



ALEXANDRA PALACE AND PARK STRATEGIC SPATIAL MASTERPLAN REPORT

JULY 2012

FINAL DRAFT

FOREWORD

by Sir Terry Farrell

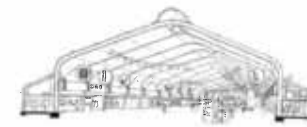
Strategic Thinking for Alexandra Palace



Alexandra Palace 1890



Alexandra Palace represents a fascinating microcosm of our big picture **strategic thinking** on London – we also bring deep understanding of your site due to our previous work on Alexandra Palace, providing temporary facilities during reconstruction of the original building in the early 1980s following the fire.



Farrel's Pavillion, 1981

Taking sensitivity to place as a key generator of the brief for any project as its foundation, the practice has carried out projects worldwide. Here we believe we can ally this big picture thinking, involved in understanding context and the nature of place, with a more intimate understanding and analysis of how a complex of linked building components may be allowed to operate as an integrated, sustainable whole – rather like a small city in its own right.



Farrel's Pavillion, 1981

Our strategic thinking for large-scale clients, evidenced by our similar work for the Royal Institution, at the Great North Museum and the Dean Gallery, and with projects involving **complex event and activities** programmes within interlocking grand interior spaces such as at the Edinburgh International Conference Centre.

With this ability to think **strategically** about your issues, our **familiarity** with the site and its opportunities to flourish, I believe that our combination of skills can produce **real value** for the future of Alexandra Palace.



O2 Arena
- masterplan for events facility

A handwritten signature in black ink, reading 'Terry Farrell'.

Sir Terry Farrell, CBE



GREENWICH PENINSULA - MASTERPLAN INCLUDING THE O2



THE DEEP



BEIJING SOUTH STATION



EDINBURGH INTERNATIONAL CONFERENCE CENTRE



GUANGZHOU STATION

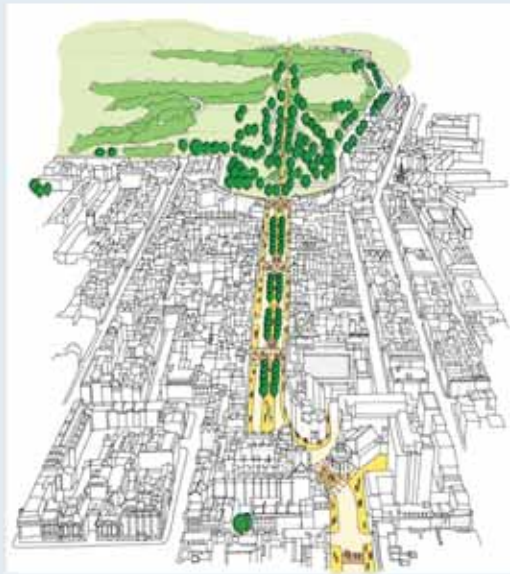


FARRELLS PAVILION AT ALEXANDRA PALACE, 1981

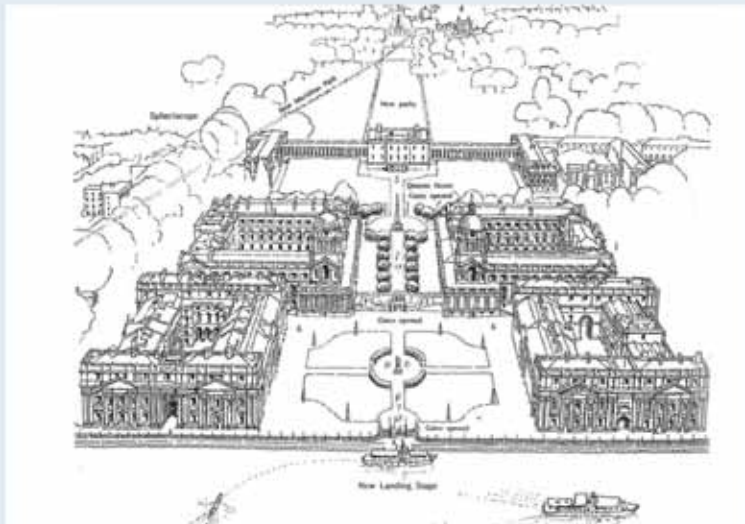
FARRELLS EVENTS + BUILDINGS



HONORARY PLANNER TO LONDON'S ROYAL PARKS

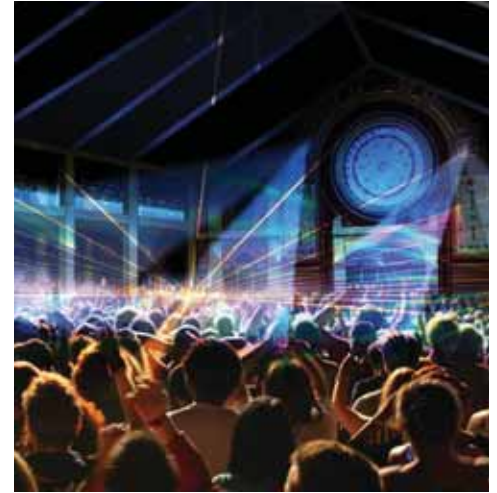


LONDON ZOO - MASTERPLAN INCORPORATING MAJOR EVENT SPACE



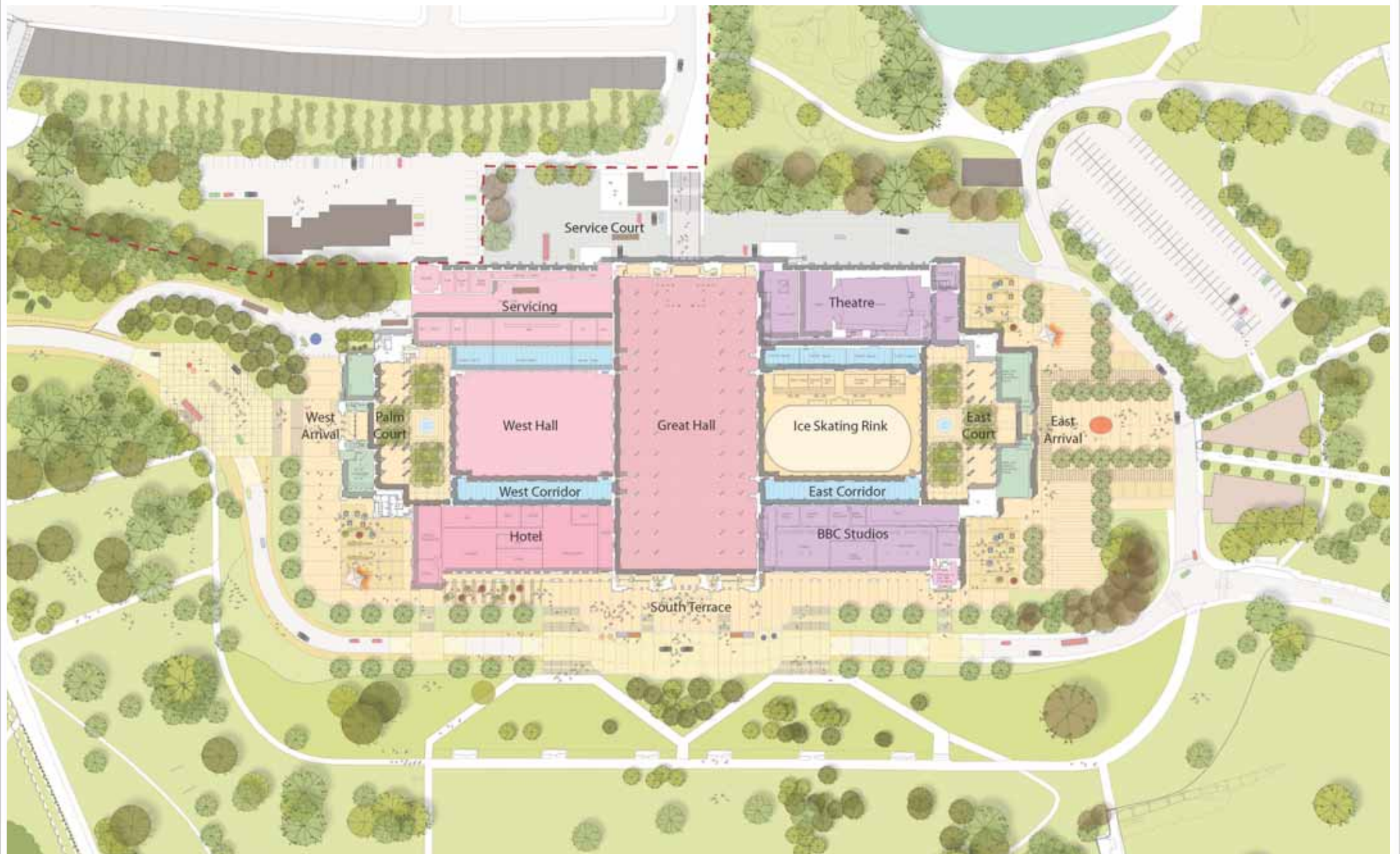
GREENWICH PALACE AND PARK





STRATEGIC SPATIAL MASTERPLAN - THE VISION

ALEXANDRA PALACE



Introduction

Farrells, with WSP Transport, Alexandra Palace team and the wider Consultant team have completed the Strategic Spatial Masterplan for Alexandra Palace and Park. Six key projects have been identified as part of the strategy to refurbish and rejuvenate Alexandra Palace. These projects have evolved from Masterplan principles examined and tested through the Masterplan process. This process to develop the ideas for the Masterplan is set out below and the six key projects, with supporting detail information, are set out later in this report.

Developing the Alexandra Palace Strategic Spatial Masterplan

Work on the Alexander Palace Strategic Spatial Masterplan was undertaken with a detailed site visit, consultant and project team brief analysis, inception and visioning meetings. In summary, the meetings completed included:

1. Client Inception Meetings

Alexander Palace 'Zoning Masterplan' was tabled and discussed

2. Client / Consultant Briefing Meeting

Wider aspirations for the Masterplan was discussed including summary of Colliers Business/use Plan with a focus on key target dates including:

- AP Board presentation April 3 2012
- Public consultation early summer 2012
- HLF application late autumn 2012

3. Consultant Team Site Visit

Detailed overview of the building and uses - current, historic and proposed

4. Facilities and Event Management Briefing – AP with Farrells, Harrison:Fraser & WSP

Overview of events planning and coordination with requirements in anticipation of tendering process for Events Company later in 2012 :

- Car parking
- Public transport
- Future use – music / multi-use incl. sport / awards & exhibition
- BBC history
- Learning and children
- Events in the park – boutique (noise)
- Daylight to the great hall not now required
- Connect to the past and history
- New technologies (the Royal Albert Hall and TV)
- TV
- Creative industries
- Use the views
- More than an event
- Anticipating the Olympic park as a competitor
- Connect with Kings Cross

5. Masterplan / Traffic Review Meeting – Farrells & WSP

First thoughts on wider public transport issues, on site public transport opportunities, the road in the park, car parking, walking distances and orientation considerations and crowd management were reviewed.

6. Masterplan / Conservation meeting – Farrells & Donald Insall Associates

Overview of aspects within the Conservation Management Plan that will affect and interface with the Masterplan were discussed including :

- West corridor (and the hidden 3)
- North towers – a rebalancing
- Service yard
- Terrace and stairs
- BBC tower and colonnade

7. Masterplan / Public consultation meeting – Farrells & Harrison:Fraser

Overview of spatial and use ideas, current and proposed, that will be influenced by public interest in the project.

- Journey times as comparison
- Transport interchange connections
- Food as a use – cookery school
- Film with AP as your back drop (annual smart phone film festival)
- Rituals and traditions of great gardens (weddings in Regent's Park)
- London unplugged

Farrells collected and collated existing project information, reports, plans and images and created a new set of information to facilitate the discussion on the Masterplan going forward. These included:

- Area use plans
- Spatial arrangement studies
- Building sections
- Models
- building and park scale comparisons
- internal and external use precedent studies

Farrells then created a spatial and use framework for the Palace and Park, that was examined through a client/consultant 'charrette' design session, and then developed outline principles for the better spatial understanding and use of the building. These principles were formed into a framework into which appropriate synergies of uses could be considered, whilst aligning with the directions of the draft Business Plan, the evolving Public Consultation Strategy and Heritage Management Plan.

8. The Masterplan - 10 principles - From the Outside In and the Inside Out

The visioning work for the Masterplan was developed into 10 key principles including an understanding of the scale of the Palace and Park together with strategies for improving the entrance - sequence and circulation of the Palace (to facilitate the improvement of existing uses) and the introduction of new uses in underused or derelict spaces to align with the business plan of live entertainment and sport and that are "on Brand". Conservation and accessibility were considered through all aspects of the evolving strategy.

OUTSIDE IN

1 Understanding the Palace and the Park in the London Context :

- *The Park size and scale and uses against London precedents*
- *The Palace size and scale and uses against London's well known event buildings and architectural iconic buildings*
- *Consider the public perception and actuality of public transport connections for the wider London area*

2 Improve the Palace and Park's access and legibility :

- Consider the Parks thresholds - gates and road entrances
- Consider how the local community and London generally use the park
- Adapt the road through to join the Palace with the Park more seamlessly
- Consider the public perception and actuality of public transport connections for the local area

3 Understand the Palace in its Park setting :

- Consider how the two meet and improve the interface by improving front door legibility, servicing access and are more 'filtered' number of entrances for new uses and activities
- Activate the central front door to the South

INSIDE OUT

4 Activate the Palm Courts :

- Supplement and introduce new palms, planting and water to the Palm Court spaces Introduce new uses with front doors off the central spaces
- Create flexible multiuse spaces building on their historical and iconic feel

5 Order the internal circulation :

- 'Re-discover' the four East/West corridors as spaces that filter to the north and south
- The two southern corridors are opened and clear along their lengths
- The two northern corridors are a set of linked spaces
- Use the four corridors to improve the egress from the Great Hall
- Introduce clear vertical circulation to all levels including the basement and upgrade the WC provision

6 Improve the 'offer' of the Great Hall :

- Upgrade the hall in line with the aspiration of the business plan for the space
- Minimum upgrade to include replacement lighting and fire alarm systems with glass repair to the roof
- Consider an upgrade to 'back of house' talent, VIP and servicing spaces
- Maximum upgrade could include the introduction of elements to create a 'black box' space with improved insulation and energy use, new flexible lighting and servicing systems and an improved acoustic performance of the space
- Provide improved and more flexible zoning of the hall for varied use size with a variety of food and beverage options
- Activate the southern door and facilitate general east/west circulation across the building when appropriate to the Great Hall use

7 Open the unused space for new uses :

- Provide opportunities for new uses both flexible and permanent
- Provide new connections with direct access to the levels above and below and out to the building edges and the Park

8 Define the Eastern space of the Palace as community and learning :

- Provide a use focus on sport, drama, media and community engagement
- Provide community rooms for meeting
- Improve the ice rink offer
- Bring the theatre back to life
- Use the association with the BBC to create a new media hub around heritage and 21C communication
- Provide food and beverage opportunities to a scale that supports the above uses
- Integrate learning into all the uses in this zone
- Provide public rooms for conferencing, banqueting and wedding hire

9 Define the Western side of the Palace with revenue generating and hospitality uses

- Provide a focus on live entertainment, live sport, exhibition with hospitality and conferencing
- Provide appropriate servicing and the box office home
- Site a new hotel in the Panorama room space with a lobby off the Palm Court

10 Create a 24 hour public place with a 5/10/15 year development strategy

- Provide new uses that are relevant and appropriate to the Palace with synergies in their groupings and flexibilities
- Each move to be assessed and considered against fabric repair or building upgrade to suit public use and business opportunity

Board Presentation

The ten principles for the Masterplan was presented to the Alexandra Palace Advisory and Consultative Committee Members on 2 April 2012 and to the Alexandra Palace Trustees Board on 3 April 2012. The principles of the Masterplan were broadly accepted by both groups for continued development.

Six Projects for the Masterplan

The visioning work for the Masterplan and key principles were developed further with the wider consultant team and Alexandra Palace to identify six key projects for development and a more detailed explanation at the proposed Public Consultation. The projects are broken into two groups of three. The first three projects seek to improve the arrival sequence and circulation in the Palace through all areas. The second three projects use related projects and focus on the spaces and uses identified in the business plan and seek to facilitate the opening of currently closed or derelict spaces. Conservation and accessibility are integral through all aspects of the six projects. The Masterplan projects are:

Improve Access and Legibility of Existing Uses and New Uses

- 1 Improving Your First Impressions
- 2 Upgrading the Entrances to the Palaces
- 3 Making it Easier to Move Around the Palace

Improve Existing Uses and create New Uses

- 4 Upgrading the Main Halls
- 5 A Hotel in the Palace
- 6 Opening Up the Derelict Spaces
 - The Theatre
 - The BBC Studios
 - The Basement

The Strategic Spatial Masterplan

An overall Masterplan drawing was developed incorporating the six key projects. 3D visuals and precedents were prepared to support and explain the six projects in a clear way. Farrells worked with Alexandra Palace and the graphic consultant to develop the public consultation material.

Transport Analysis and Summary

WSP concluded the traffic study with a summary presentation including wider transport analysis and local and site focused analysis in relation to the six projects and the business plan.

Public Consultation

The conclusions and recommendations from the Public Consultation and Diversity Focus Group Workshops were considered in relation to the Masterplan.

Public Consultation and Diversity Focus Group Discussions

Six Projects within the Masterplan

The visioning work for the Masterplan and key principles identified through the process were developed by Farrells with the wider consultant team and Alexandra Palace to identify six key projects for development and explanation at the proposed Public Consultation. The first three projects seek to improve the arrival sequence and circulation in the Palace through all areas. Three use related projects focus on the spaces and uses identified in the business plan and seek to facilitate the opening of currently closed or derelict spaces. Conservation and accessibility are considered integral through all aspects of the six projects.

An overall Masterplan drawing was developed incorporating the six projects. 3D visuals and precedents were prepared to support and explain the six projects in a clear way. Farrells worked with Alexandra Palace and the graphic consultant to develop the public consultation material and focus group material for use by PPS and URS.

The Masterplan is intended to be flexible to a variety of uses and users, both existing and new. Farrells have reviewed the evolving Masterplan against the outputs of the public consultation and diversity focus group discussions and identified where it aligns with feedback and aspirations and where recommendations can be made to improve perception, use and accessibility of the Palace and Park going forward.

Public Consultation

The conclusions and recommendations of the public consultation process are covered in detail in the separate Consultation Report by PPS.

The report identifies overwhelming support for the Alexandra Palace Masterplan proposals and transport considerations. In summary the following conclusions were reached:

All three projects that seek to improve the arrival sequence and circulation in the Palace through all areas were clearly considered important with emphasis to be given to the rejuvenation of the first impressions and entrance halls. The movement of people through the Palace was considered a low priority to the first two projects.

The Masterplan clearly identifies the importance and value of improving the first impression with public realm projects and the rejuvenation of the front doors and Palm Courts. The projects identified can be considered as a group or separately that can be developed incrementally when associated funding comes forward.

The movement of people through the Palace can also be developed incrementally as uses in the adjacent spaces are improved or introduced. The cross over in projects is inherent to the ideas such as clearing the East Corridor spaces allow the potential for large concert groups to arrive via the East Court, improving accessibility from the East and the train station with improved first impressions. Additionally this alleviates the pressure on the West Palm Court giving more opportunity for flexibility in hospitality opportunities for the Hotel and spaces off the Palm Court.

In relation to the use related projects in the Masterplan, the public consultation identified that the two clear preferences were upgrading the main halls and opening up the theatre. These were followed by a preference to open up the BBC Studios and the basement. The proposals for building a hotel were ranked as the lowest importance.

The Masterplan use proposals can respond positively to the Public Consultation feedback in that the main halls can be developed across a range of improvements as one project or incrementally as the business plans continue to evolve and funding opportunities are explored and confirmed. The theatre refurbishment has momentum with consideration to seek HLF funding this autumn inclusive of an initial stage for opening of the BBC Studios. Other new uses in these areas, identified in the Masterplan, will support the upgrade of these existing uses.

The opening of the basement can be considered as a standalone project with revenue generating opportunities for the Palace or as part of the Hall upgrade or new build in.

The Masterplan allows the Hotel to be considered as a standalone project that can come forward to suit the market response to its potential. Importantly the Masterplan seeks to ensure that the hotel development adds value to the priority uses identified in the public consultation and doesn't detract but improves first impressions and accessibility through the Palace. Public Consultation comment identified some concern to the introduction of a hotel at Alexandra Palace and it will be important moving forward with the Masterplan that the brief for the hotel with associated uses and hours of operation are clearly consulted on and the benefits to the Park and Palace are identified and explained clearly to all user groups.

The public consultation identified the want to increase and improve family orientated events with the provision of family space and facilities with children's play. As the Masterplan evolves and new uses are considered for each area or space, consideration of family facilities should be one of the priorities. The improved public transport strategies identified through the Masterplan will help ensure more family visitors to the Palace and Park.

Public Consultation and Diversity Focus Group Discussions

Diversity Focus Group Discussions

The conclusions and recommendations of the diversity focus group discussions are covered in detail in the separate report by URS.

The Masterplan positively addresses many of the focus groups comments and ideas for improving the Palace and Park. Of particular note are the concerns re local and wider public transport perception and improvements. This has been covered in some detail in the Masterplan and needs to stay at the forefront of the evolving Masterplan.

Key recommendations that can be taken forward to improve the Masterplan further include the following key areas. These should be considered in detail as each area or uses is developed and realised:

- Mobility and step free access for wheelchair users and improved access for all disabled and elderly users – actual and perceived – entering and inside the Palace and within the Park
- Improved signage and appropriate surfacing for all users
- Improved provision of toilets and public amenities in different parts of the building
- The South terrace, both upper and lower levels, with improvements to the road and the opening of the basements to consider safety of road crossing with appropriate space for new uses and ease of access between the levels
- The range of attractions needs to be increased to make it worth the visit, particularly to overcome perceived barriers that it is inaccessible to reach
- Circulation spaces such as wide corridors need to be attractive and animated in themselves and not only for functional purpose of moving people from one space to another
- Improved opportunities for young people's use of the Great and West Halls
- The new hotel - inclusive design around the hotel should be incorporated to ensure visitors don't interpret areas as private/exclusive/non accessible
- The opening of the derelict spaces should provide an opportunity for community space use
- The renovation of the BBC studios provide opportunity for engaging more with young people – both local and wider area groups
- The theatre renovation should create learning opportunities for children and young people and provide usage affordable for local groups
- Strengthen further the relationship between the Park and the Palace to encourage increased use of the Palace by local visitors from different cultural backgrounds
- Extend to improvements to the Park in order to facilitate that connectivity.

