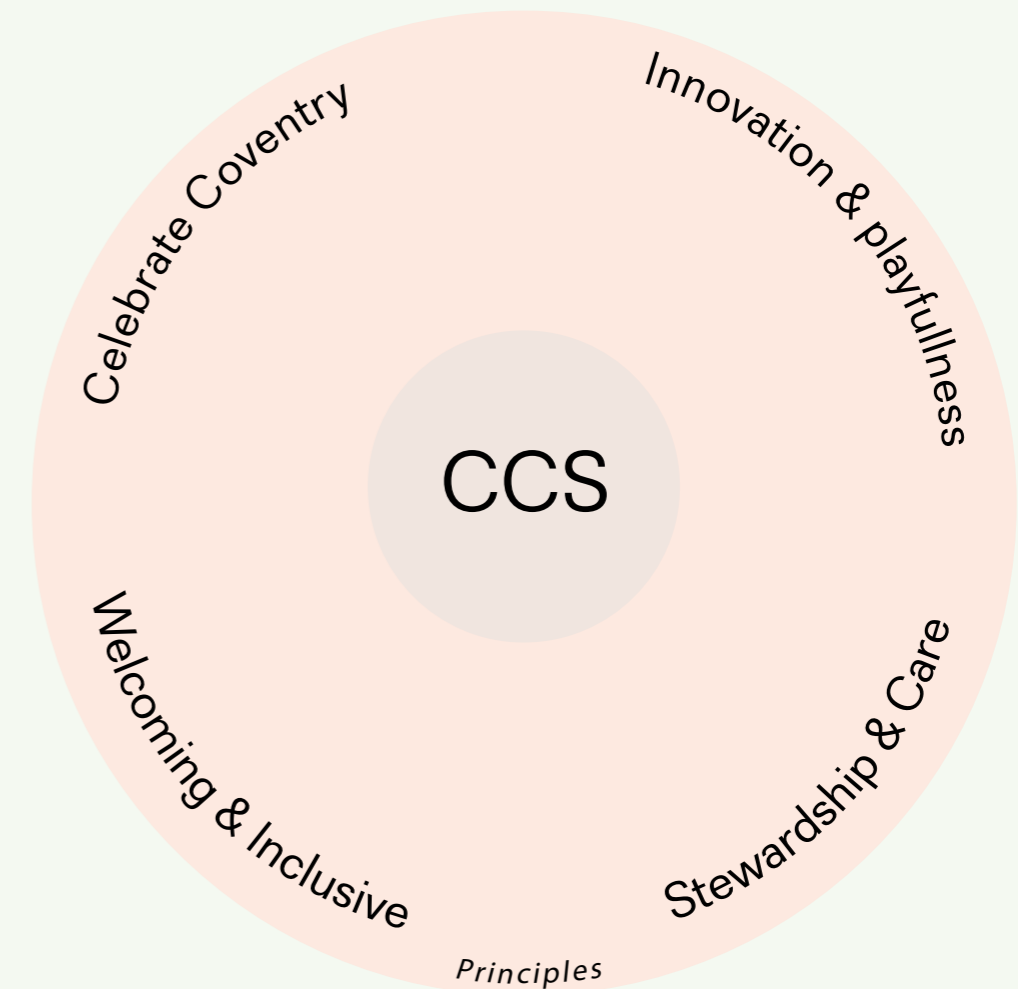
- Celebrate Coventry**

CCS will celebrate Coventry's attitude of innovation and history, through the built environment, landscape design and respect for heritage views; the Coventry Market setting; and public art - through reintegration of historic works and creation of new art that responds to local stories.
- Welcoming & Inclusive**

New and improved public spaces, and a fresh retail and leisure offer that includes independent traders, will form a welcoming space for local communities and visitors of all ages and backgrounds through the day and into the evening.
- Innovation & Playfulness**

Returning a residential community to the city centre will help to mitigate recent high street challenges, creating a neighbourhood buzz in public spaces that create opportunities for play and curiosity, and with public art that highlights city stories such as two-tone music, pioneering industrial histories or reflects diverse communities' lives.
- Stewardship & Care**

CCS is designed and will be cared for long-term. Increased green space that includes rooftop biodiversity together with a district heat network underpin sustainability ambitions. New public spaces are designed for walking, spending time, and connectivity with the wider city. Activation is enabled through spaces for small scale events while the historic market and public art will be sensitively reintegrated and maintained, with new interpretation.



