



November 18, 2015

Bill Crolley, Executive Director
Planning, Development, Engineering and Transportation
City of Grand Prairie
206 W. Church Street
Grand Prairie, TX 75050

RE: Plans for an IKEA Grand Prairie Store

Mr. Crolley:

I want to take the time to express appreciation to you and Grand Prairie staff for review and consideration of the proposed IKEA Grand Prairie project. With 377 stores in 47 countries, including 41 in the U.S., we recognize that IKEA stores are unique buildings – inside and out – so I wanted to provide some additional perspective to help provide appropriate context for the City's design review process.

At nearly 300,000 square feet, the proposed IKEA Grand Prairie would reflect the same unique architectural design for which IKEA stores are known worldwide. Inspired by the colors of Sweden (blue and yellow), IKEA stores have a very similar design – both in the U.S., and in other countries, from Sweden to China and from Australia to Austria. Just as IKEA products marry the values of good design and good function, we believe our stores do too. The blue exterior with yellow accent is embellished by clean lines, contemporary materials such as glass and metal, landscaping and signage.

The shell of the building is constructed of composite metal panels manufactured to achieve 4 key goals: (1) a durable, long-lasting and consistent color, (2) a sustainable insulated wall, (3) an aesthetically attractive patterned appearance and texture that enhances the solid blue presence, and (4) ease of expansion capability and seamless look if/when we decide to enlarge the store. For these reasons noted above, there is a clear internal mandate that all U.S. stores – moving forward – are envisioned with the panel installation. Europe already has been proceeding with direction.

[NOTE: some earlier and older stores in warmer climates were constructed as concrete tilt-up projects. However, we recently discovered painted concrete walls ultimately present multiple and significant challenges from an aesthetic and maintenance viewpoint. Including the two stores opening in 2016, only one U.S. store out of the ten most recent ones (since 2008) was built with concrete tilt-up walls.]



We believe our stores offer an iconic impression that is appropriate when a company purchases 35+ acres in a community and constructs a nearly 300,000-SF building from the ground-up with a vision of creating a regional draw. Home furnishings are purchased only several times a year so we strive to maintain a high top-of-mind awareness whenever and wherever possible. And, it is this consistent approach we are proposing to bring to Grand Prairie.

We are very excited about this opportunity for this proposed Grand Prairie store. Pending this project's advancing forward and receiving approvals, we hope to break ground next year, and then open the store in Fall 2017.

Again, thank you for consideration of our proposal.

Sincerely,

Chuck Coker
Real Estate Manager