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1. Understanding the Palace and the Park in the London Context

- Park **size** and **scale** and **uses** against London precedents
- Palace size and scale and uses against London's well known **event buildings** and **architectural iconic buildings**
- Consider the **public perception** and actuality of **public transport connections** for the wider London area



ALEXANDRA PALACE - AN ICONIC LONDON LANDMARK

ALEXANDRA PALACE

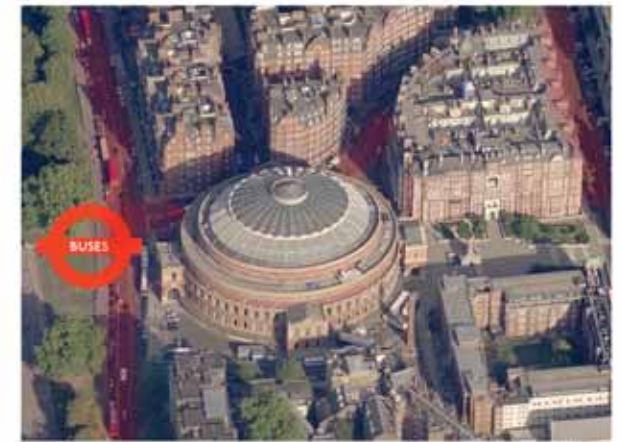




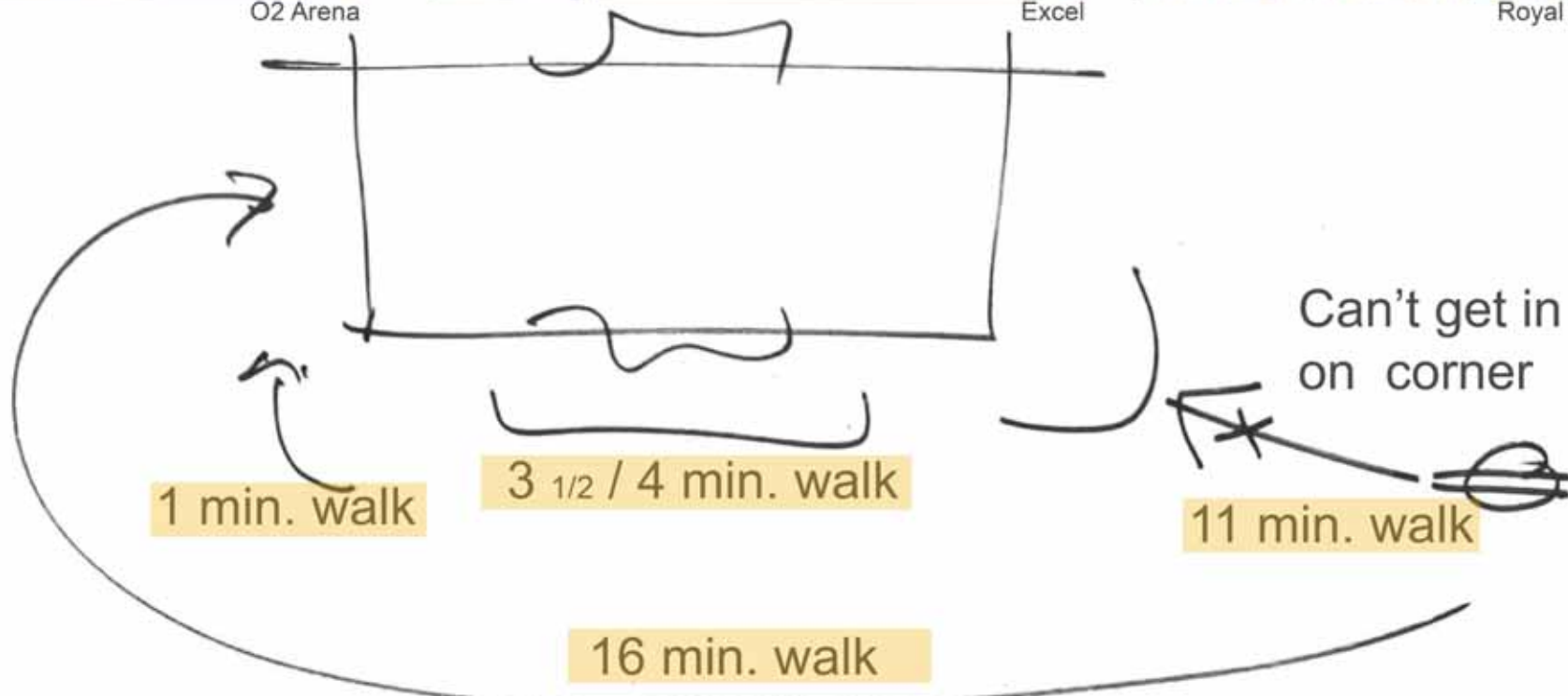
O2 Arena



Excel



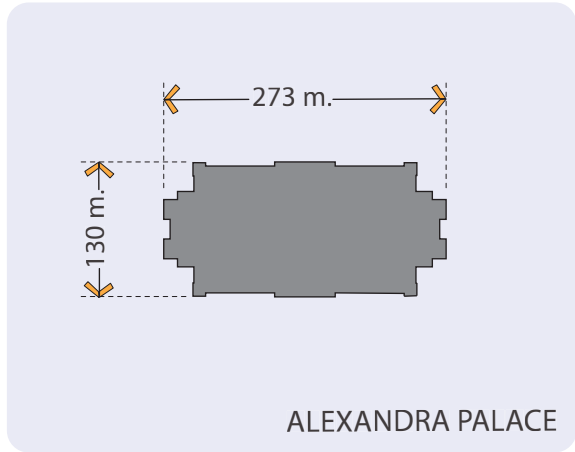
Royal Albert Hall



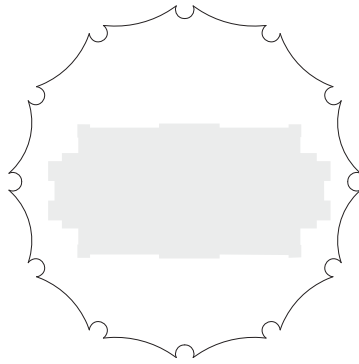
Public transport access should be within about 400 m. of front door

ARRIVAL AND HOW DO YOU ACCESS THE BUILDING?

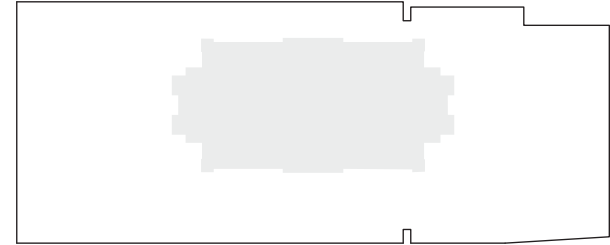




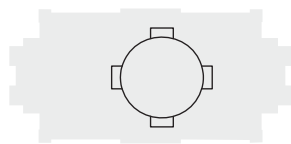
ALEXANDRA PALACE



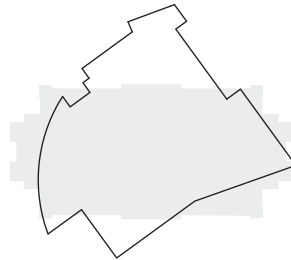
O2 ARENA



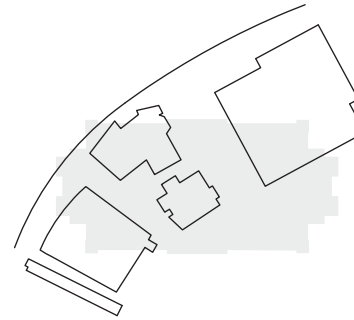
EXCEL EXHIBITION CENTRE



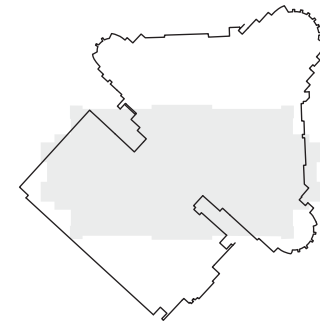
ROYAL ALBERT HALL



OLYMPIA EXHIBITION CENTRE

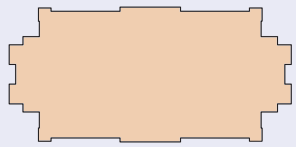
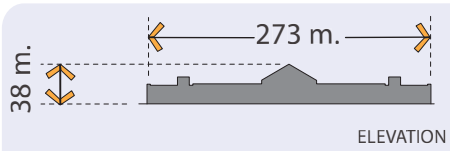


SOUTH BANK:
NATIONAL THEATRE
ROYAL FESTIVAL HALL
THE HAYWARD GALLERY

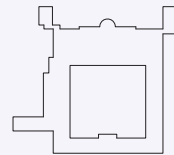


EARLS COURT EXHIBITION CENTRE

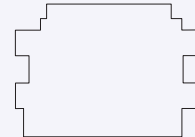
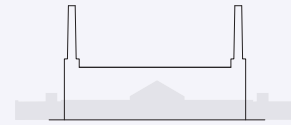
BUILDING FOOTPRINT COMPARISON



ALEXANDRA PALACE



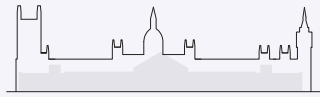
BUCKINGHAM PALACE



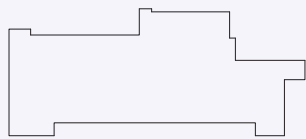
BATTERSEA POWER ST.



NATIONAL GALLERY



ELEVATION

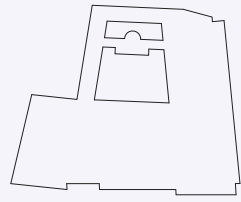


PLAN

PALACE OF WESTMINSTER



ELEVATION

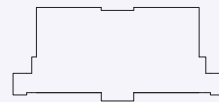


PLAN

VICTORIA AND ALBERT MUSEUM



ELEVATION

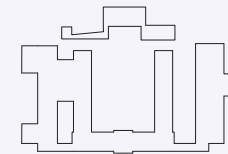


PLAN

NATURAL HISTORY MUSEUM

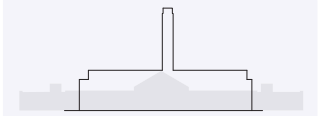


ELEVATION

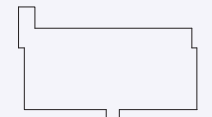


PLAN

SOMERSET HOUSE



ELEVATION



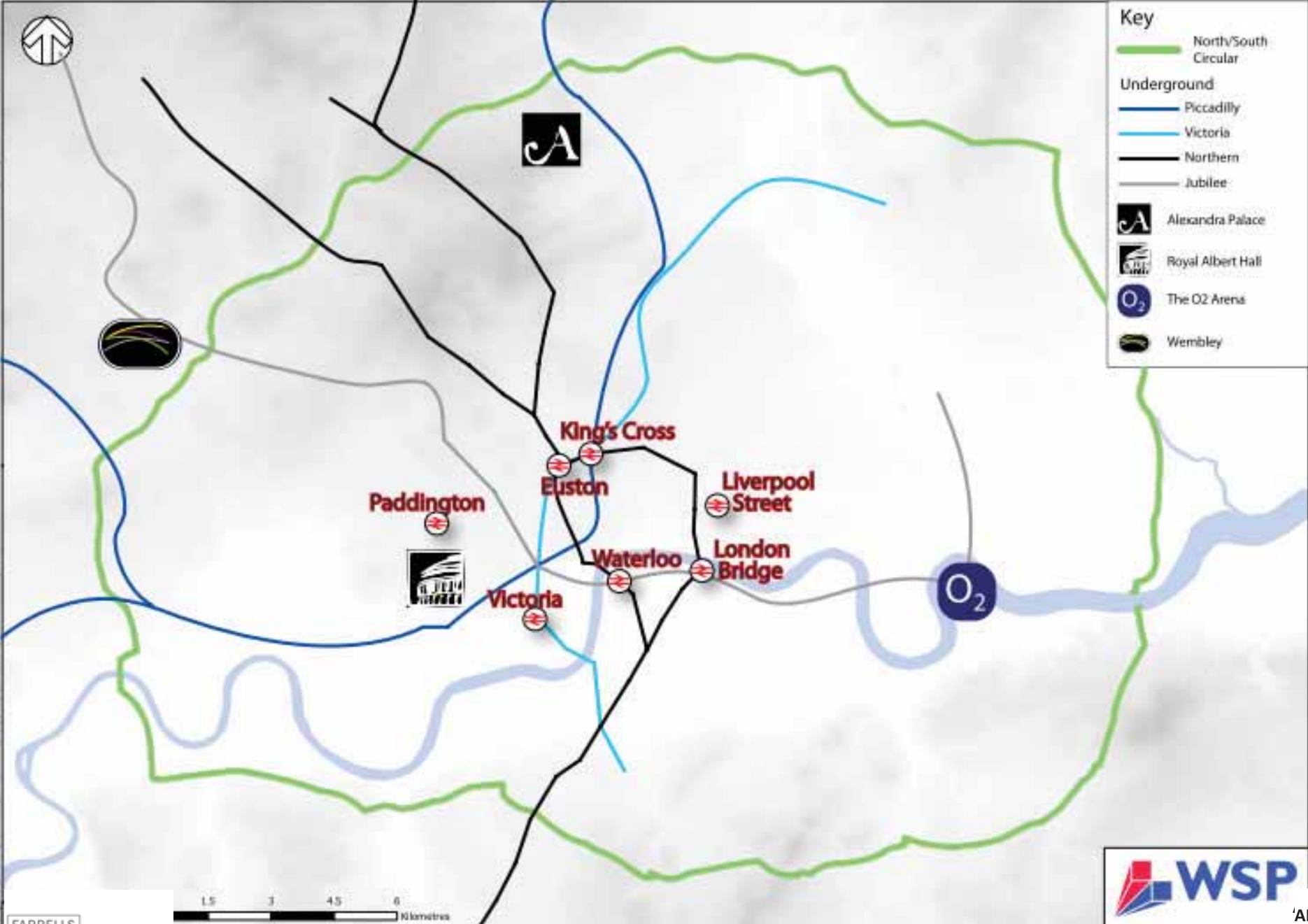
PLAN

TATE MODERN

Improve the Palace and Park's Access and legibility - Site, Local and Wider Transport Considerations

- Consider the Park's **thresholds** - gates and road entrances
- Adapt the road** through to join the Palace with the Park more seamlessly
- Consider the public perception and actuality of **public transport connections** for the local area
- Consider impact on Palace in the park and the local area in relation to improved and new users in the Palace and Park

Comparison to other Venues



Comparison to other Venues

- Perception that Alexandra Palace (AP) is a long way out of London– but not really that far
- However AP not as accessible to other locations – on a scale of 1-6 where 6 is high accessibility and 1 is Poor,
- AP has a public transport accessibility of 2, the edge of the park is 3.
- In comparison the O2 at Greenwich Peninsula has an accessibility of 5; Wembley Arena -3, and Royal Albert Hall – 4

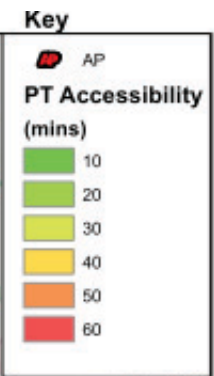
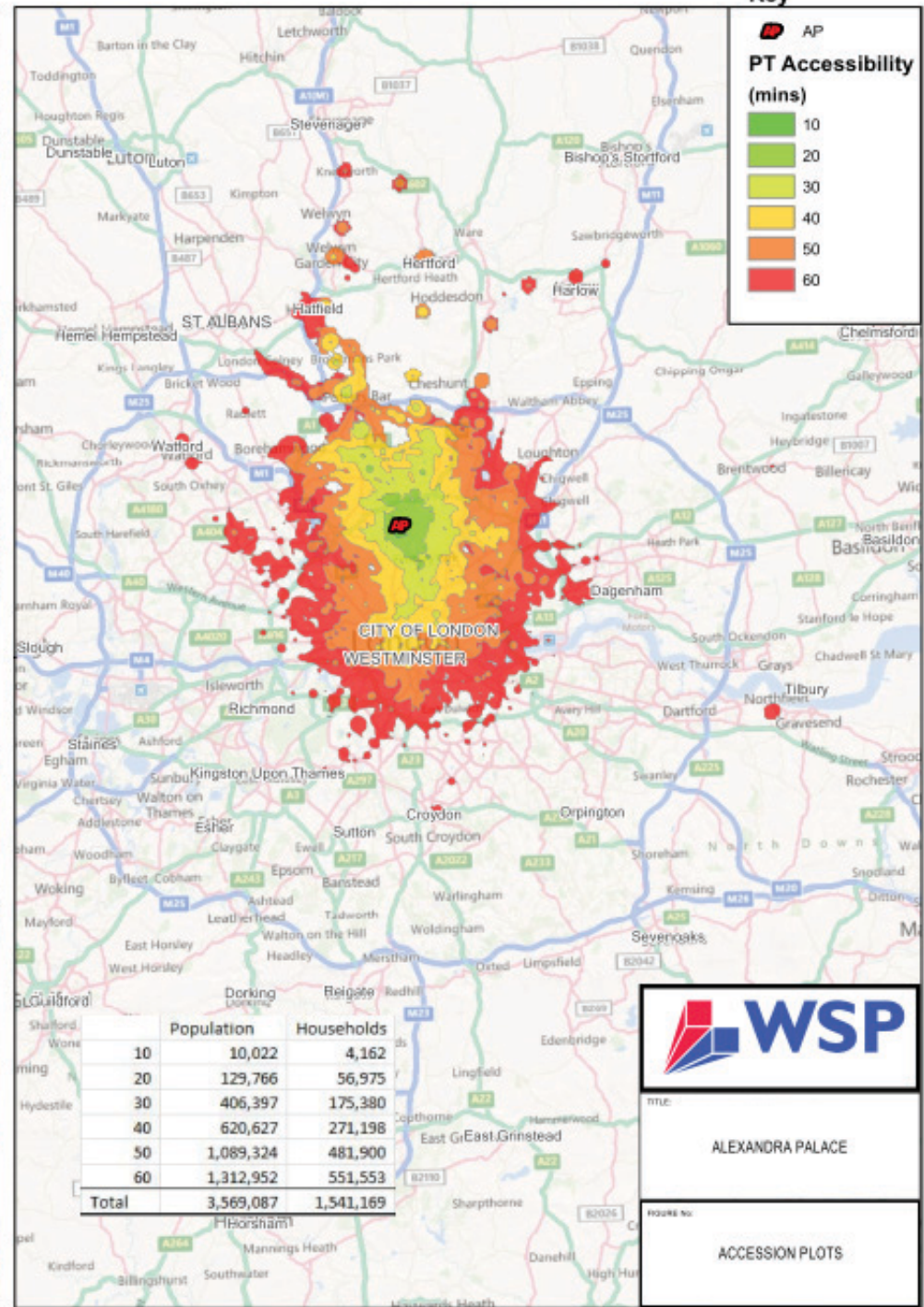
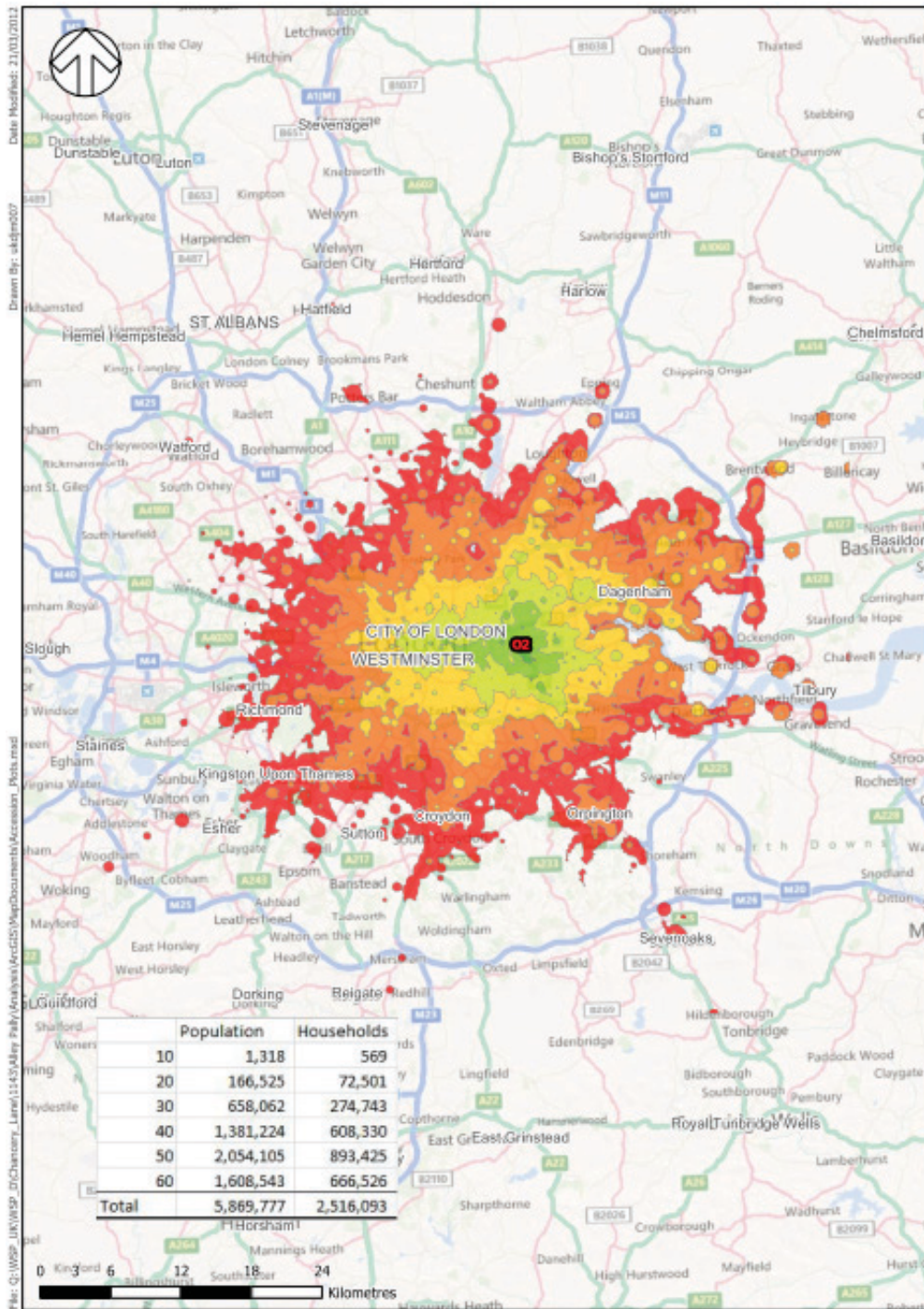


FIGURE NO:

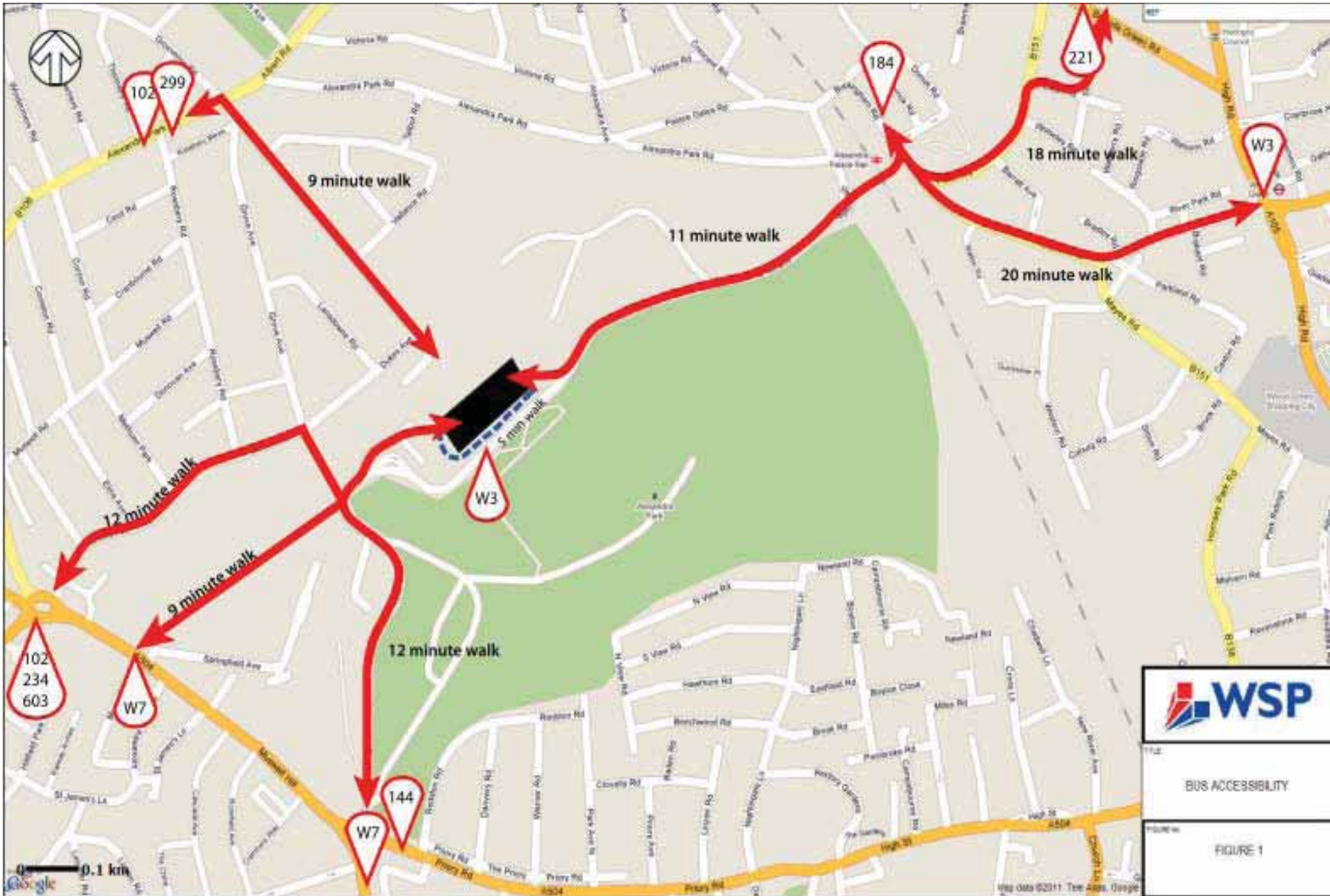
ALEXANDRA PALACE

FIGURE NO:

ACCESSION PLOTS

Comparison to other Venues

- Access to transport is one thing; however population that can access within, say, an hour, is another.
- Some 5.8M people can access O2 within 1 hour public transport travel time, where-as 3.5M are within 1 hour for AP. Whilst this is less than O2, it is nevertheless a substantial population.
- AP understand that we need to work hard to emphasise the transport connections we have got, and improve them where finances allow



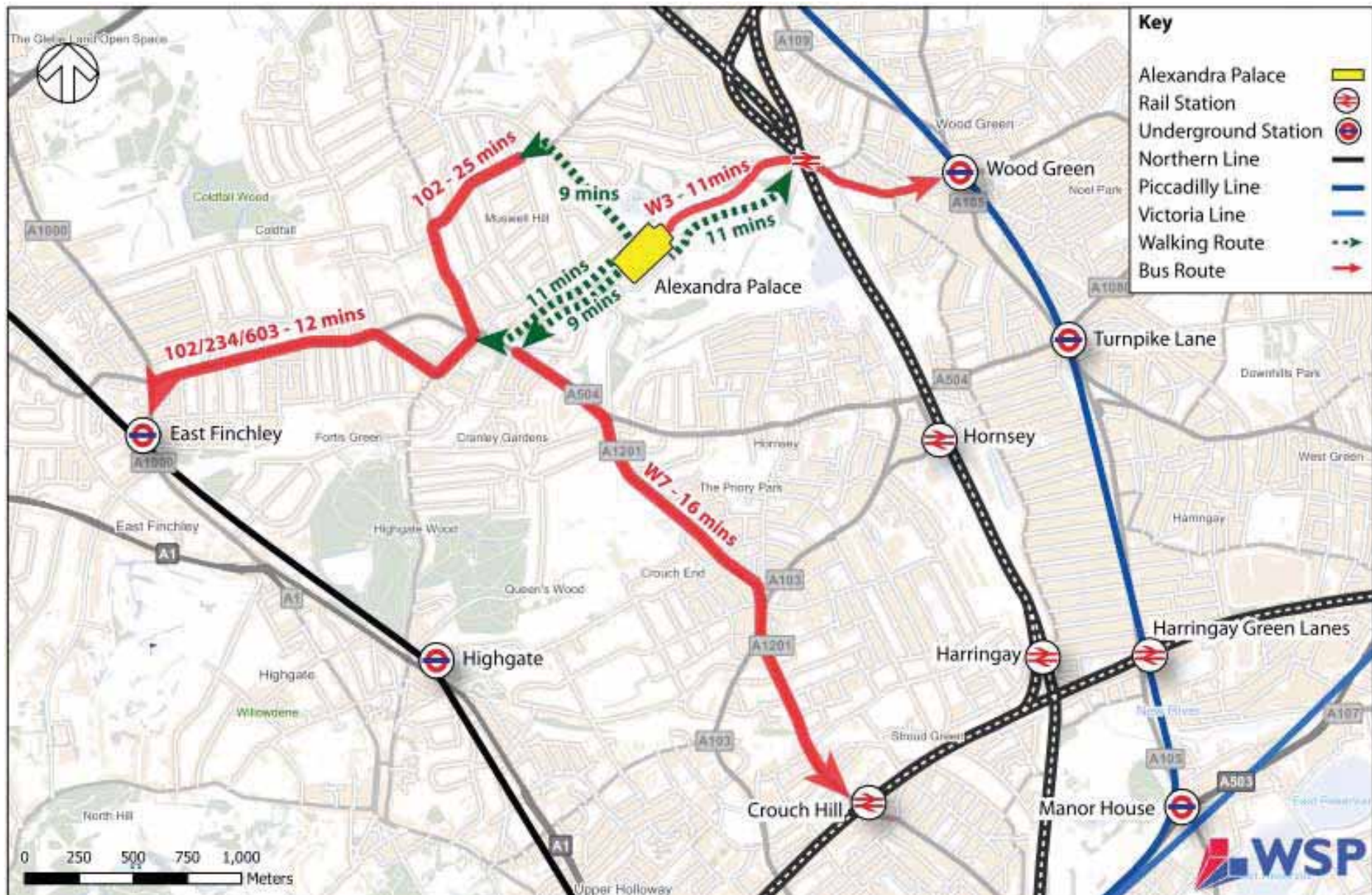
BUS ACCESSIBILITY

FIGURE 1

Arrival – how do you access the building?

- It is a big building 3-4 minutes' walk from one end to the other
- And it is in a park, so from AP station say, 11minutes walk, to eastern end the Ice Rink entrance, and 16 to western entrance.
- By way of comparison, the O2 has a tube station (Jubilee line) and bus interchange within 2 minutes' walk – and whilst the O2 building is much bigger than AP, perception is arrival is edge of Dome
- Albert Hall is about 14 minutes from nearest station (albeit not up a hill) but is served by 7 bus routes

Public Transport Provision



Local Transport Connections

- There are a number of different ways to get to AP – and we need to communicate this better
- *Piccadilly line to the east with direct W3 bus service every 3-6 minutes – 11minutes journey time*
- *East Finchley on the High Barnet branch of the Northern Line is 12 minute bus ride and then an 11 minute walk from west*
- *Crouch Hill to the south on Overground (north London Line) is 16 minutes by bus and 9 minute walk.*
- *AP station on Capital Connect line, is 11 minute walk or 3-4 minutes by bus*

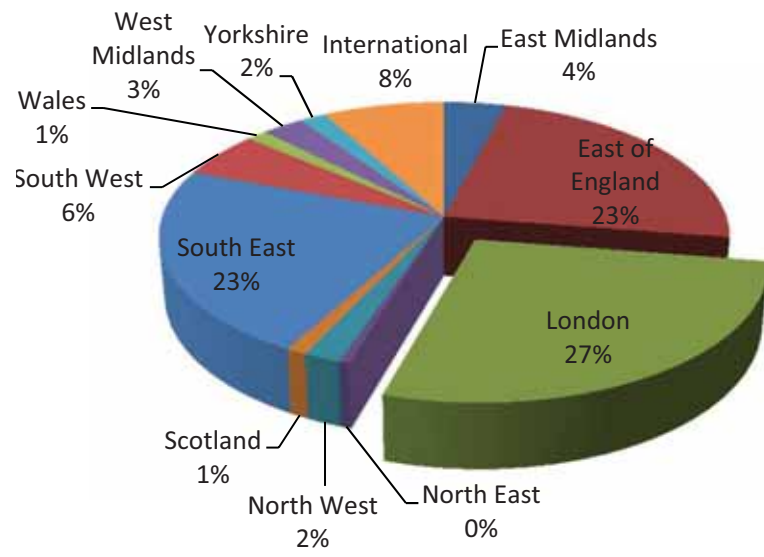
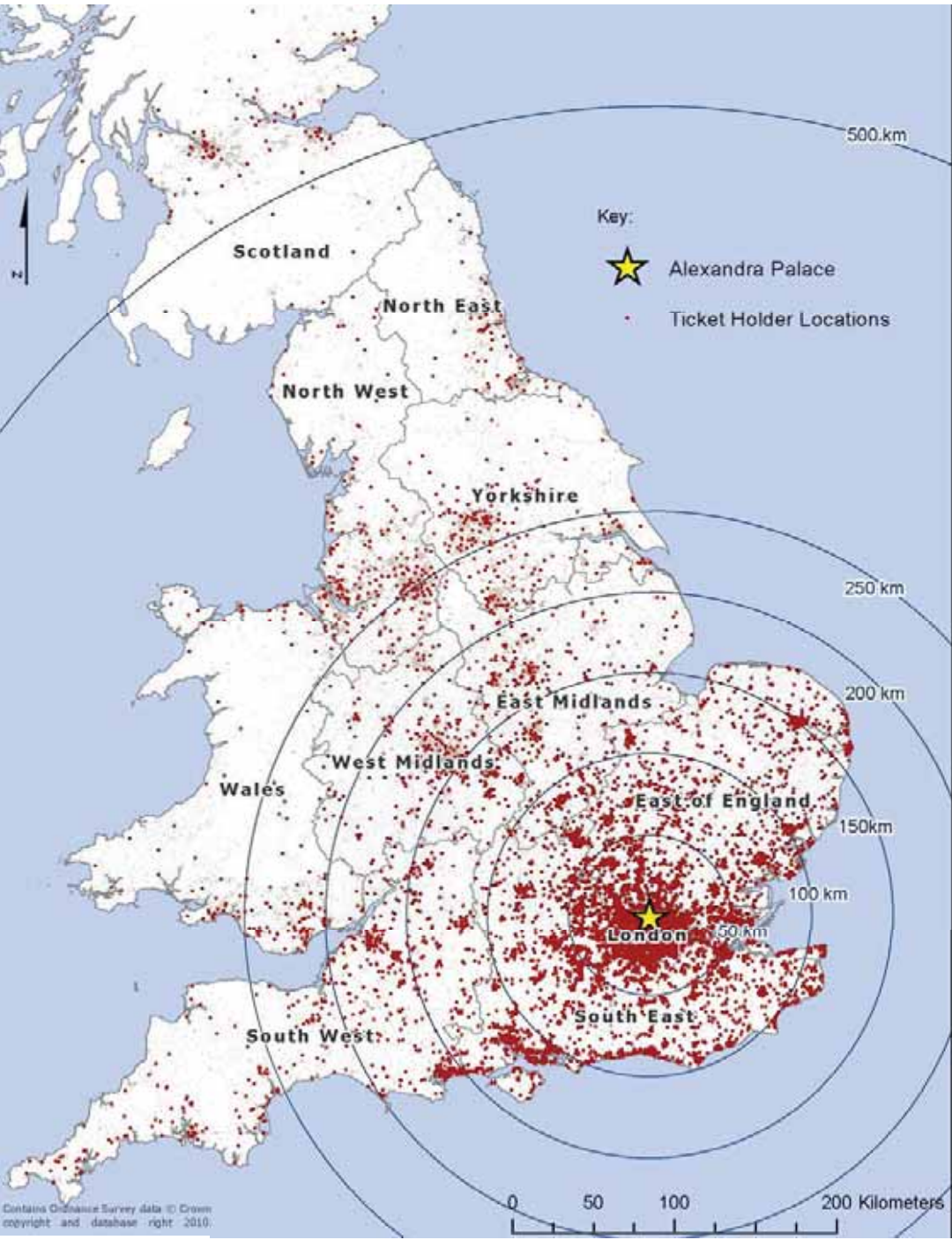
Arrival – how do you access the building?

- Legibility of route up hill is also important, and trees obscure obvious desire line so we need to improve, and we will do this by improving the direct pedestrian links to the eastern entrance.

Local Transport Connections

- Bus companies (TfL) ideally want to run regular buses where there is steady demand for trips –so the final mix of uses at AP will determine how far we can improve services. We have had some initial discussions with TfL but need greater certainty of the scale of uses and the timing of implementation to develop a clear picture of what is possible.
- London Buses will expect any new bus services to be underwritten if the need for the change is driven by development. Funding can amount to some £230k per annum per bus, and the better the frequency of service the more buses are required. These costs are normally required to be underwritten over 3 – 5 years.

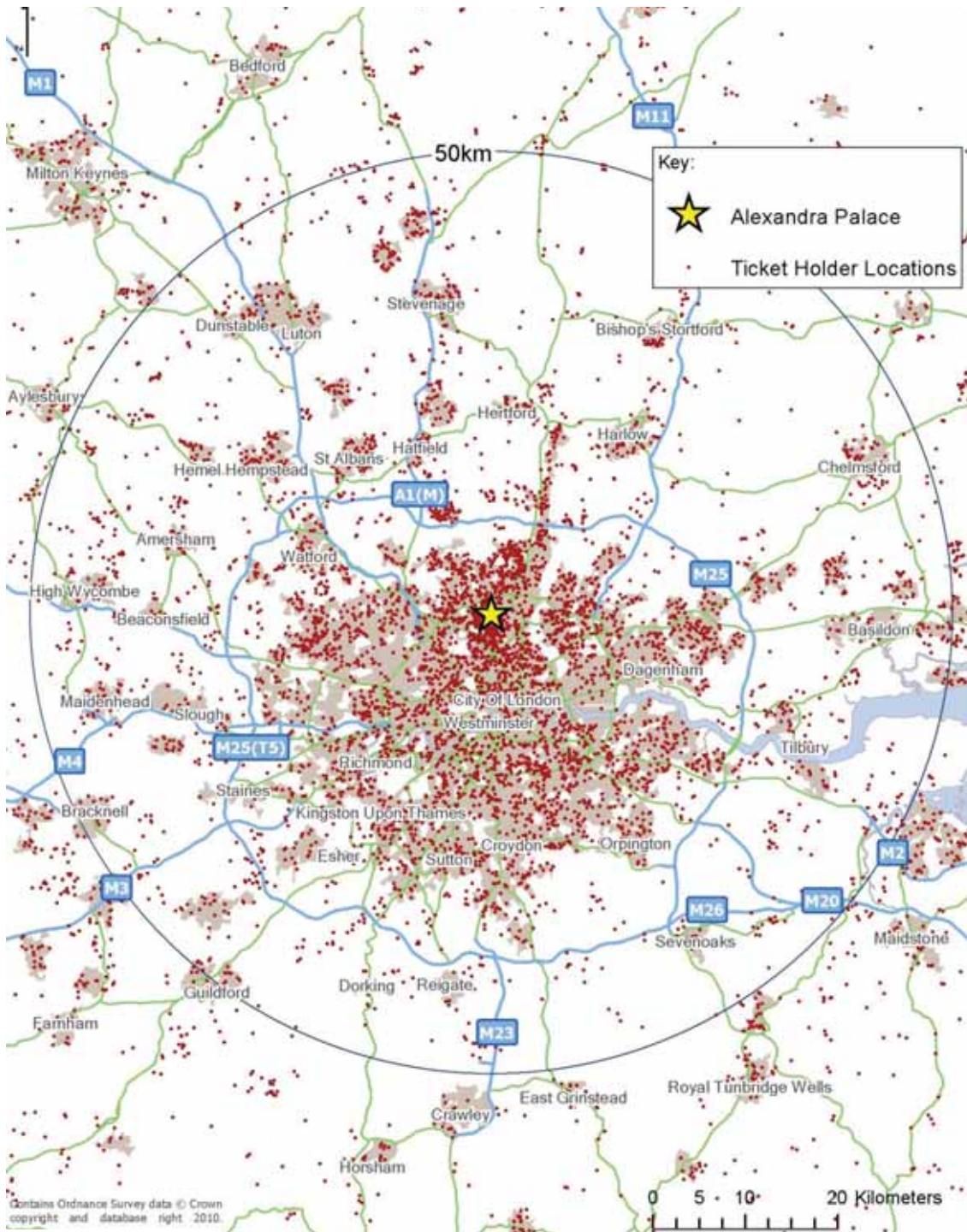
Typical Ticket Holder Home Locations



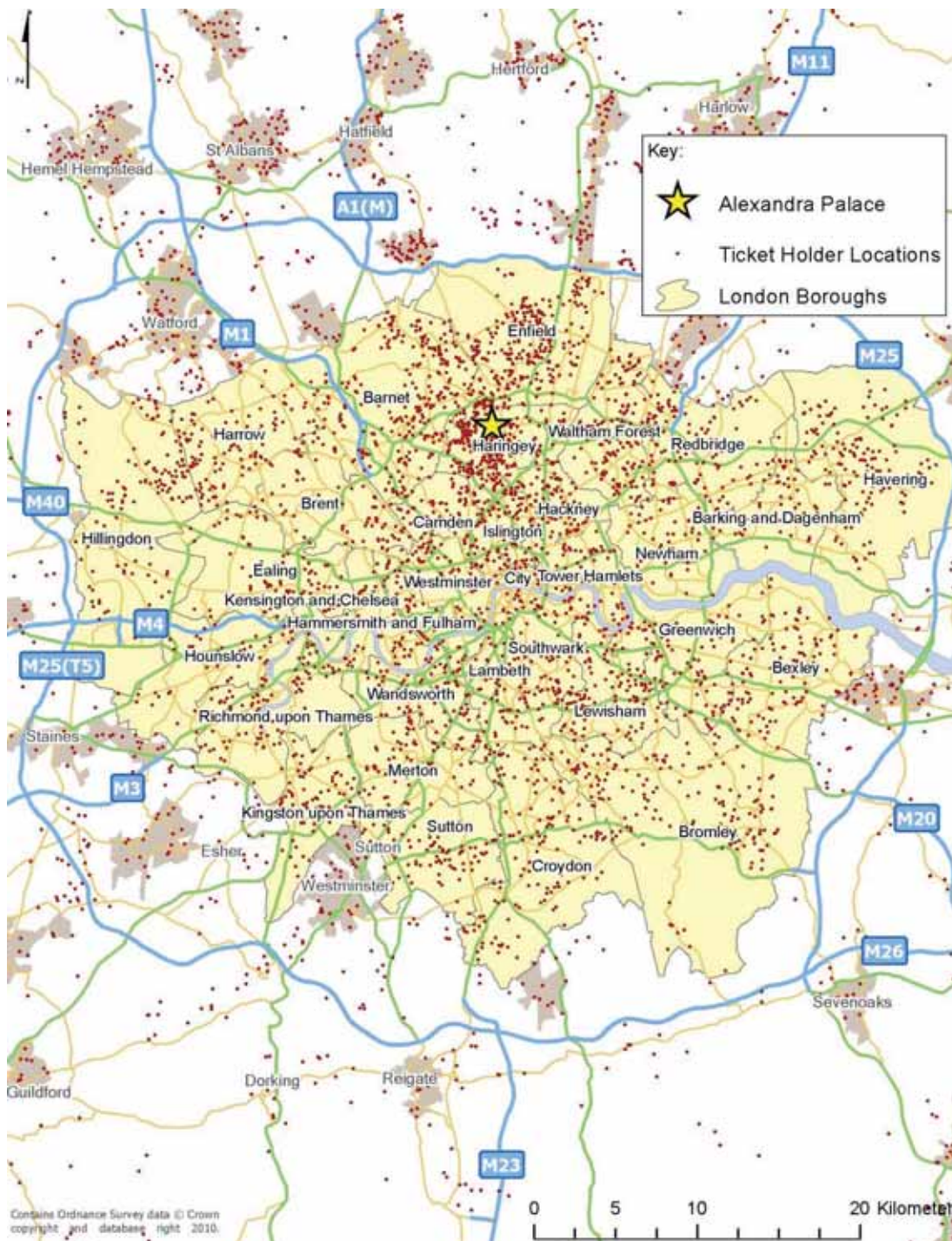
Typical Event Catchment Data

- The exhibition and events held in the main Alexandra Palace spaces draws people from across the Country
- Some analysis has been undertaken of where these people live
- Many may travel to hotels then travel to AP

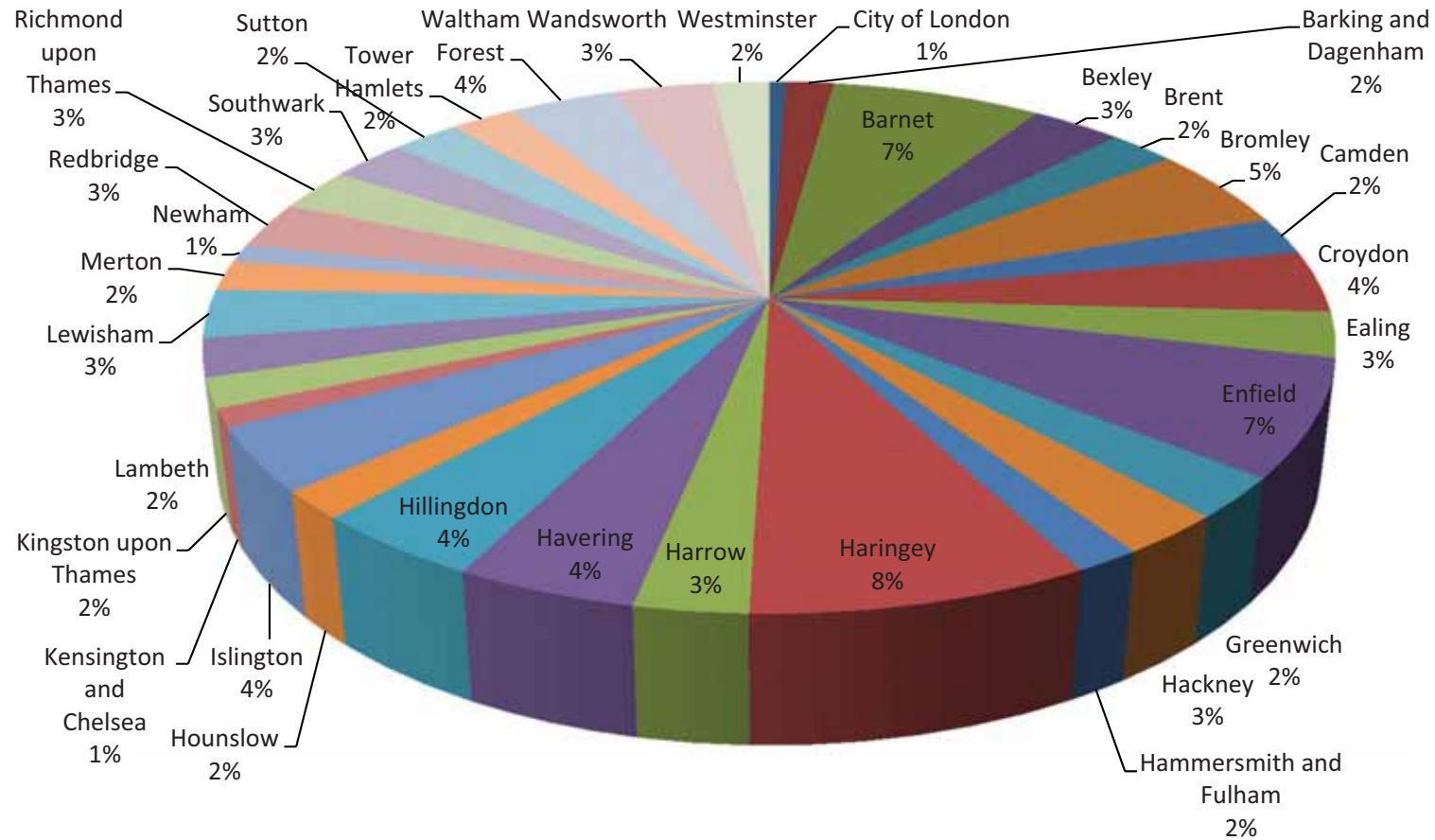
Ticket Holder Home Locations – 50km



Ticket Holder Home Locations - London



Ticket Holders Living within London by Borough

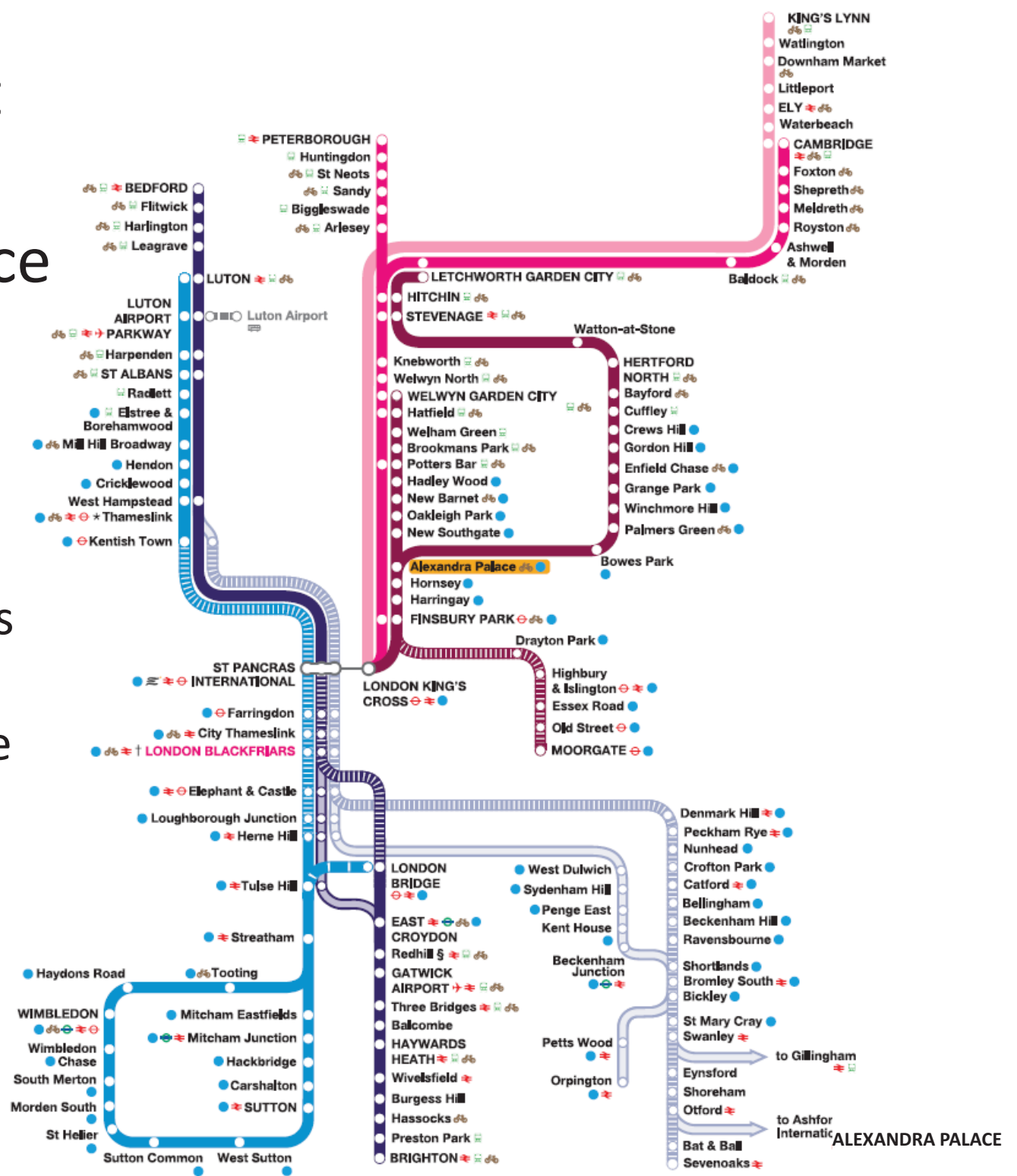


Typical Event Catchment Data

- The data shows that there is a very wide spread of people attracted to the site
- Therefore any access strategy must connect into the dense transport network within London and accept that people can navigate around that network