CCS Placeshaping Principles

4.3 CCS Focus Areas

- Activity and Experience

CCS will bring a dynamic mix of a new city centre living, retail and leisure. With a focus on independent traders including cafes and restaurants, with outdoor space for cultural events & community, it will be a place to live, to unwind with family, to meet friends, to discover and explore.

- Architecture & Landscape

Architectural design references the variation in architectural character within Coventry, incorporating detailed elements inspired by the city's design and the rich industrial heritage

Building on historic aspirations for a green oasis in the city - a verdant refuge, free from traffic, creating new welcoming and playful public realm for visitors and residents alike -there will be soft green public realm with generous spaces for movement and spill out spaces for cafés and restaurants. CCS responds to the climate challenge by increasing green space & biodiversity including resident gardens and roofscapes.

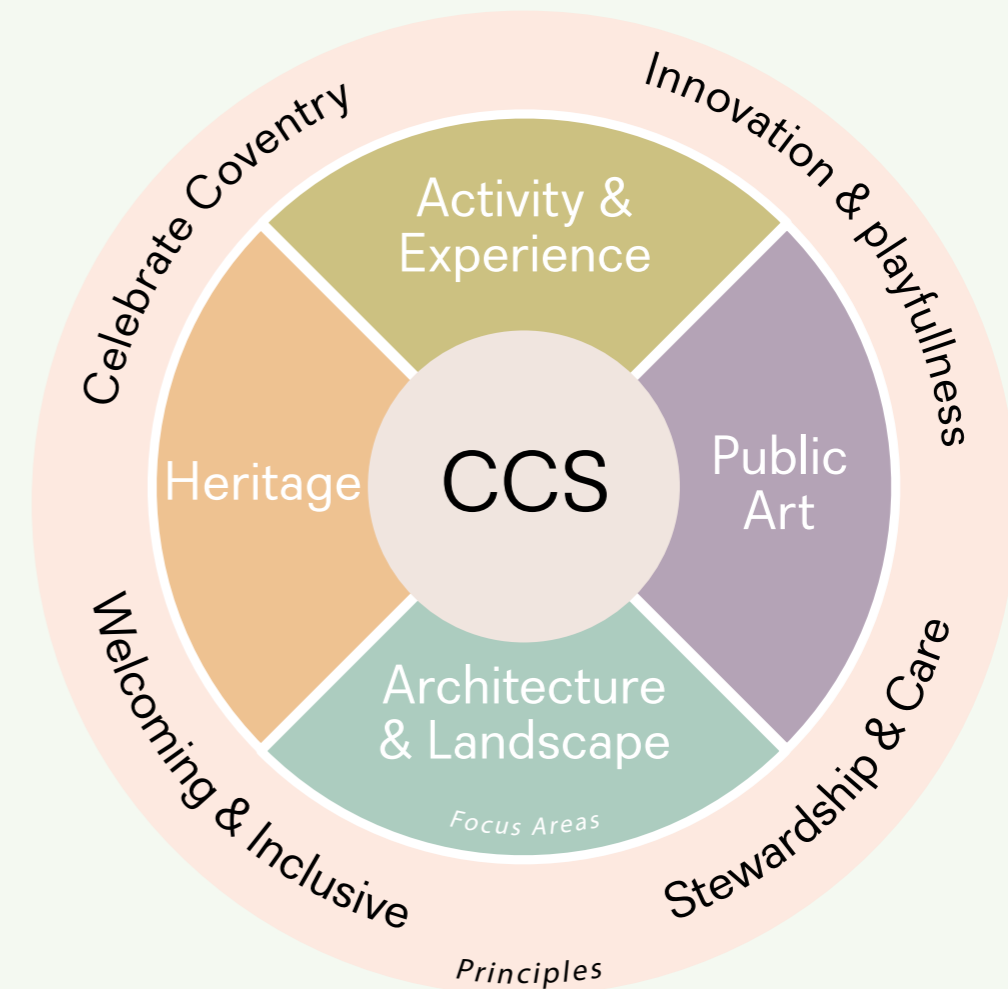
- Heritage

Responding to Gibson and Ling's plans for the city centre, the historic Coventry Market rotunda is celebrated at the heart of CCS. New architecture embeds design details that respond to Coventry's weaving and ribbon making industries. Public routes will highlight the location of the historic city wall and open up key views towards the nearby spires of Christ Church, St. Michael's Cathedral, and Holy Trinity Church.