First Capital Connect services from Alexandra Palace

- Alexandra Palace Station is served by trains from Moorgate during the week and Kings Cross at weekends
- There are key locations that can access by these services
- 12 trains per hour in weekday peaks and 4 per hour at weekends



Improving Perceptions

- Some Initial work has been undertaken to try to show how the connections to AP can be better communicated
- This focuses on the best connections, namely the W3 service and AP station

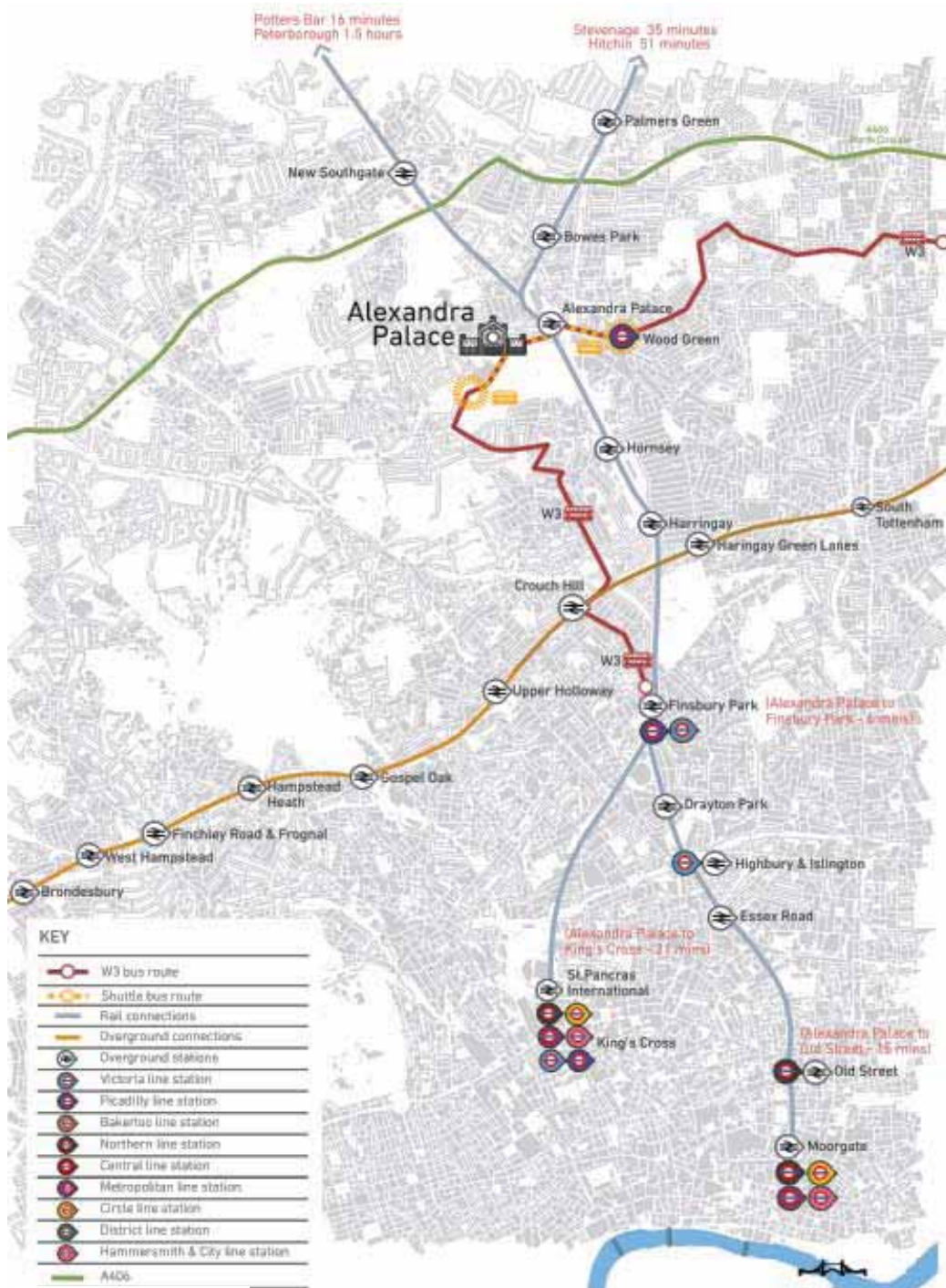


Alexandra Palace



www.alexandrapalace.com

Key Transport Messages



- Information can be posted on the website and in flyers sent with tickets
- W3 service connects with Wood Green (Piccadilly line) and Finsbury Park (Piccadilly and Victoria Lines) as well as Overground line at Crouch Hill
- Victoria, Piccadilly and Overground lines interconnect with London's dense transport network
- Mainline services to Alexandra Palace Station start in the heart of London and serve a number of major towns
- Event day shuttle bus services connect to Wood Green and Alexandra Palace station



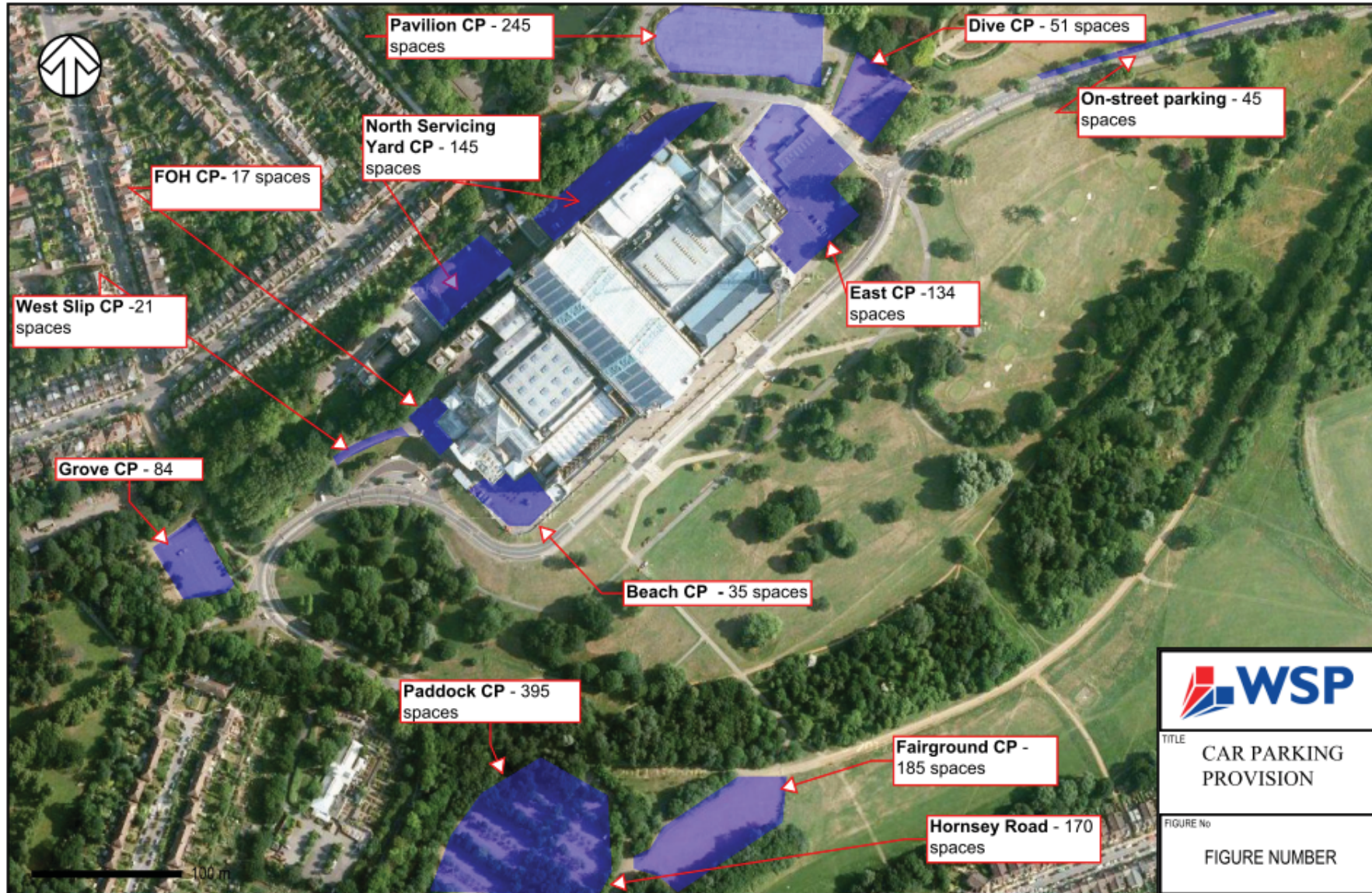


Key Transport Messages

- A simplified diagram can be used where space is limited
- This concentrates on the W3 service
- We can add shuttle service if required

Parking

Total Parking Spaces = 1527 spaces



Parking

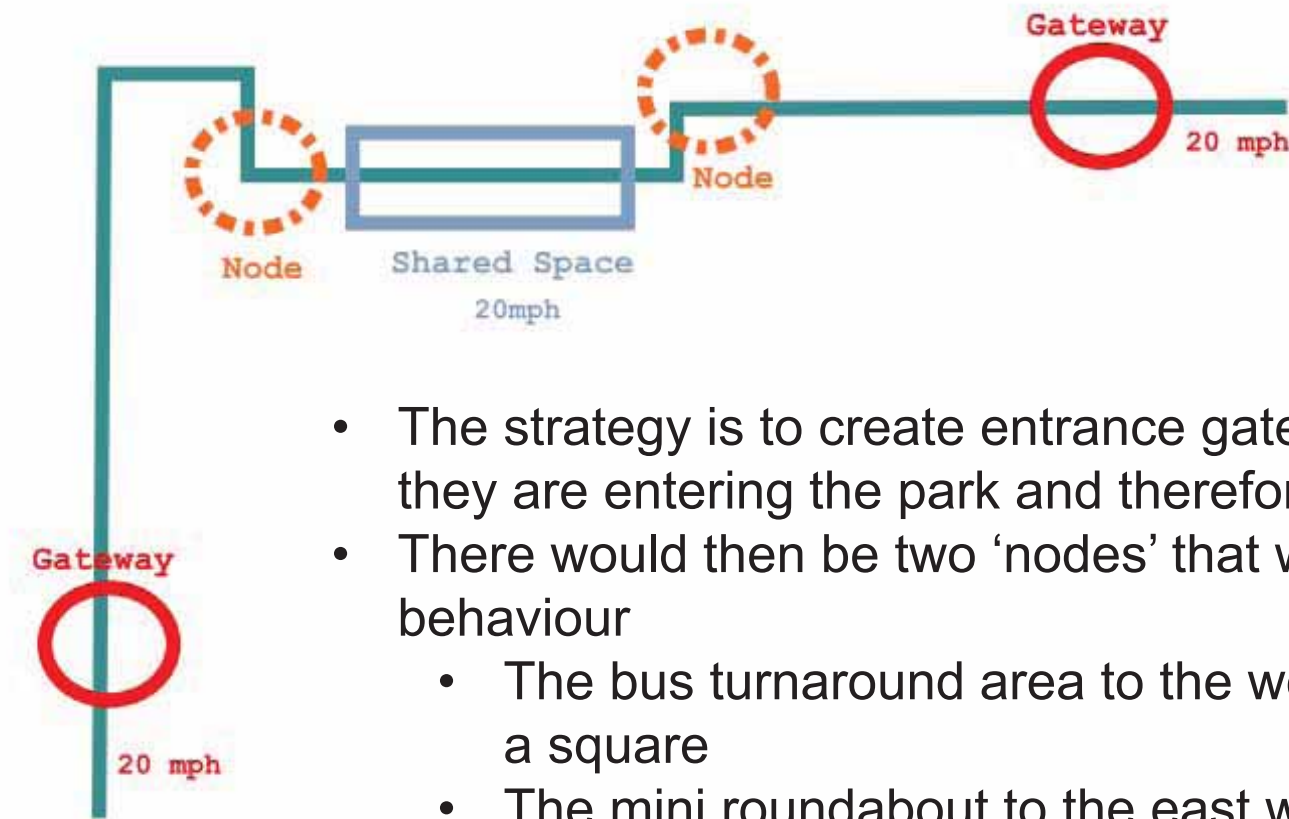
- Parking demand data has been collected for typical events at Alexandra Palace
- This shows that there is less parking demand for evening concerts than for daytime exhibitions and events. About 2/3 spaces are used for daytime events and about 1/3 for evening events
- The total number of parking spaces will not be increased and some public realm improvements may reduce spaces at times by about 10% to create better 'arrival' spaces
- Parking demand for new uses will be limited during the day but increase in the evenings when existing capacity is available

Traffic within the Park

- The road through the park accommodates about 600 vehicles per hour in the peaks
- The challenge is connecting the Palace to the Park – which could mean removing the traffic – by closing the road or moving it elsewhere in the park – however there are potentially adverse implications for these options, including noise and cost
- We have reviewed options but generally agreed that the best solution will be to adapt the road in its existing location
- This means changing the character of the road to change drivers behaviour and speed



Managing Traffic within the Park



- The strategy is to create entrance gateways that signal to drivers they are entering the park and therefore different rules apply
- There would then be two 'nodes' that would further change behaviour
 - The bus turnaround area to the west would be re-formed as a square
 - The mini roundabout to the east would have wider islands and include eastbound and westbound buses
- The road between the South Terrace and the Park would be a shared space with wider pathways and bus stops for eastbound and westbound buses

Parking

- The availability of parking will be communicated via the AP website and sustainable travel choices promoted strongly to reduce parking/traffic demand
- If there were an event where major peaks in parking are expected (above the normal event activity) the availability of parking and potential for a permit parking system for event day only would be considered to deter opportunist drivers arriving at the site
- An event day 'no permit no parking' approach could be advertised on the website and within ticket information to ensure customers choose public transport



Traffic on External Highway Network

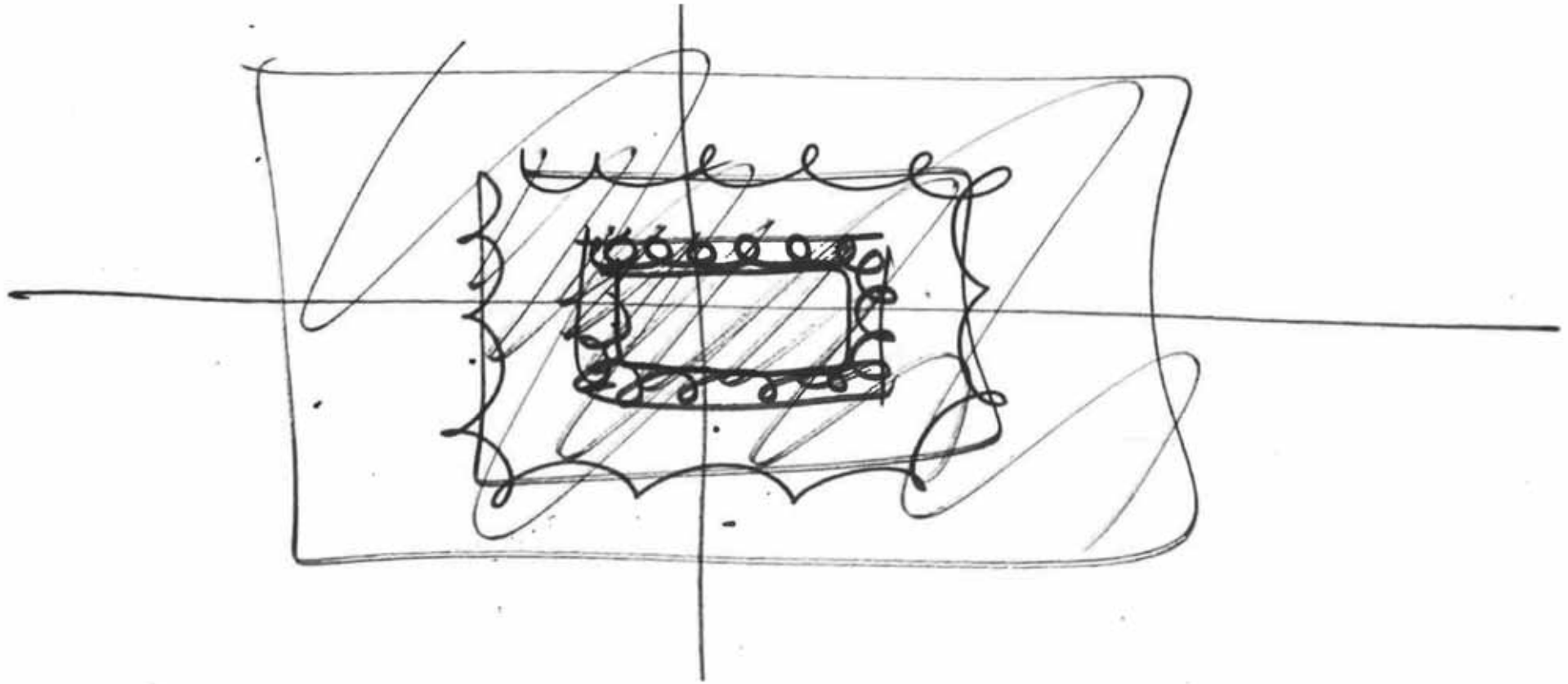
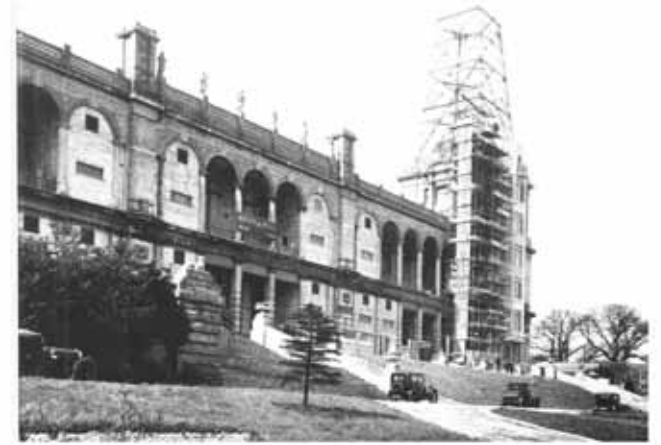
- Parking would not be increased above existing levels and with public realm improvements could be reduced by about 10%
- This will limit the maximum vehicle demand from the site
- 'Normal day' will have some moderate increase due to hotel and theatre uses
- A substantial proportion of trips to other additional uses such as restaurants, cafes etc. would be linked and whilst requiring parking for longer would not generate additional trips
- Level of increase on the external highway network during normal peaks would be modest
- Any proposals coming forward for planning permission would be subject to detailed TA in due course

Transport Conclusions

- Improving perception of transport accessibility can be improved now
- Actual transport connections/improvements will need further certainty and funding to deliver
- Parking limited to existing levels or reduced slightly to deliver public realm improvements
- Existing parking supply would accommodate anticipated demand
- Limiting parking and travel planning initiatives limits the maximum event traffic on the wider highway network
- Level of increase on the external highway network during normal peaks would be modest







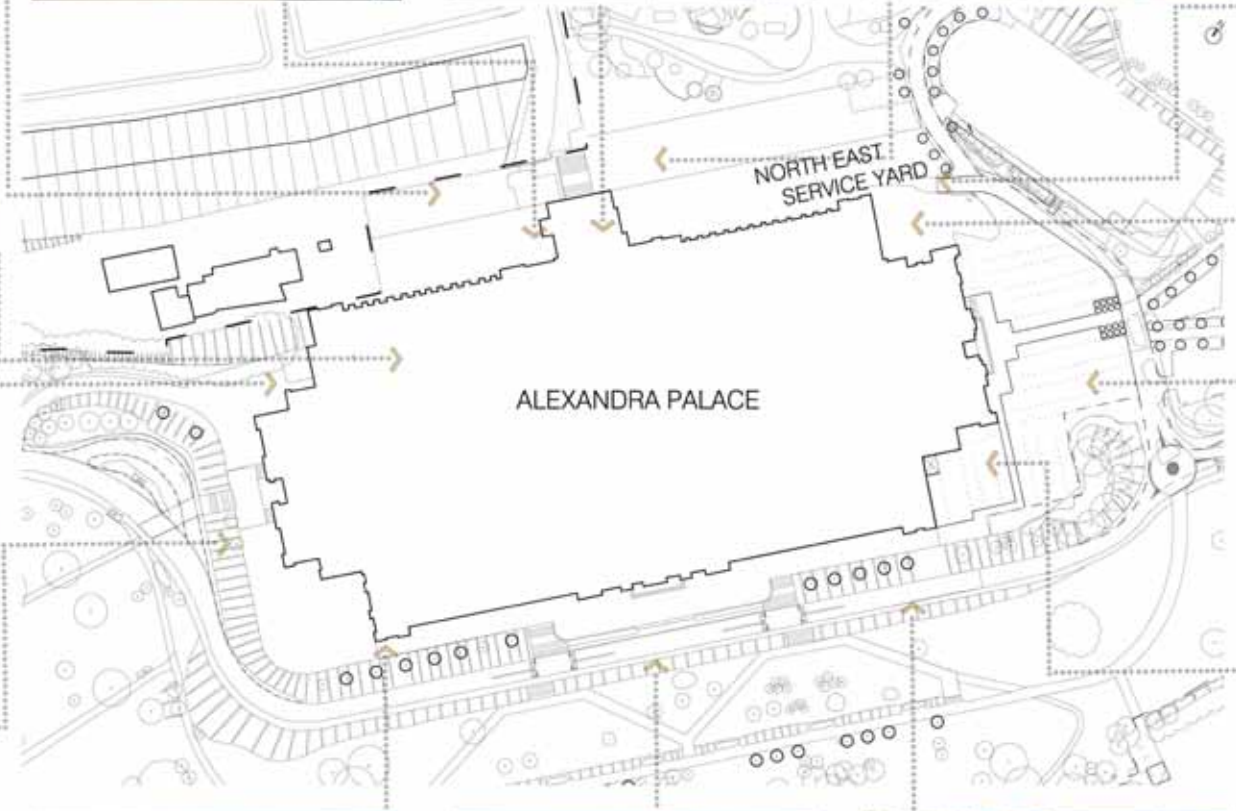
UNDERSTANDING THE PALACE IN THE PARK

ALEXANDRA PALACE

Improve Access and Legibility of Existing Uses and New Uses

#1 Improving your First Impressions

- Consider how the Palace and Park meet and improve the interface by improving **front door legibility**, **servicing access** and a more 'filtered' number of **entrances** for new uses and activities
- **Activate** the **central front door** to the South
- **Improve** the **external arrival spaces** with public realm upgreadet at drop off and entry points around the Palace



THE EXISTING BUILDING EDGE - ARRIVAL, ASPECT AND SERVICING



Somerset House River Terrace



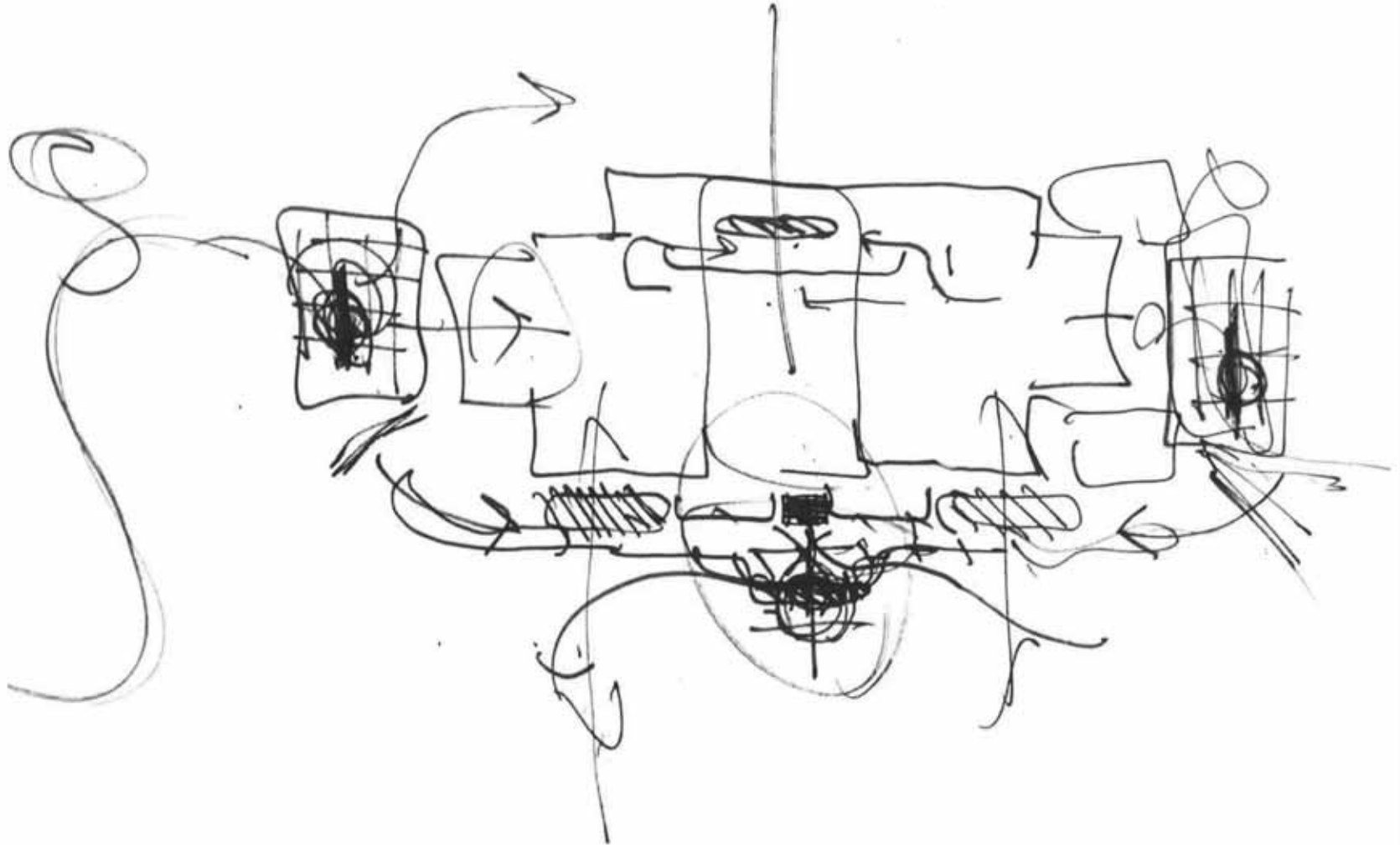
Exhibition Road

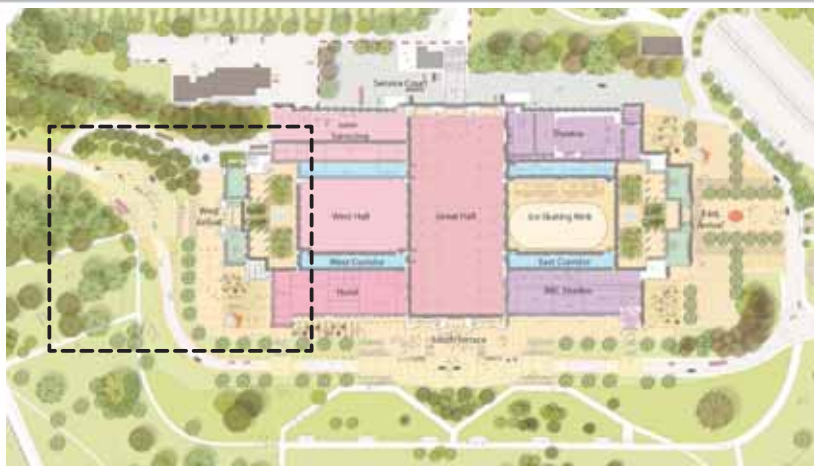


Trafalgar Square



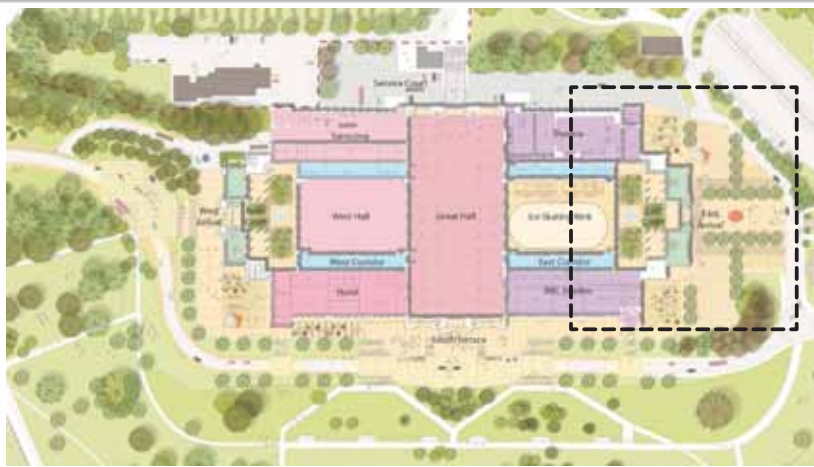
Byng Place





ARRIVING AT THE PALACE - UNLOCK THE POTENTIAL - WEST

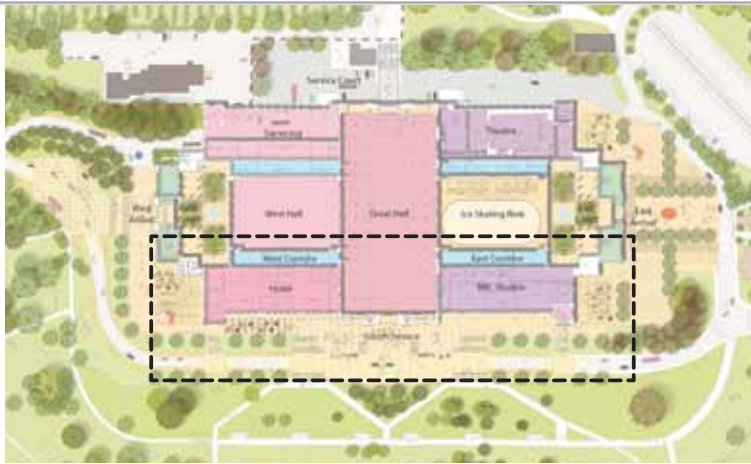




ARRIVING AT THE PALACE - UNLOCK THE POTENTIAL - EAST



ARRIVING AT THE PALACE - UNLOCK THE POTENTIAL - EAST



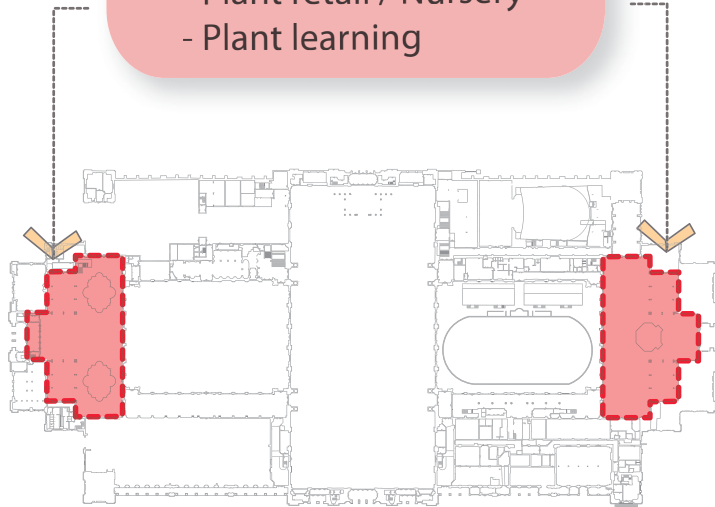
TAMING THE ROAD AND OPENING THE PALACE OUT TO THE PARK



THE PALM COURT

'The Park'

- Plant retail / Nursery
- Plant learning

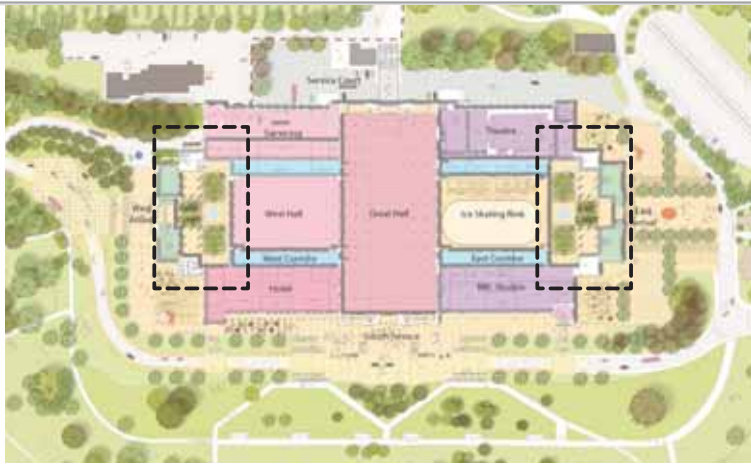


SYNERGIES OF USES THE PALM COURT

Improve Access and Legibility of Existing Uses and New Uses

#2 Upgrading the Entrances to the Palace

- Supplement and introduce new **palms, planting** and **water** to the Palm Court spaces
- Introduce **new uses** with **front doors** off the central spaces
- Create **flexible multiuse spaces**, building on their historical and iconic feel



ACTIVATE THE PALM COURTS



ALEXANDRA PALACE



Improve Access and Legibility of Existing Uses and New Uses

#3 Make it Easier to Move Around the Palace

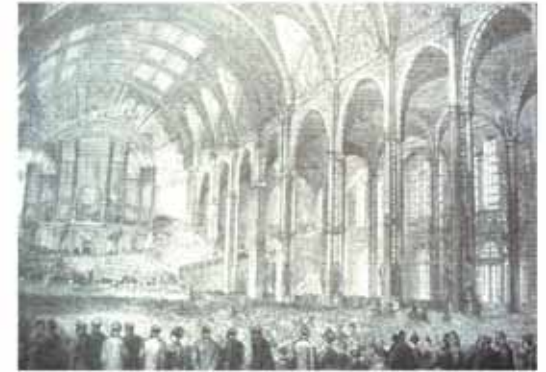
- 'Re-discover' the **four East/West corridors**
- Reinstate the **corridor spaces**, that also filter to the north and south
- Make the two southern corridors **open** and **clear** along their lengths
- The two northern corridors are a set of **linked spaces**
- Use the four corridors to improve the **access** to and from the Great Hall
- Introduce **clear vertical circulation** to all levels, including the basement, and upgrade the WC provision



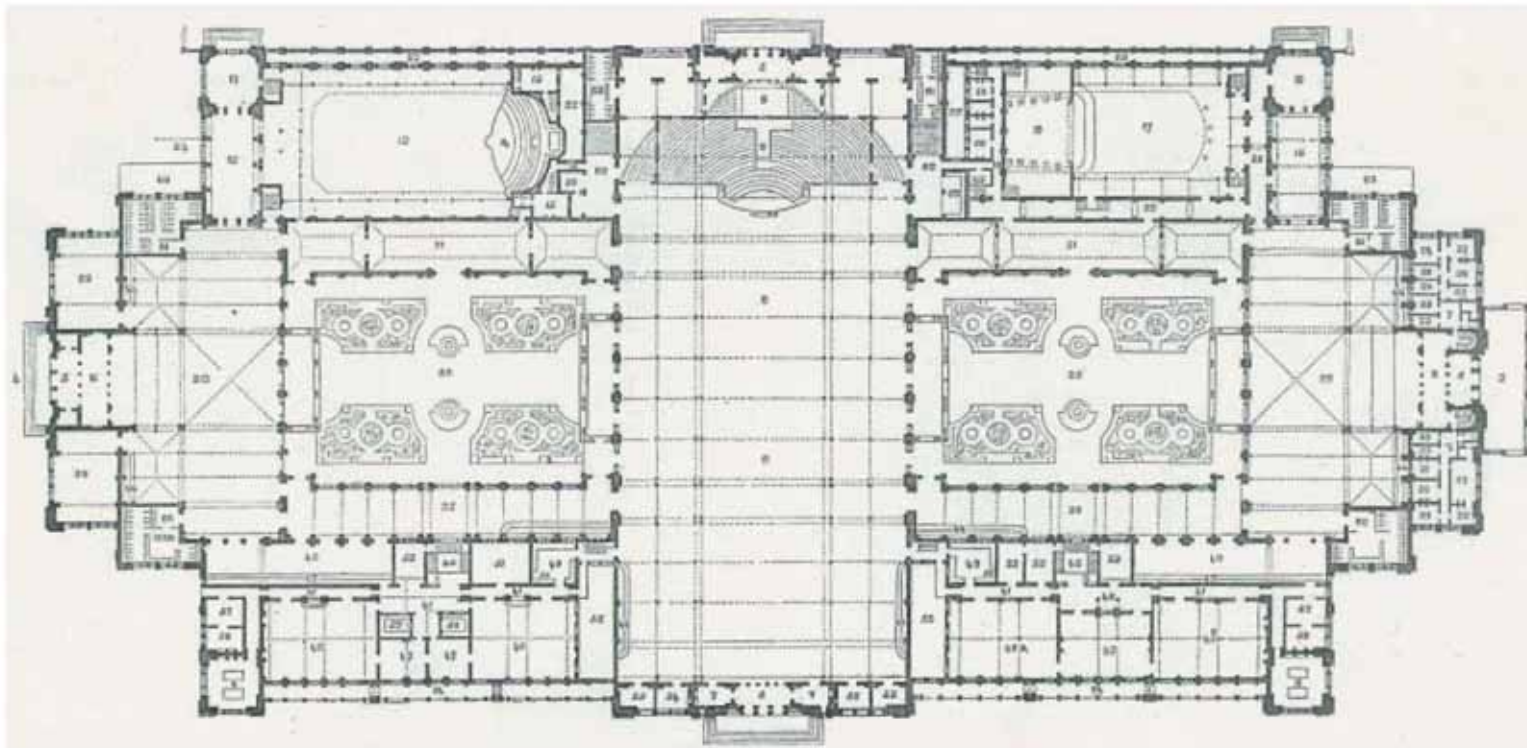
Connaught Room



Reception Room

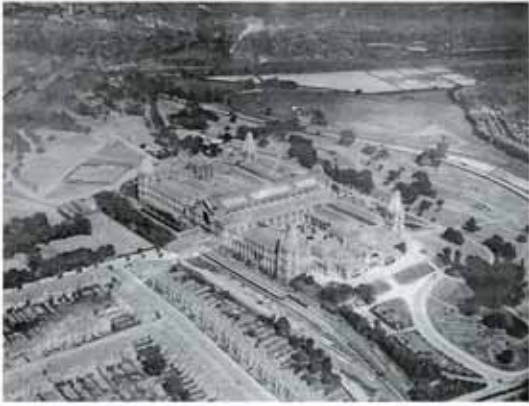


The Great Hall



UNDERSTANDING THE BUILDING AS IT WAS - AND CAN BE AGAIN?

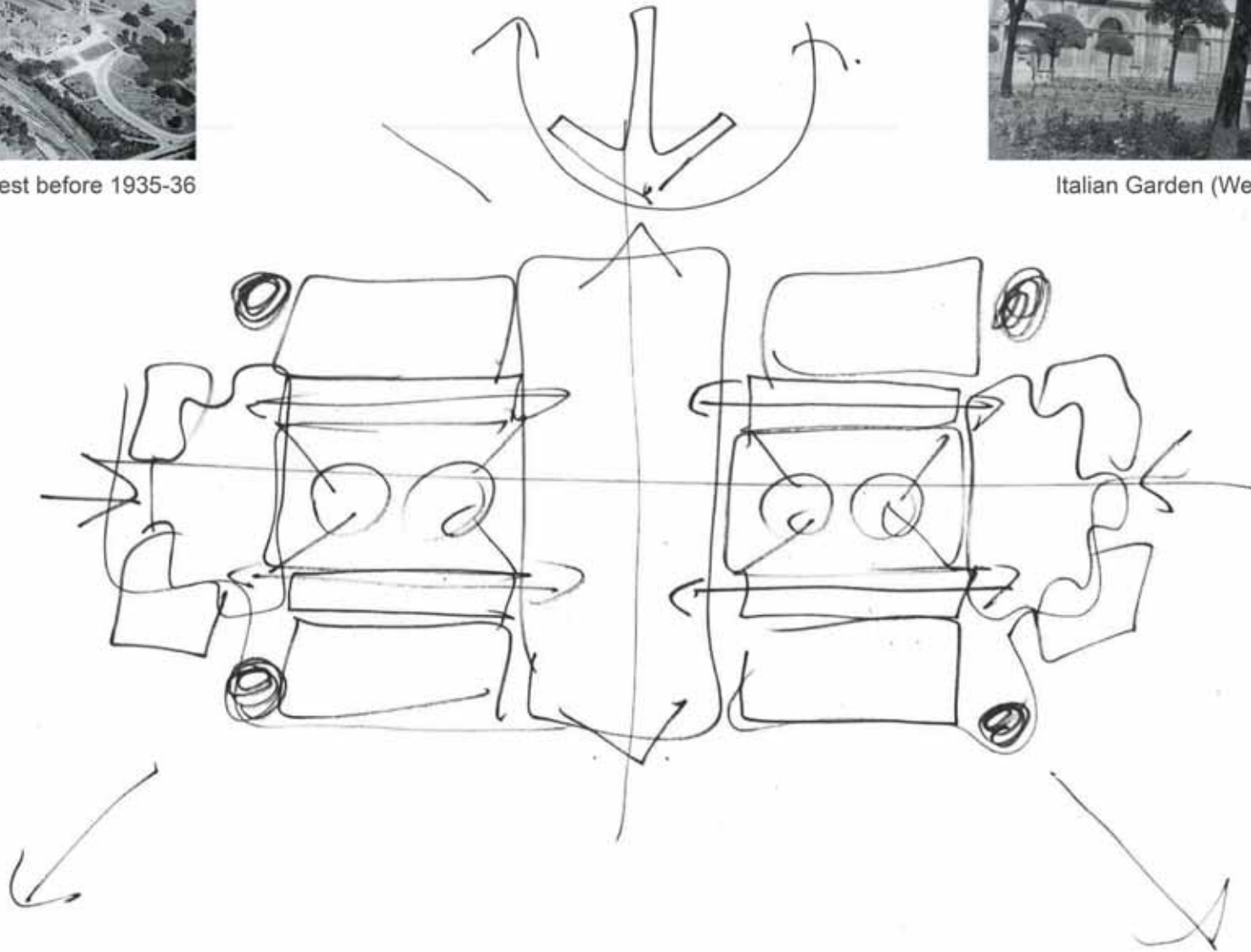
ALEXANDRA PALACE

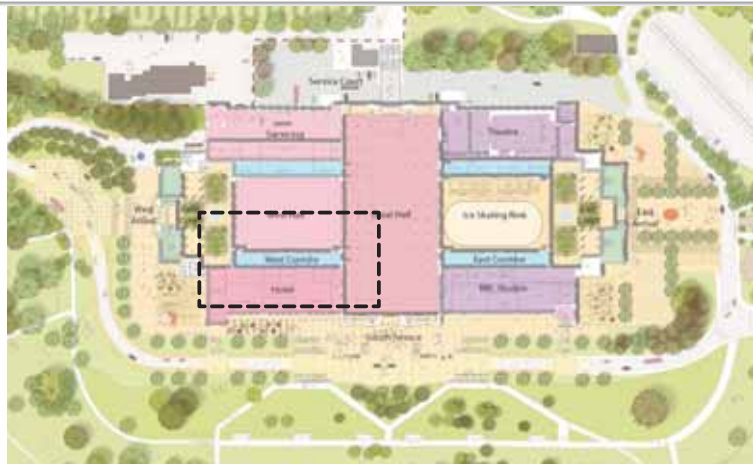


Aerial View from West before 1935-36



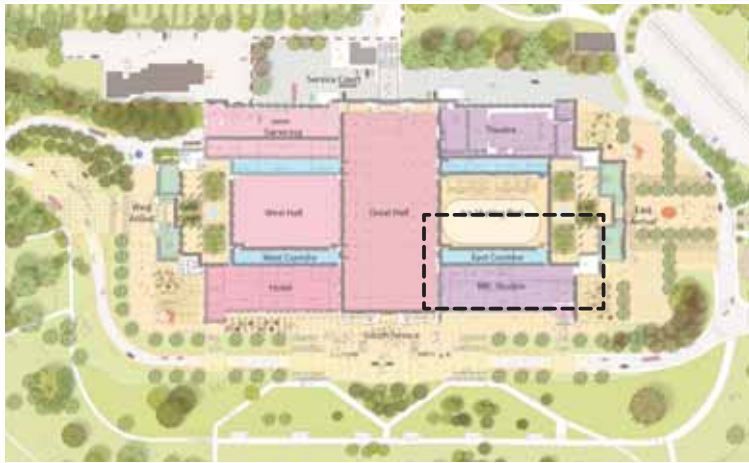
Italian Garden (West of The Great Hall)





CLARIFY THE INTERNAL CIRCULATION - WEST CORRIDOR





CLARIFY THE INTERNAL CIRCULATION - EAST CORRIDOR





The Great Hall



The West Hall



The Ice Rink



The Panorama Room

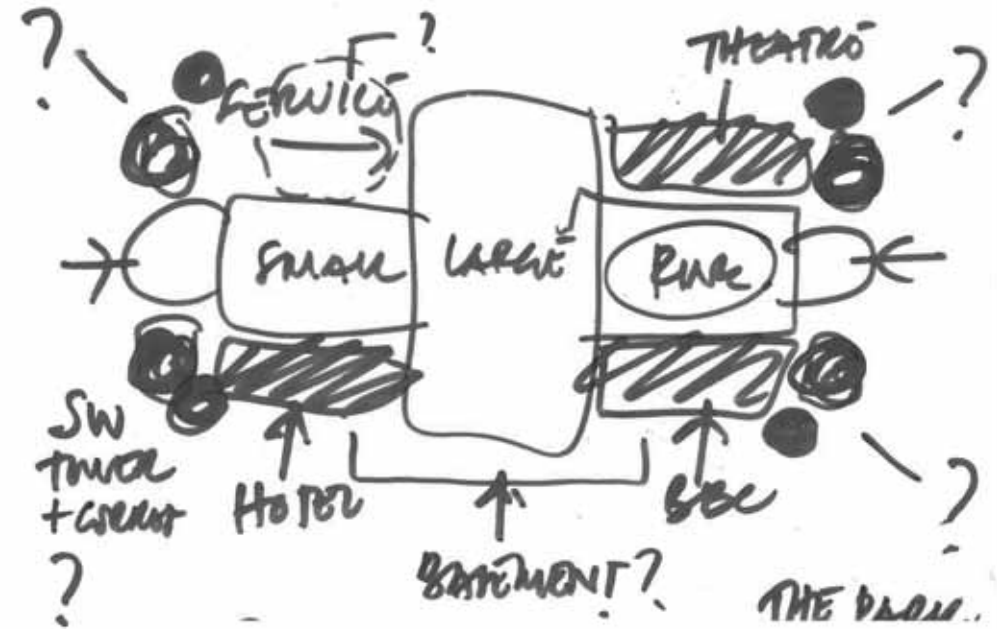


The BBC



The Theatre

- LIVE EVENTS OPERATOR
- HERITAGE SITE BY PUBLIC BENEFIT
- HOTEL/RETAIL/CATERING
- ICE RINK
- COMMON AREAS

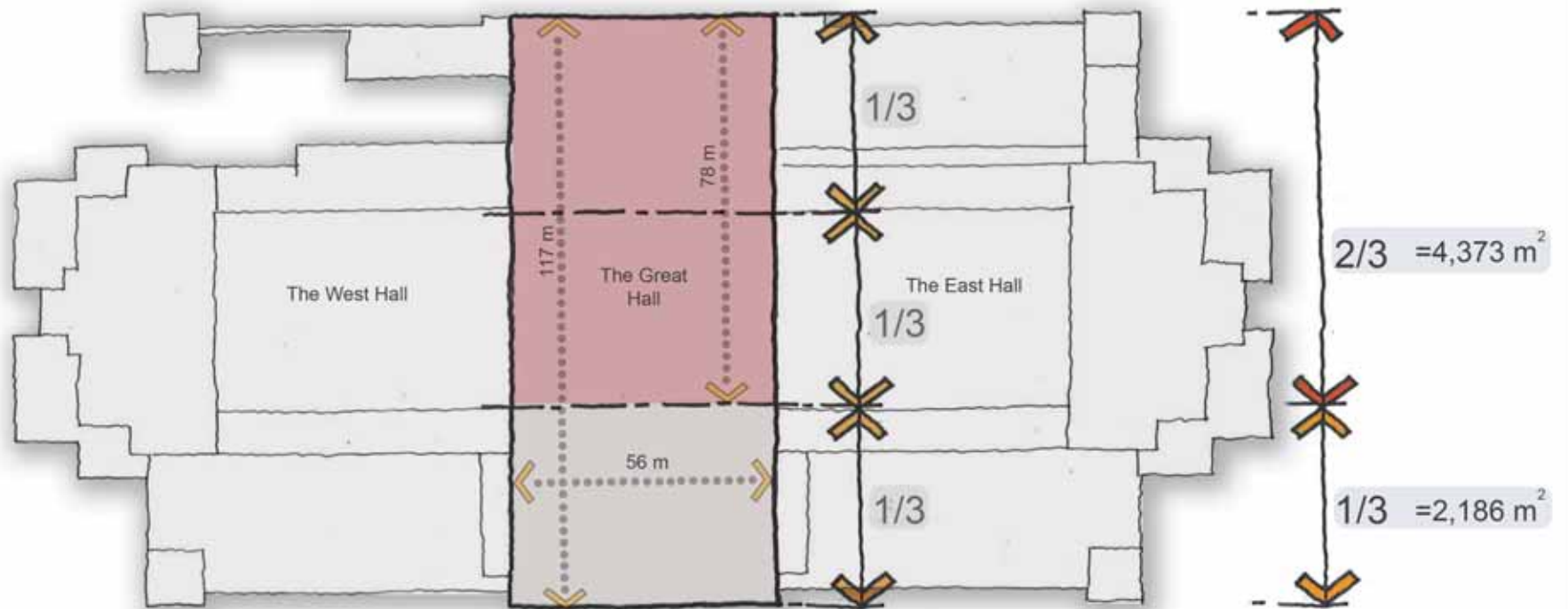


WHAT USES WILL FIT WITH THE BUILDING?