- Public Art

Sensitive relocation of established artworks will bring familiar touch-points to the new urban landscape. New public art commissions will strengthen CCS' evolving identity, respond to old and new themes and engage with local communities in the process.

Right;



CCS Placeshaping Principles & Focus Areas

4.4 Placeshaping Opportunities

CCS will offer a vibrant and varied retail and community hub that responds to the changing high street environment.

A variety of placeshaping opportunities have been identified to ensure the areas across CCS are characterful and designed to enable different uses, whilst providing improved connectivity through the scheme and beyond into wider Coventry.

Architecture

CCS architectural approach is inspired by the predominantly post war modernist character of the city centre and to the context and aesthetic of the modernist buildings designed by Donald Gibson for the adjacent Upper and Lower Precincts. Particular care is given to forming a new setting for a number of listed buildings.

Architecture responds to existing buildings immediately adjacent to the site such as Broadgate House and references the variation in architectural character within Coventry, with local material use & architectural detail.

The proposals incorporate detailed elements inspired by built examples found across the city centre, and the rich industrial heritage it is grounded in:

- Contemporary 'ribbon' railings inspired by Coventry's ribbon making

heritage and a subtle nod to the festival of Britain railings found in many of the Gibson era buildings. These will be used on balconies, and to form enclosures and gateways within the public realm.

- Articulated brickwork. This is evident in a number of buildings within Coventry. Proposals include patterns inspired by designs for ribbons found in the Herbert Gallery.

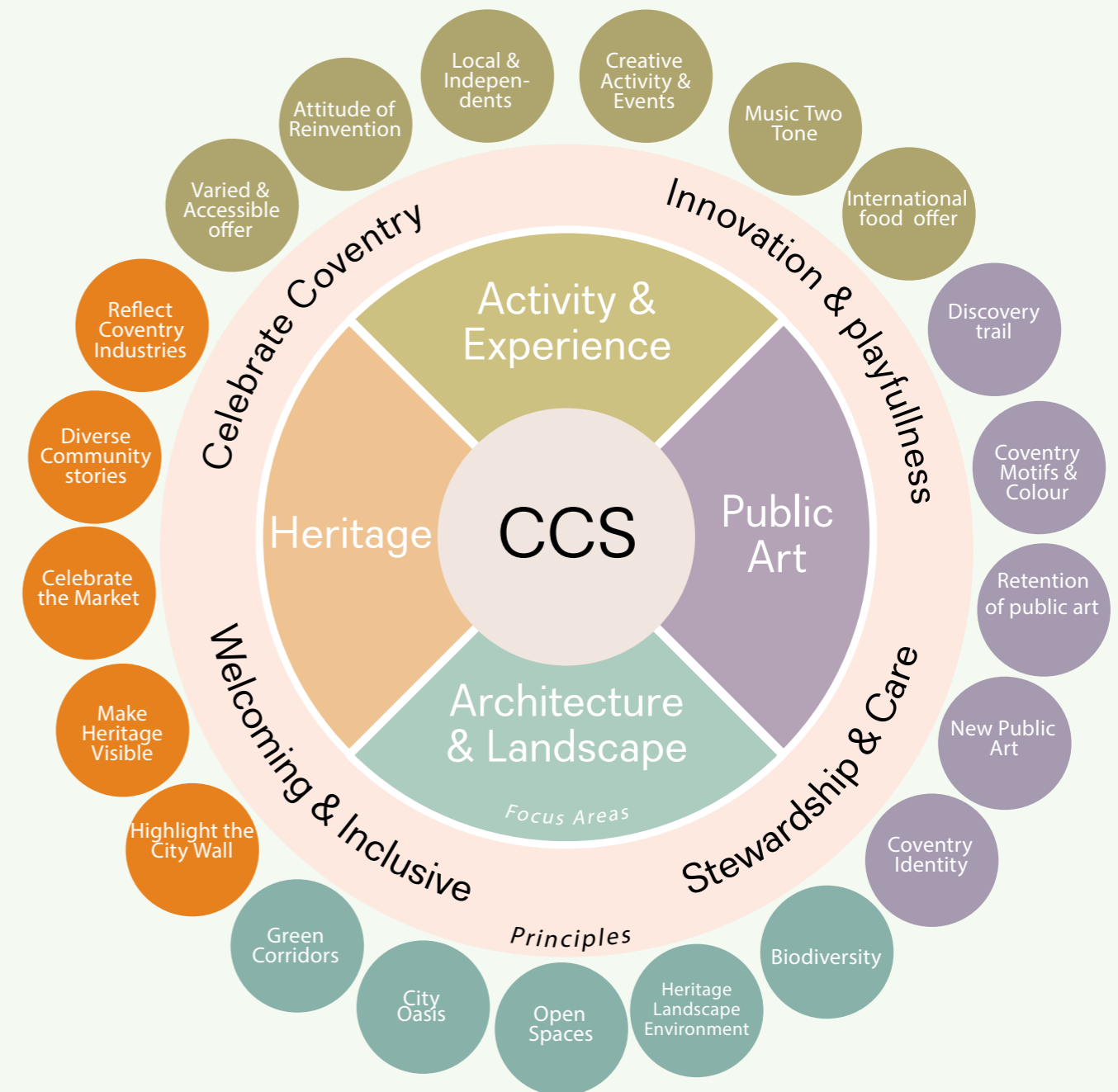
- Tiled wall markers. The use of tiles can be found in a number of locations within the city centre, usually integrated within facades as public art. Proposals for CCCS incorporate tiling sparingly, in order to emphasise key moments within the facade design.