Improve Existing Uses and Create New Uses

#4 Upgrading the Main Hall

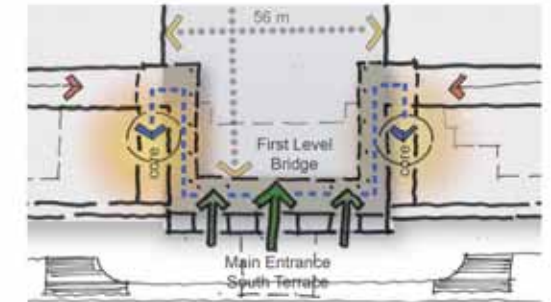
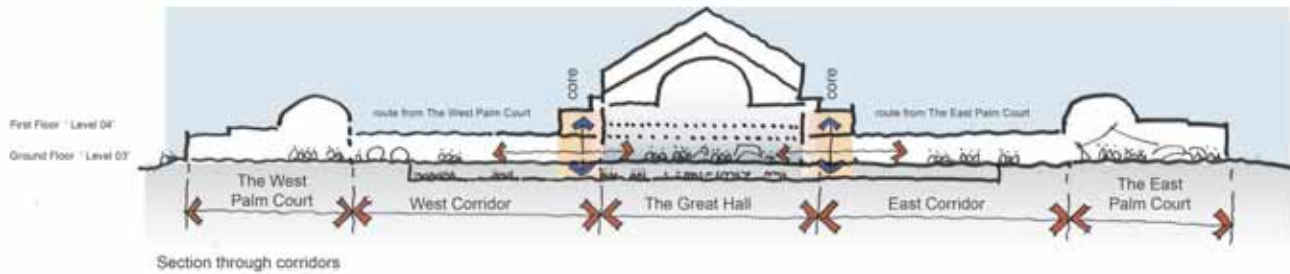
- **Upgrade the hall** in line with the aspiration of the business plan for the space
- **Minimum upgrade** to include replacement lighting and fire alarm systems with glass repair to the roof
- Consider an upgrade to '**back of house**' talent, VIP and servicing spaces
- **Maximum upgrade** could include the introduction of elements to create:
 - A '**black box**' space with improved insulation and energy use
 - New flexible **lighting** and **servicing** systems
 - An improved **acoustic** performance of the space
- Provide improved and more flexible **zoning** of the hall for varied use size with a variety of food and beverage options
- **Activate the southern door** and facilitate general **east/west circulation** across the building, when appropriate, to the Great Hall use
- **Zone The Great Hall**- Active 2/3^{rds} Supplementary 1/3rd
- Provide a focus on **live entertainment, live sport , exhibitions** with hospitality and conferencing
- Provide appropriate servicing and a home for the box office



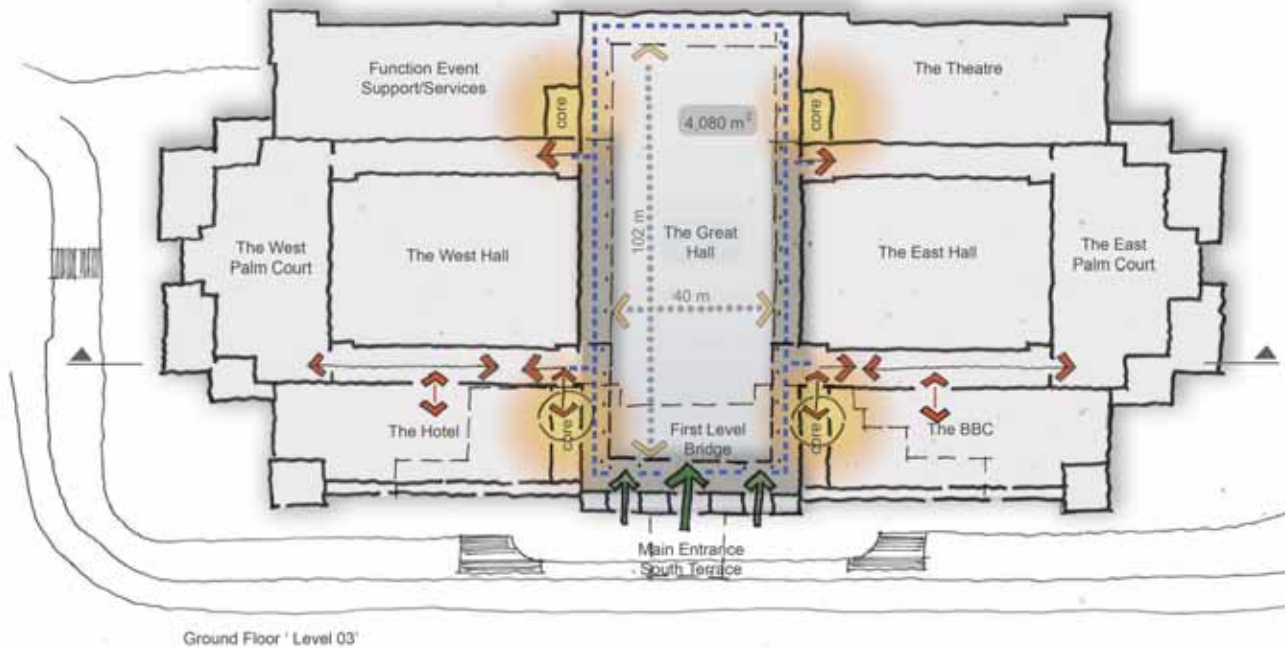
Total Area: 6,560 m²

CAPACITY OF 10,500 PEOPLE BASED ON CURRENT EGRESS PROVISION

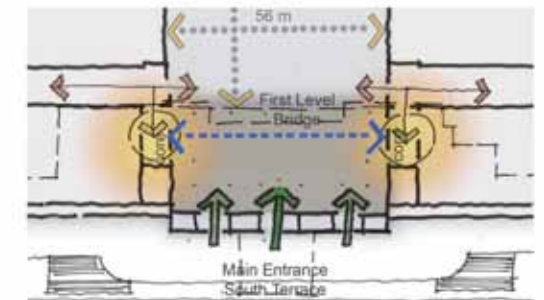
THE GREAT HALL - AREA / CAPACITY



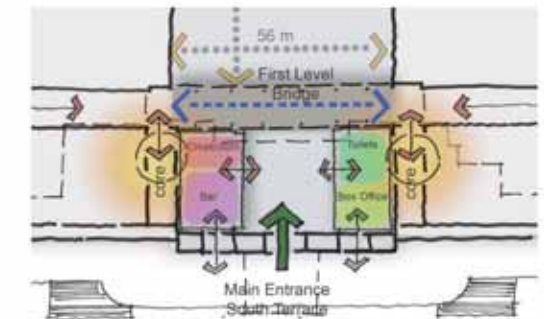
CONSIDER A CIRCULATION MEZZ. LEVEL



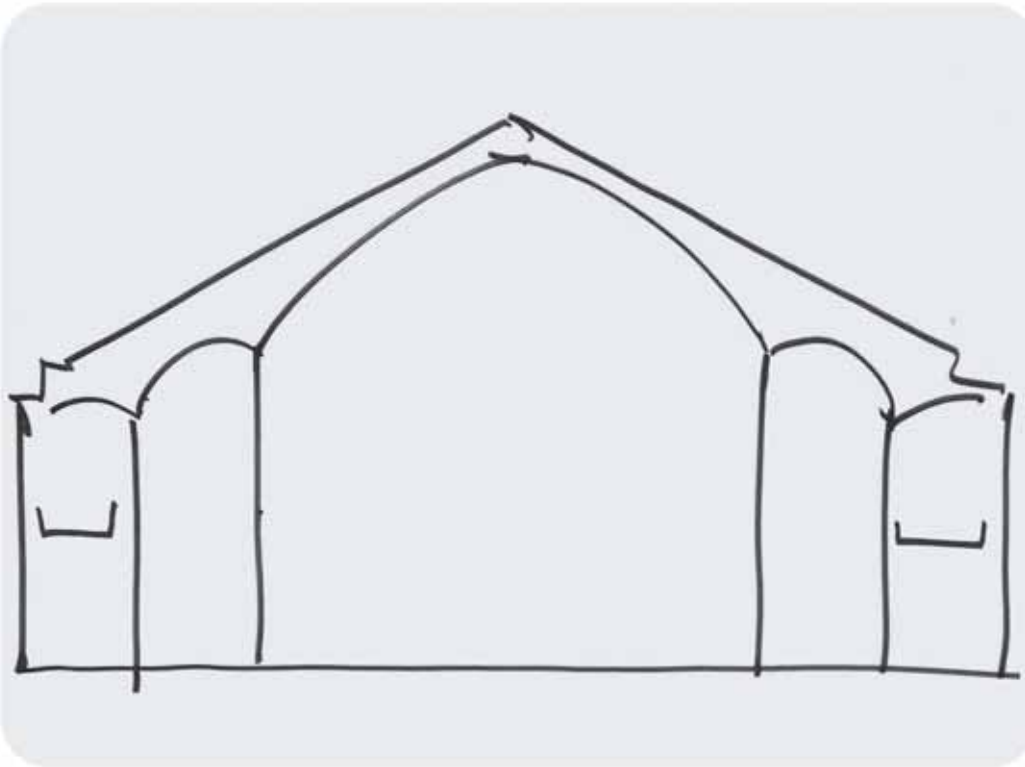
CONSIDER A MEZZANINE LEVEL THAT LOOPS THE HALL



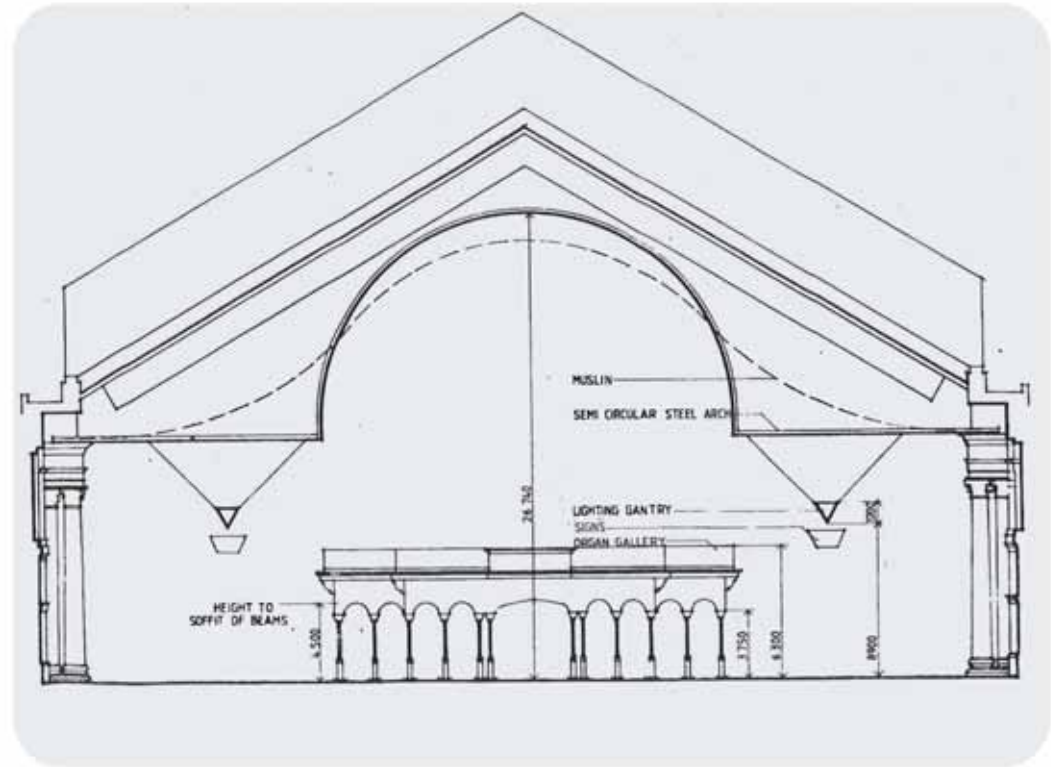
CONSIDER AN UPPER LEVEL LARGE MEZZ. SPACE



CONSIDER THE INTRODUCTION OF A TEMPORARY OR FIXED AND FLEXIBLE SUPPORT ZONE THAT FRAMES THE FRONT DOOR

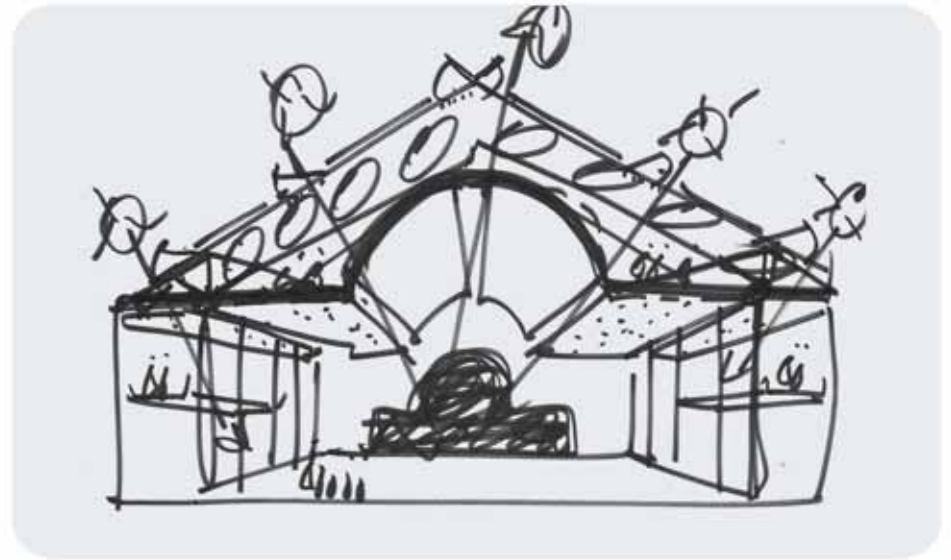
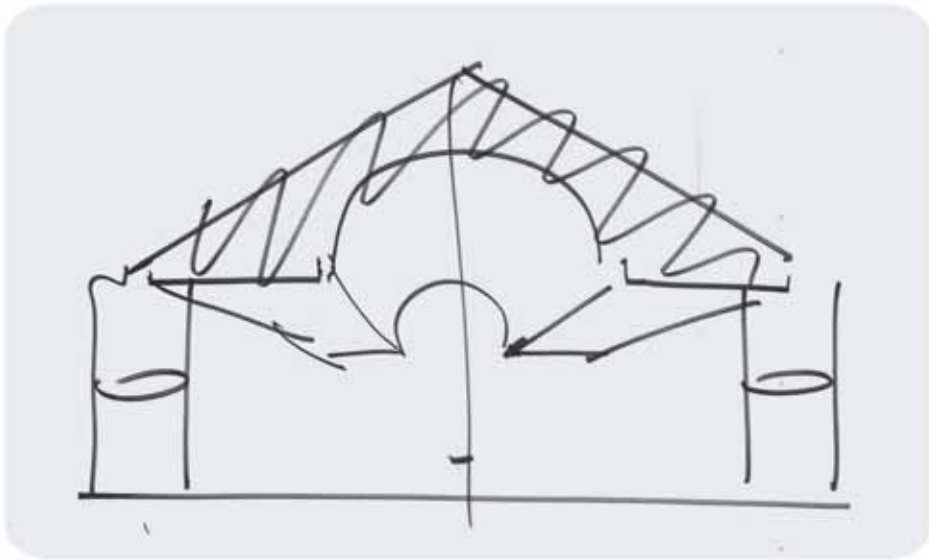


PRE 1980's

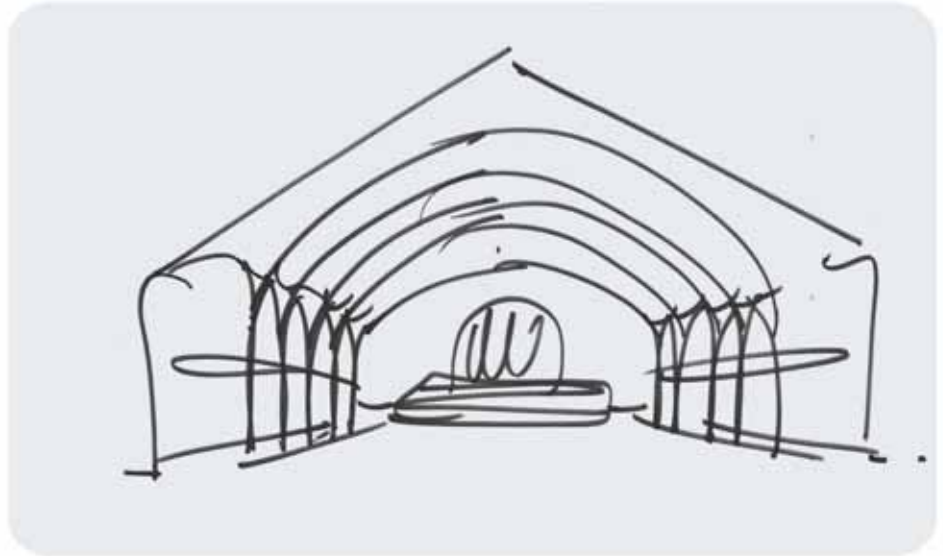
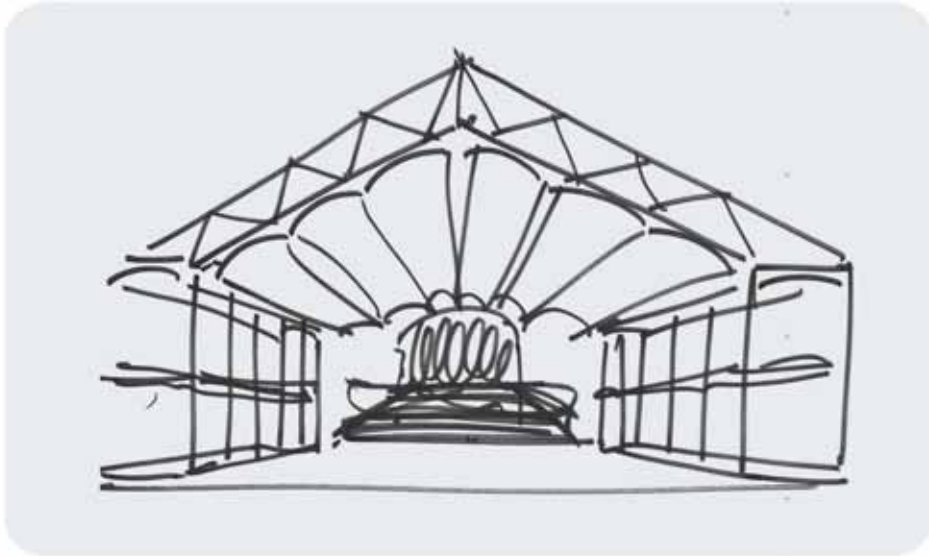


1980's ONWARDS

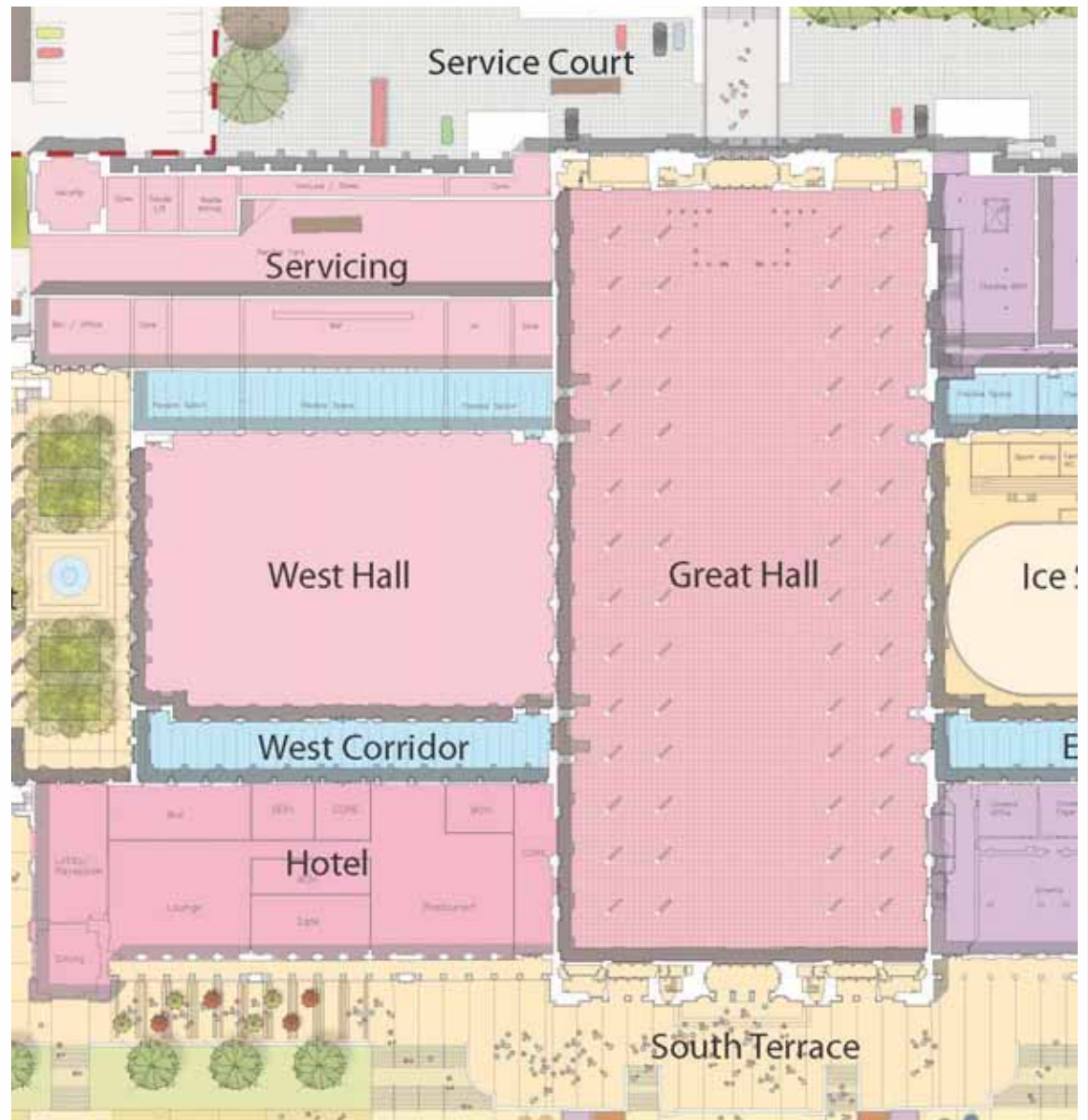
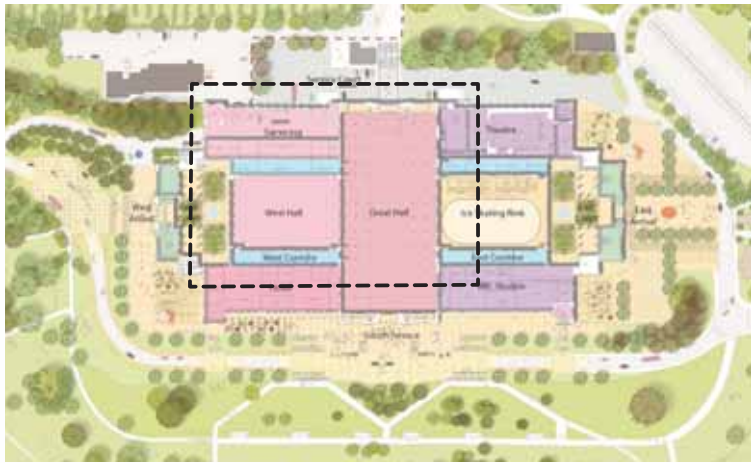
THE GREAT HALL AS IT WAS AND IS NOW



CONSIDER NEW COLUMNS WITH INTERNAL ROOF STRUCTURE THAT ADDRESSES MORE FLEXIBLE SERVICING, ACOUSTICS, DAYLIGHT, SPACE ZONING AND ENERGY LOSS



CONSIDER A STRUCTURE THAT REDEFINES THE ICONIC NATURE OF THE GREAT HALL SPACE

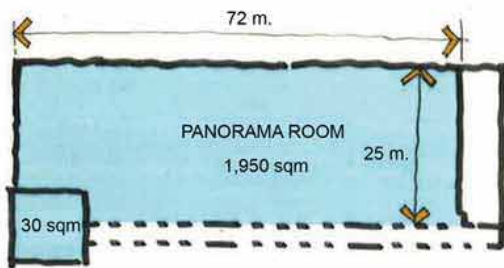
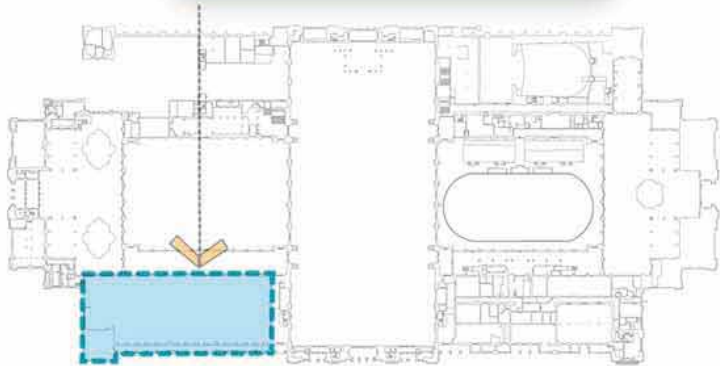




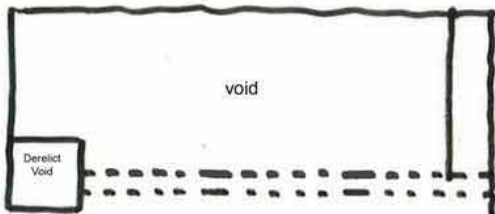
ALEXANDRA PALACE

THE HOTEL 'Visitors Convenience'

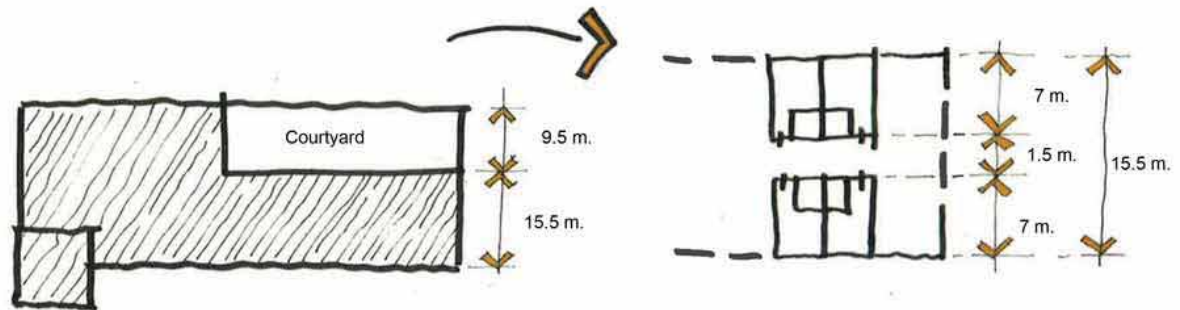
- Restaurant
- Gym
- Spa
- Weddings / Banquets



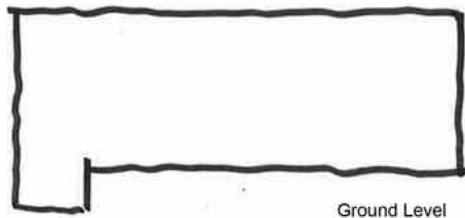
LEVEL 03



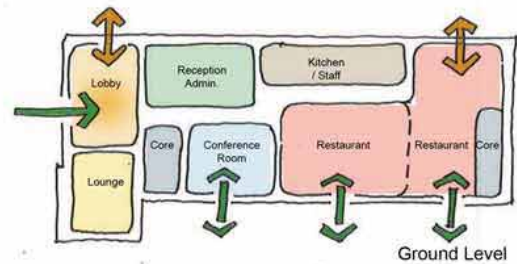
LEVEL 04



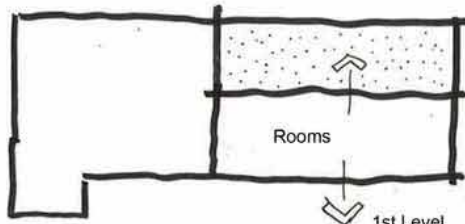
150-200 rooms



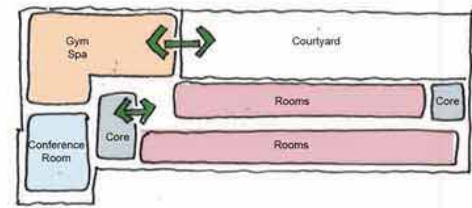
Ground Level



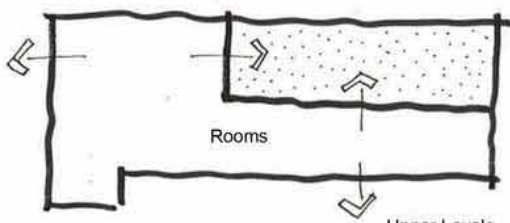
Ground Level



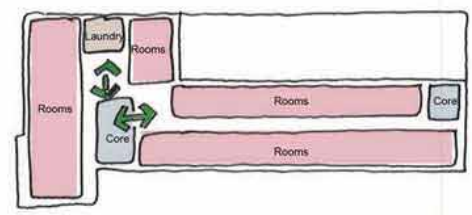
1st Level



1st Level



Upper Levels



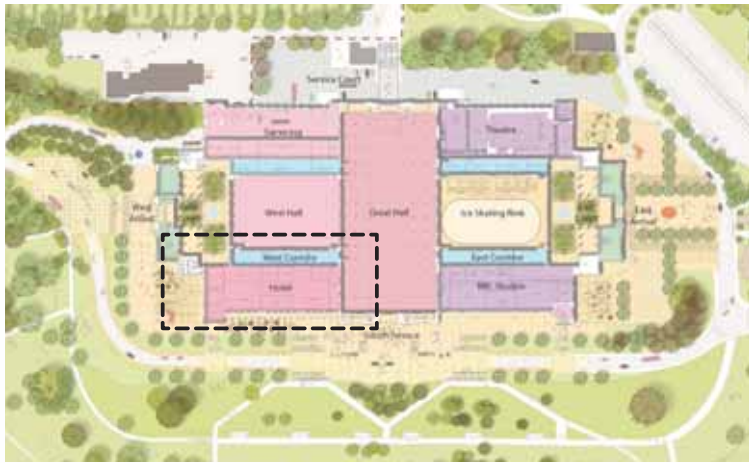
2-3-4 Levels

THE HOTEL 'Visitors Convenience'

Improve Existing Uses and Create New Uses

#5 A Hotel in the Palace

- Site a **new hotel** in the Panorama Room space with a lobby off the Palm Court
- Provide **public rooms** for **conferencing, banqueting** and **wedding hire**



A HOTEL IN THE PALACE



A HOTEL IN THE PALACE

Improve Access and Legibility of Existing Uses and New Uses

#6 Opening up the Cerelick Spaces

- **The Theatre**

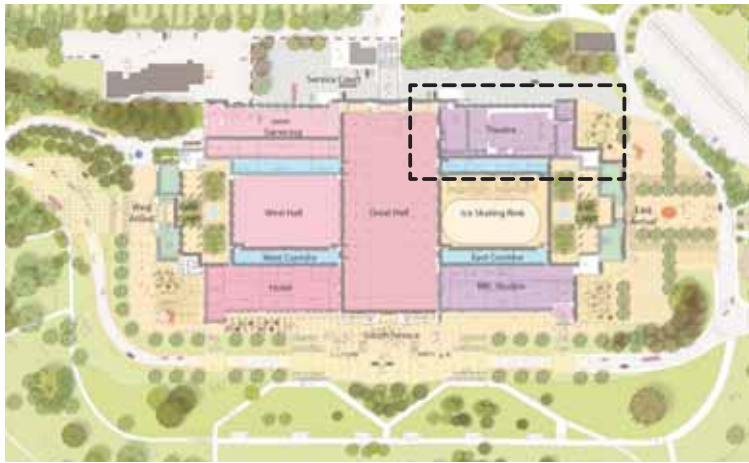
Refurbish the existing heritage theatre spaces

- **The BBC Studios**

Refurbish the existing studios and provide new media based uses in adjacent spaces

- **The Basement**

Open the basement spaces to new and flexible uses with aspect and access directly to the palace

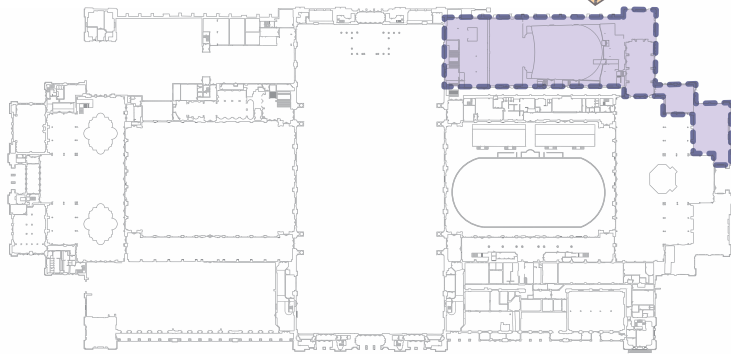


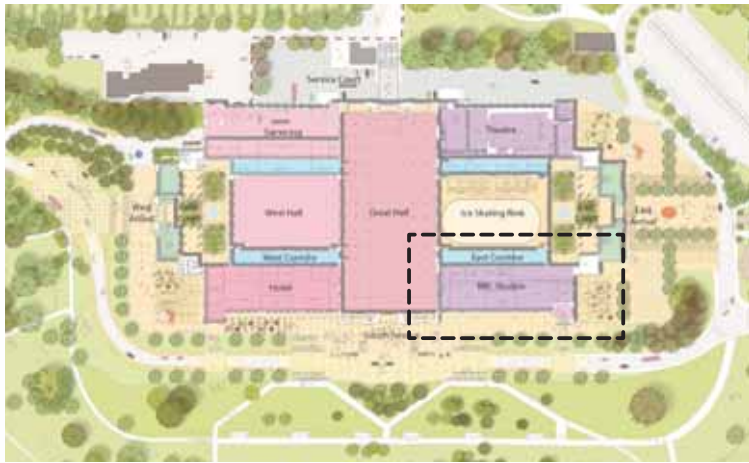
OPEN THE THEATRE FOR NEW USERS

THE THEATRE

'Performance'

- Theatre learning
- Performance Studios
- Corporate learning
- Concerts



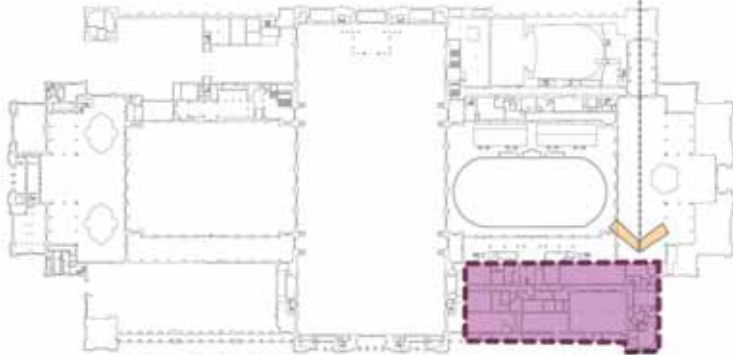


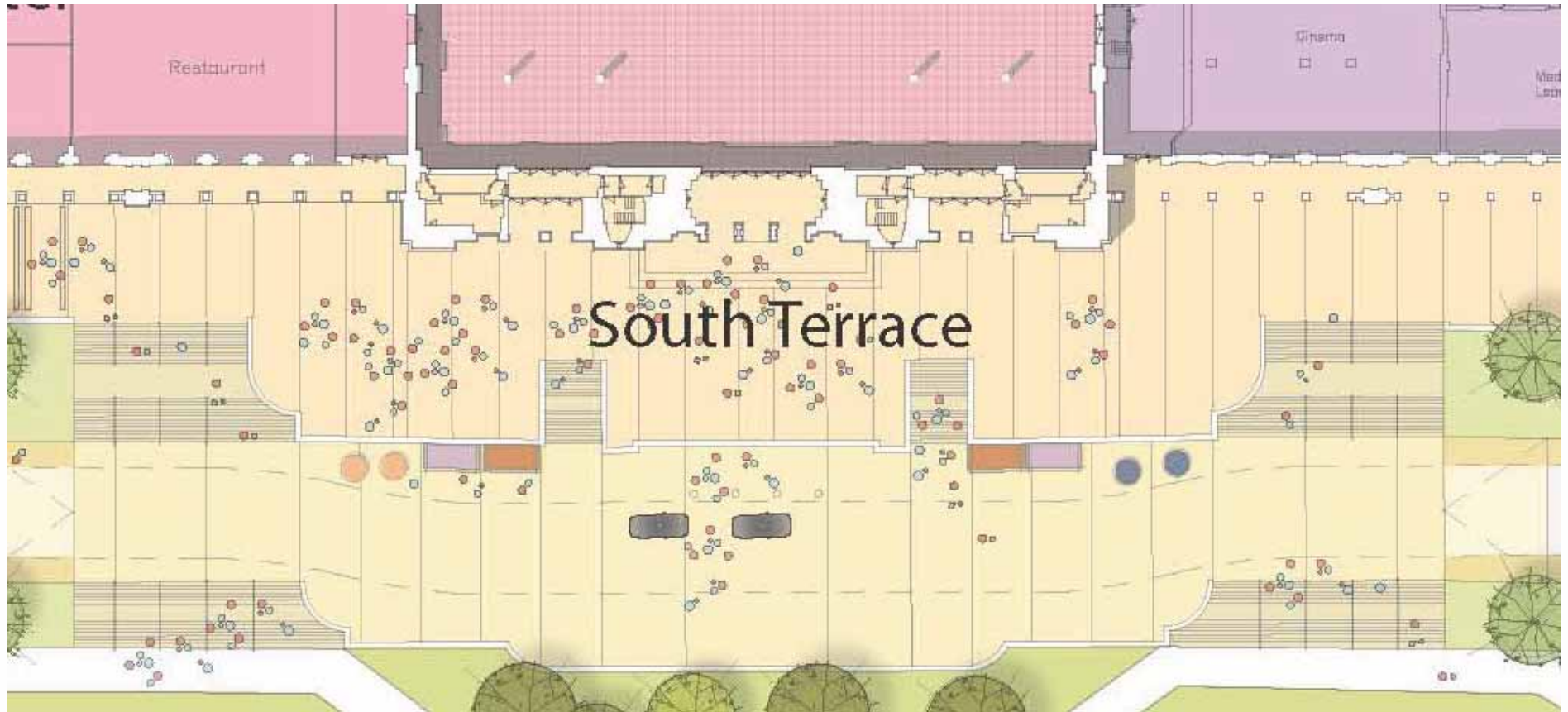
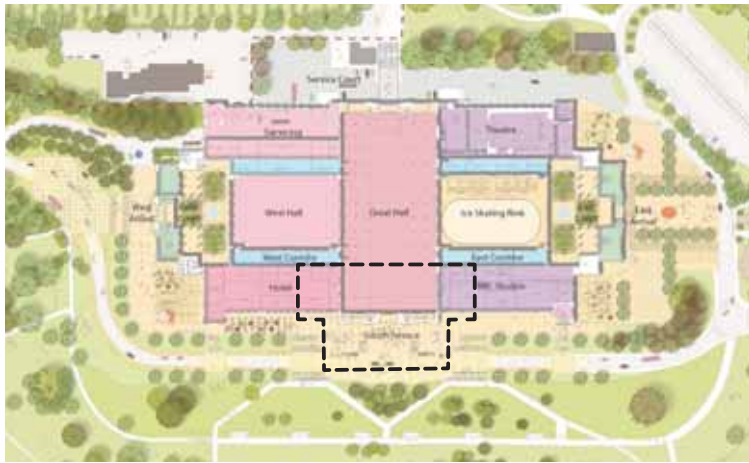
OPEN THE BBC STUDIOS FOR NEW USERS

THE BBC

'Media'

- Broadcast Learning Centre
- Museum/Archive
- Library
- Working Studios
- Luxury Theatre
- Film / TV School
- Cafes / Bars



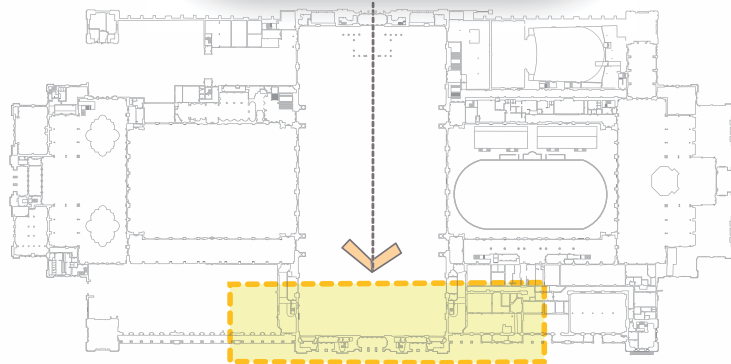


OPEN THE BASEMENT FOR NEW USERS

BASEMENT

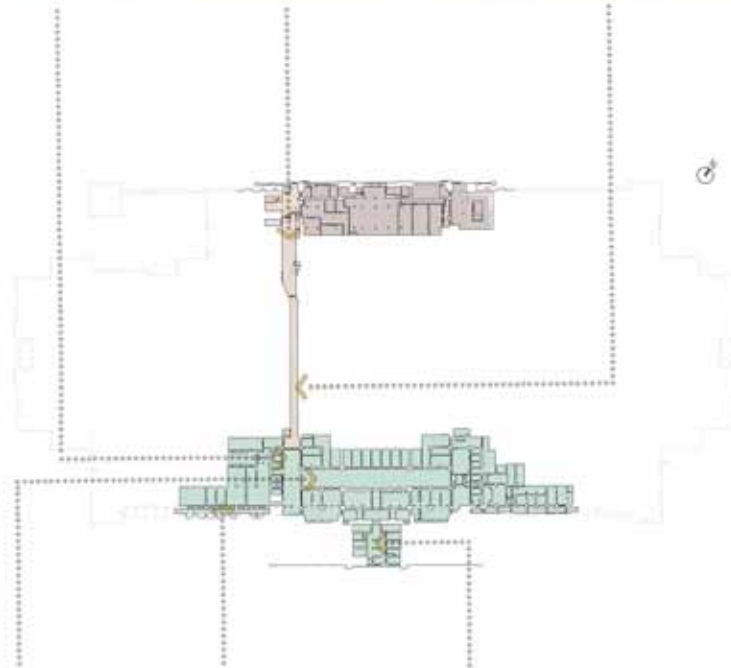
'Open to the Park'

- Workshops / Crafts
- Art display
- Retail associated
- Markets
- Plant Area



Appendix 1

The Existing Building - Plans & Photographs



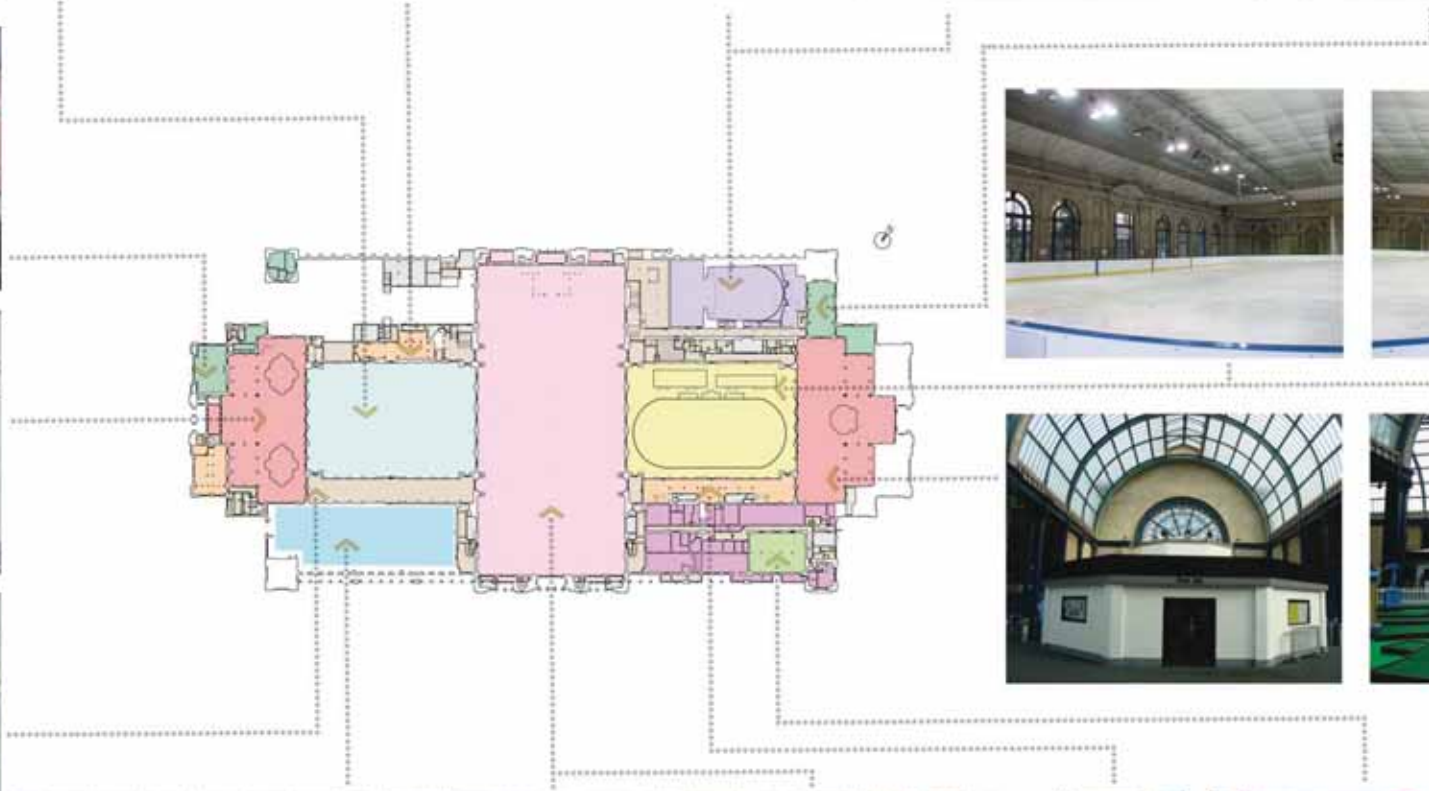
- BUILDING USES**
- GREAT HALL
 - PROGRAM ROOM
 - ICE RINK
 - THEATRE
 - WEST HALL
 - BBC STUDIOS
 - OFFICES
 - BOOMS CLUB
 - ROOMS & SUITES
 - BMS
 - CIRCULATION
 - TOILETS/CHANGING ROOMS
 - KITCHEN
 - STORAGE
 - PLANT
 - ANCILLARY