Public Realm

The landscape design will embrace the opportunity to employ trees and plants for enhanced biodiversity as well as to bring a curated colour palette to the different character areas. Measures to ensure legible wayfinding will include formal signage, maps and lighting

Public Art

The placeshaping opportunities have informed the Public Art Strategy that provides more detail about existing and new public art at CCS.



CCS Placeshaping Principles, Focus Areas & Opportunities

4.5 Public Realm Character Areas & Uses

-  Bull Yard Square
-  Hertford Street
-  Hertford Square
-  The Pavilions
-  Market Square
-  Market Way
-  Rover Way



'Bull Yard' Square

The Southern Gateway to CCS.

The public arrival into CCS leads north into Hertford Street and west towards the Market and Market Square. This is the southern threshold into CCS and as such will function as a welcoming space offering key views to the Market and south to Greyfriars Green.

The 'Southern Gateway' is the first landing point for rail visitors as they approach through Greyfriars Green.

It will connect well to the existing public realm to the east that also plays an important role. It is the setting for the Methodist Church and provides well-used flexible space with recently

commissioned stools, tables and bespoke play structures referencing Coventry's architectural built heritage."

There may be scope to incorporate the former Bull Yard signage within the soft landscaping here.

Opportunity

New Public Art here (a gateway commission) could welcome visitors to the city centre and create a positive first impression of CCS and Coventry as a creative and innovative city, rooted in history.

Clockwise from top left: In-ground wayfinding; Detail, Bull Yard Signage, Comedy Carpet by Gordon Young © Blackpool Council; Arts Walk Totem signage © Younts Design ;Yinka Shonibare, Wind Sculpture (SG) | © Stephen Friedman Gallery



Hertford Street

A Green Spine to Hertford Square.

The new-look Hertford Street will connect the Southern Gateway square to the south (Bull Yard) through a green spine walkway to Hertford Square by Broadgate House tunnel. A renewal of levels here means a more accessible

cohesive route can be provided without the need for ramps or stairs.

Hertford Street's playful zig zag planted paths form a central green route between retail shops, and leading to Hertford Square and offers places to stop and dwell.

Opportunity

Integrated playable features and in ground text could add interest and reflect Coventry's heritage on this pedestrian route.



Clockwise from top left: Kings Crescent London Play Street © MUF; In-ground marking, Ashford; Playful corten tree grille: In ground tiling, Brentwood © Lubna Chowdhary

Hertford Square

Intimate Space leading to Broadgate Square.

Leading off Hertford Street, Hertford Square provides views through to Broadgate Square. Reminiscent of a European square, this smaller space is boarded by 4 & 5 storey buildings of varying architectural heritage and

maximises on the presence of the Empire venue that can accommodate events from 50-1200 capacity across various stages, with bars and a balcony. The food kiosks outside have recently been renovated and will be retained.

Opportunity

Elements could form a 'ribbon of play' located within the new landscape corridor and leading to Hertford Square, culminating in new public seating, tables and lighting under the existing trees to serve the street food operators and audience to the Empire. Hard

landscaping could include in-ground artwork referencing the site's history and heritage.

Clockwise from top left: Playful wooden seating bench; The Plantables, Sheffield University by David Appleyard; © Andy Brown; Creative public seating with shelter