THE EXISTING BUILDING LEVEL 1 'UNDERCROFT AND ARCHES'



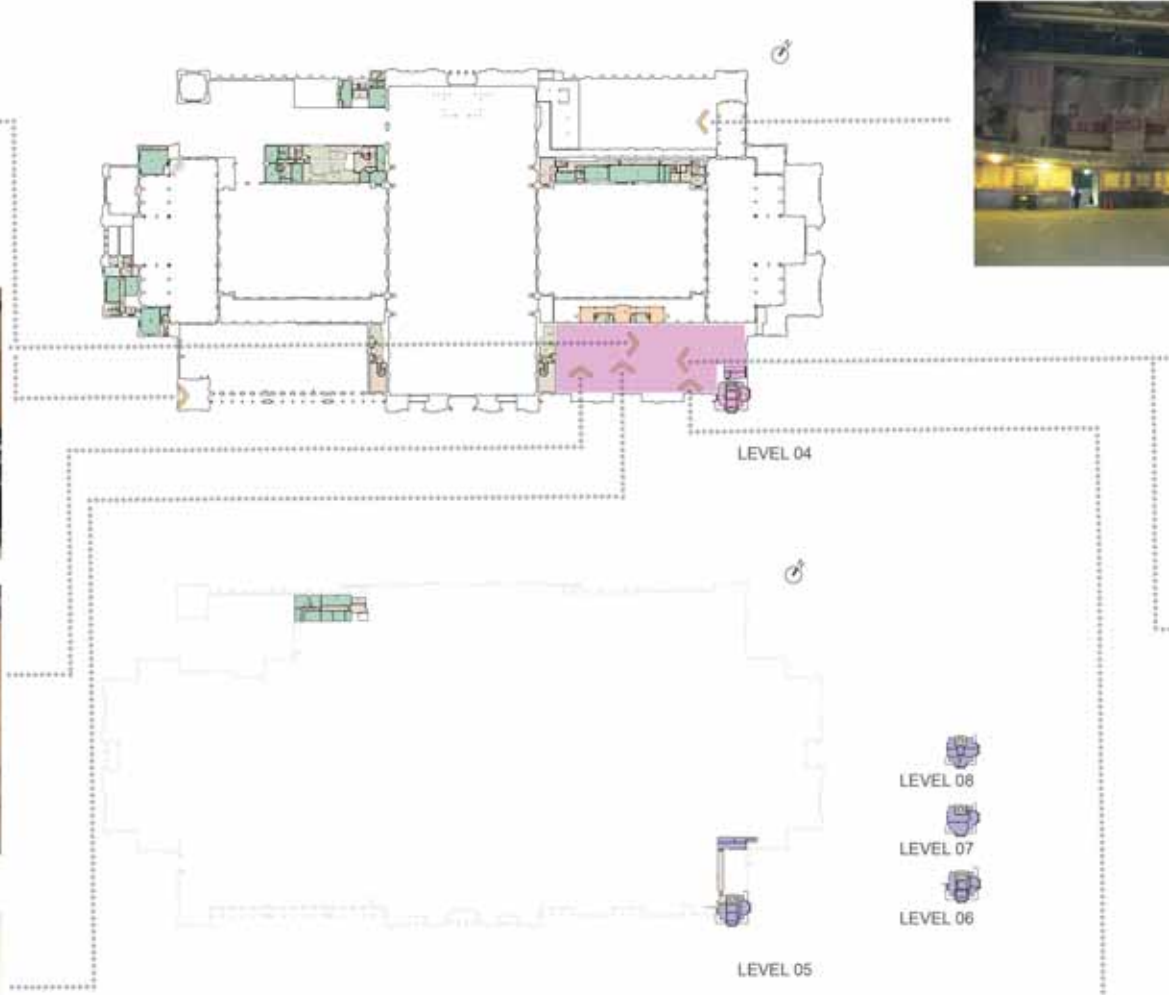
- BUILDING USES**
- GREAT HALL
 - PANORAMA ROOM
 - ICE RINK
 - THEATRE
 - WEST HALL
 - BBC STUDIOS
 - OFFICES
 - SCRAM CLUB
 - ROOMS & SUITES
 - BAR
 - CIRCULATION
 - TOILETS/CHANGING ROOMS
 - KITCHEN
 - STORAGE
 - PLAY
 - HINDLART

THE EXISTING BUILDING LEVEL 02 'LOWER LEVEL'



- BUILDING USES**
- GREAT HALL
 - PROGRAM ROOM
 - ICE RINK
 - THEATRE
 - WEST HALL
 - BBC STUDIO
 - OFFICES
 - BOARDING CLUB
 - ROOMS & SUITES
 - BAR
 - CIRCULATION
 - TOILETS/CHANGING ROOMS
 - KITCHEN
 - STORAGE
 - PLANT
 - BOLLARY

THE EXISTING BUILDING
LEVEL 03 'GROUND FLOOR'



- LEVEL 08
- LEVEL 07
- LEVEL 06

- BUILDING USES**
- GREY HALL
 - PROGRAM ROOM
 - ICE RINK
 - THEATRE
 - WEST HALL
 - BBC STUDIOS
 - OFFICES
 - BOILING CLUB
 - ROOMS & SUITES
 - BAR
 - CIRCULATION
 - TOILETS/DINING ROOMS
 - KITCHEN
 - STORAGE
 - PLANT
 - ANCILLARY

THE EXISTING BUILDING 'UPPER LEVELS'

Appendix 2

Public Consultation - Exhibition Panels

WELCOME TO THE ALEXANDRA PALACE PUBLIC CONSULTATION

OVER THE PAST FEW MONTHS THE TRUSTEES OF ALEXANDRA PALACE HAVE BEEN DEVELOPING A 'SPATIAL MASTERPLAN' FOR THE FUTURE USE AND CONSERVATION OF THE BUILDING; LOOKING AT THE WHOLE SITE AND HOW PEOPLE MIGHT USE IT AND MOVE AROUND IT IN YEARS TO COME.

WHY DO WE NEED TO 'REGENERATE' THE PALACE?

Currently, the Palace does not generate enough income to support its maintenance and there is a significant need for investment in facilities. As a consequence, much of the Palace is underused. So we have been developing a regeneration strategy which includes a design-led masterplan for the whole Palace.

WHAT DOES THE MASTERPLAN DELIVER?

Our vision for the long term future of the Palace and Park is to:

- Establish the Palace firmly for the long term as a major entertainment destination
- Realise the community and learning potential of the Palace and Park
- Make the Palace more financially self-sufficient and reduce our dependence on public subsidy
- Sympathetically conserve the Palace and Park for future generations



Our plans turn these objectives into design proposals for different parts of the Palace.



WHAT STAGE ARE WE AT?

We are currently at the early stages of the regeneration process, in which we are exploring a whole range of related projects for each area of the Palace. These projects may be delivered to different timescales, depending on the priorities assigned to them and the availability of financial and commercial partners.

The masterplan sets out a long term, design-led strategy and direction of travel against which the projects can be assessed.

WHAT IS THE PUBLIC CONSULTATION ABOUT?

WE WOULD LIKE TO SHARE OUR IDEAS WITH YOU, AT THIS EARLY STAGE, BECAUSE ALEXANDRA PALACE IS THE PEOPLE'S PALACE AND WE WANT TO HEAR YOUR VIEWS.

Your support is essential if we are to make progress with our ambitious plans. Whether you live locally or further away, whether you are a member of an interest group or an event organiser, we would welcome your feedback and comments. This will help us to prioritise our ideas as we move to the next stage of the regeneration process.



WHO WE ARE

Alexandra Palace and Park are owned and managed by a charitable trust, created by an Act of Parliament in 1900.

Our charitable objectives are to maintain the Palace and Park to be used as a place of public resort and recreation and for other public purposes.

Since 1980, Haringey Council has been the sole trustee of the Trust, and holds on-going responsibility for its administration. The members of the board are locally elected Councillors, and representatives of the local residents and user groups. The Trust is committed to driving forward the regeneration of the Palace and the maintenance of the Park.



TERRY FARRELL AND PARTNERS,
The world-renowned architects & urban designers.



The Deep



The Edinburgh International Conference Centre



DONALD INSALL ASSOCIATES,
The historic building and conservation specialists.



WSP, The global transport advisors.

Stratford City Bus Station



Chatham Interface

OUR TEAM

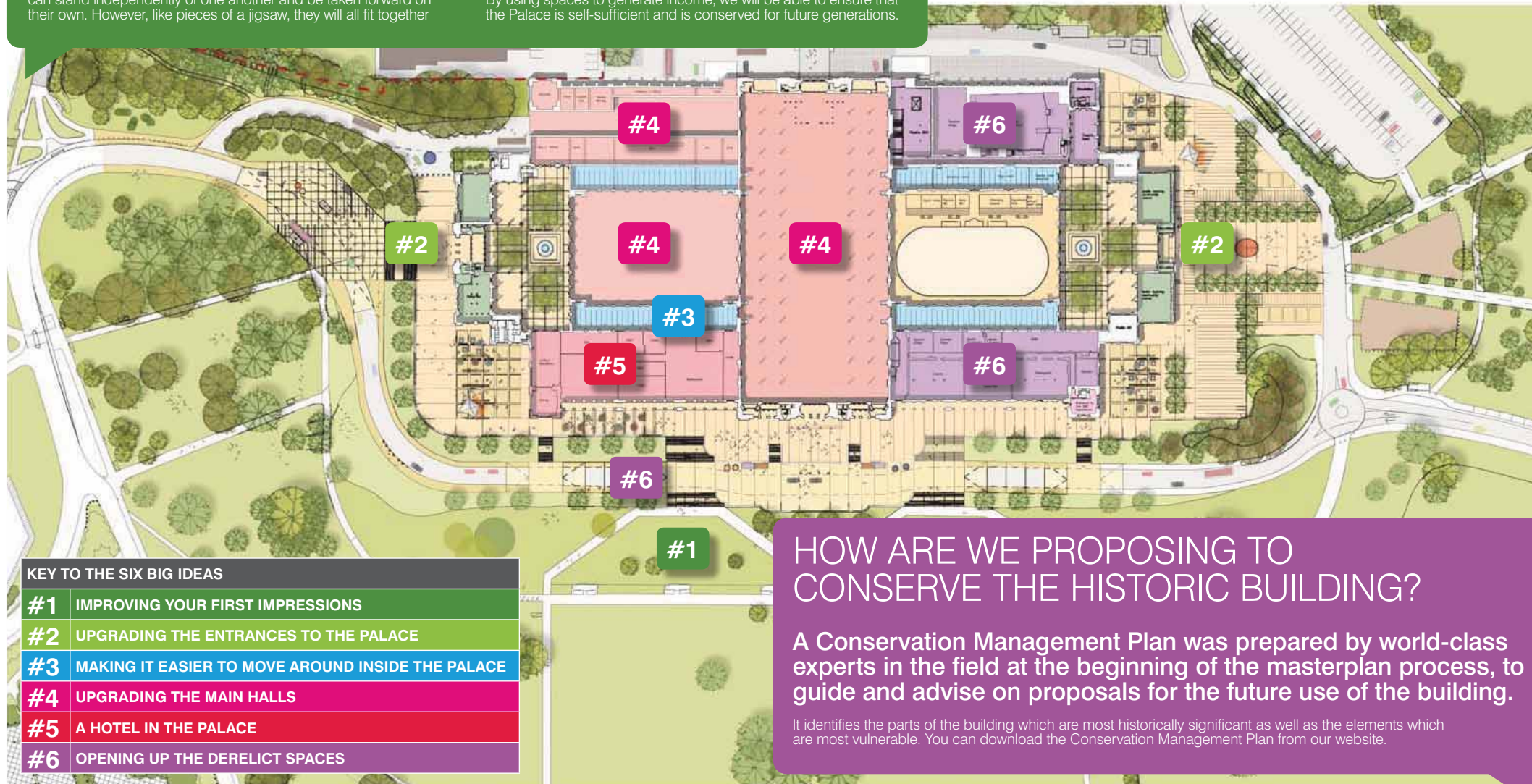
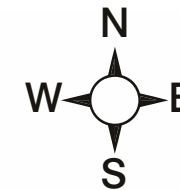
THE TRUST HAS BROUGHT TOGETHER AN EXPERT TEAM TO ADVISE US ON THE OPTIONS INCLUDING:

WHAT ARE WE PLANNING?

We have identified six “Big Ideas” for transforming Alexandra Palace. These are set out in the following panels, each on a separate panel.

Not all of these initiatives will happen at once. Some may take a number of years to realise. Our intention is that each of the Big Ideas can stand independently of one another and be taken forward on their own. However, like pieces of a jigsaw, they will all fit together

over time to create a picture of the Alexandra Palace of the future. Our aim is to make the Palace more financially sustainable. By using spaces to generate income, we will be able to ensure that the Palace is self-sufficient and is conserved for future generations.



KEY TO THE SIX BIG IDEAS

#1	IMPROVING YOUR FIRST IMPRESSIONS
#2	UPGRADING THE ENTRANCES TO THE PALACE
#3	MAKING IT EASIER TO MOVE AROUND INSIDE THE PALACE
#4	UPGRADING THE MAIN HALLS
#5	A HOTEL IN THE PALACE
#6	OPENING UP THE DERELICT SPACES

HOW ARE WE PROPOSING TO CONSERVE THE HISTORIC BUILDING?

A Conservation Management Plan was prepared by world-class experts in the field at the beginning of the masterplan process, to guide and advise on proposals for the future use of the building.

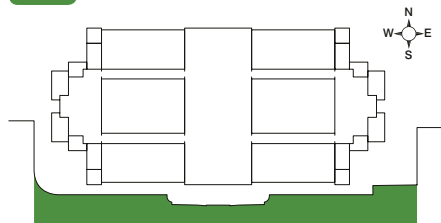
It identifies the parts of the building which are most historically significant as well as the elements which are most vulnerable. You can download the Conservation Management Plan from our website.

IMPROVING YOUR FIRST IMPRESSIONS

WHEN ALEXANDRA PALACE FIRST OPENED, THERE WAS A GRAND SENSE OF ARRIVAL BY TRAM AND TRAIN OR ALONG A TREE-LINED AVENUE LEADING TO THE PALACE.

Today many of these arrival points have been lost or degraded and first impressions as you arrive at the Palace are not that memorable. We would like to recapture that sense of arrival.

#1



future south terrace



current south terrace

REDUCING THE IMPACT OF THE ROAD

In Victorian times the access to the Palace was on the north side of the building and the South Terrace connected directly to the Park. Today a busy road divides the Palace from the Park.

We plan to make changes to the road in order to reduce its visual impact and to improve the connection between the Palace and the Park. We are exploring the idea of a shared space in front of the Palace for cars and pedestrians.

Similar schemes have been successfully introduced elsewhere in London, including Covent Garden and, more recently, Exhibition Road in South Kensington.

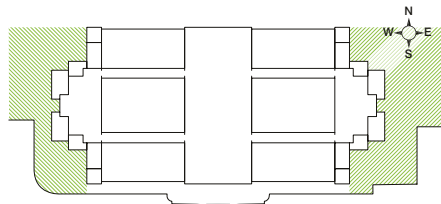
We are planning to make better use of the main entrance on the South Terrace, underneath the magnificent rose window. This would provide direct access to the Great Hall for visitors from the South Terrace, making it a more active space and strengthening access to the Park.

IMPROVING YOUR FIRST IMPRESSIONS

WHEN ALEXANDRA PALACE FIRST OPENED, THERE WAS A GRAND SENSE OF ARRIVAL BY TRAM AND TRAIN OR ALONG A TREE-LINED AVENUE LEADING TO THE PALACE.

We are looking at ways to improve the eastern and western approaches to the Palace. Possible ideas include changing the East Court car park and improving the road layout and terraces outside the Palm Court. This would create two new public spaces, providing natural meeting points for visitors and the local community.

#2



future west arrival



current east arrival



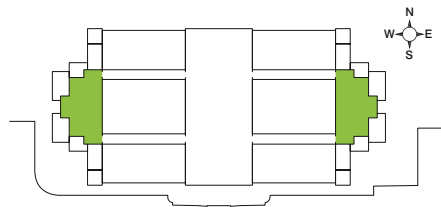
future east arrival

UPGRADING THE ENTRANCES TO THE PALACE

We are exploring ways to upgrade the entrance spaces for visitors including new planting, water features and seating in the Palm Court and East Court. We are also assessing the accessibility of all the palace entrances to ensure that they are disability discrimination act compliant.



#2



MAKING IT EASIER TO MOVE AROUND INSIDE THE PALACE

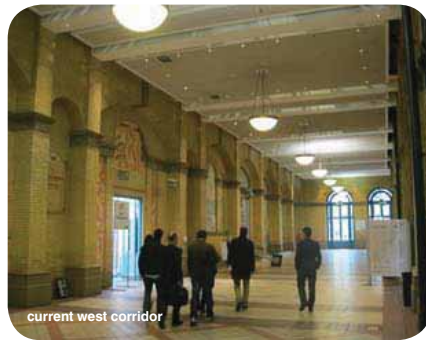
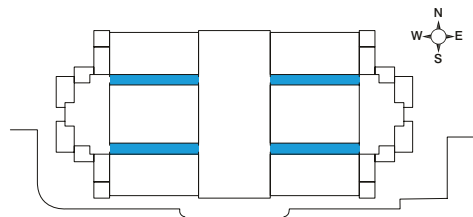
Originally the East and the West wings of the Palace were linked together by four grand corridors, looking out onto landscaped courtyards where the West Hall and Ice Rink are currently located.

We are looking to improve circulation in the Palace by re-opening the unused corridors and refurbishing the existing ones. This will provide a number of benefits:

- It will allow visitors to move more freely around the Palace, without having to go outside
- It will allow spaces such as the Theatre, Ice Rink and Main Halls to operate independently
- It will significantly improve the use of the building for public events
- It will mean visitors can continue to enjoy using the Palace when there are large events taking place
- It will open up areas of the building which are currently quite inaccessible



#3



UPGRADING THE MAIN HALLS

In recent years, Alexandra Palace's reputation and success as a venue for live events has grown significantly, attracting artists such as Jay-Z and Florence and the Machine and key sporting events such as the Masters Snooker.

In order to capitalise on the growth of live events we are looking to upgrade the Main Halls and backstage areas to make them more attractive to organisers and provide an even better experience for visitors.

THE GREAT HALL

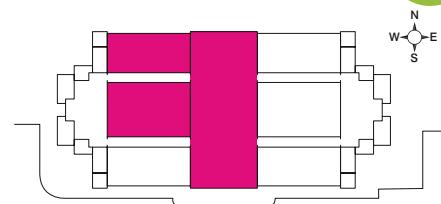
The Great Hall is a fine example of a Victorian concert hall and it houses the magnificent Henry Willis organ, one of the largest in the country. It is a firm favourite of many event organisers and performers and is one of the largest standing venues in London, with space for more than 10,000 visitors. However the Great Hall requires significant investment to maximise its potential.

As a minimum we plan to upgrade the lighting and make repairs to the glass roof to enhance the experience for visitors and to improve the backstage areas for performers.

Should further investment become available, we are also working up more ambitious design options for the Great Hall. We are considering the introduction of colonnaded aisles with mezzanine balconies which would provide more flexible servicing, better acoustics, controlled daylight, zoning of space and would improve energy efficiency. We are also looking at the important conservation aspects of the Great Hall such as the rose windows and the organ.



#4



A HOTEL IN THE PALACE

As Alexandra Palace continues to grow and becomes a more successful destination, there is likely to be demand for a hotel on site to accommodate performers, organisers, contractors and the public.

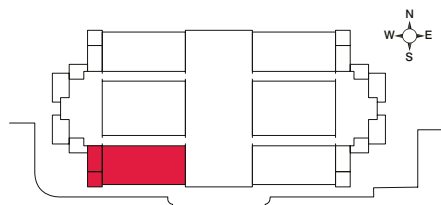
We are examining the feasibility of a new hotel in the Panorama Room space with a lobby off the Palm Court and guest rooms looking out over the skyline of London. The hotel would be built behind the existing Victorian façade of the Palace in order to keep the symmetry of the building and to make use of the two-tiered balcony. It would make use of the imposing South West Tower, which has been derelict for many years.

The public spaces of the Hotel would be open to all, providing restaurant, bar and meeting room facilities overlooking the South Terrace.



future south west wing

#5



current south west wing

OPENING UP THE DERELICT SPACES

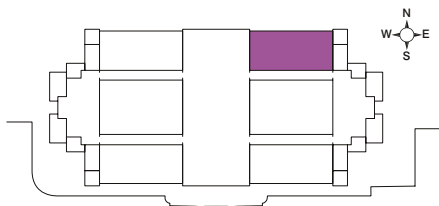
Many of the most fascinating and historically significant parts of the Palace, such as the Theatre and BBC Studios, are closed to the public as they are in poor structural condition.

The Trust is committed to finding funding solutions which will bring these spaces back to life, providing public access and appreciation as well as learning opportunities for local schools, colleges and the community.



current theatre

#6



THE THEATRE

The Theatre is one of the hidden treasures of Alexandra Palace. Opened in 1875 it originally seated audiences of 3,000 and still has a complete set of Victorian stage machinery. A feasibility study is currently being undertaken by theatre specialists to assess the potential viability of re-opening the Theatre as a performance space for community and commercial use.

In addition to the main concert hall we are looking to introduce theatre workshops and performance studios as part of a wider learning programme with educational partners.



THE BBC STUDIOS

The BBC Studios, at the South-East corner of the Palace, have a unique heritage as the birthplace of public broadcast television.

The BBC Tower with its iconic mast was the site from which the first high-definition television programme was transmitted in 1936.

We are exploring the potential for a Broadcast Learning Centre within the BBC Studios as both a local community and visitor resource. The range of possible uses subject to availability of funding might include a broadcast archive and learning centre together with working studios, use as a film and TV school, arts cinema, café and bar.

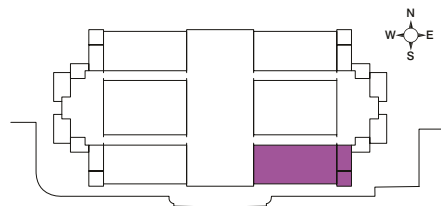
In the longer term, one of our strategic goals as a Trust is for the BBC Studios to be recognised as a World Heritage Site.



current studios



#6



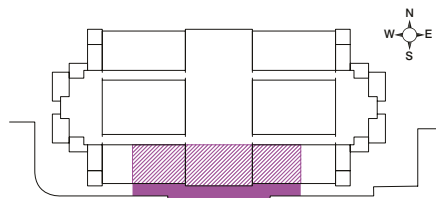
THE BASEMENT

Underneath the Palace there is a large basement, now derelict, which was used in the past for storage and kitchens.

During World War I parts of the basement and the Great Hall were used as a refugee, and later an internment, camp.



#6



Our plan is to refurbish the basement to provide facilities to support the operations at ground floor and above, like the hotel. We are also exploring the potential of opening up the basement arches underneath the South Terrace to provide café and restaurant spaces and a variety of other community and creative uses.

WHAT WILL IT COST?

REALISING THE PROJECT TO REGENERATE ALEXANDRA PALACE WILL REQUIRE SIGNIFICANT INVESTMENT OVER TIME.

The total cost, if compared with the market rate for refurbishing buildings of its size, is likely to be tens of millions of pounds, spread over time.

But each element will be judged on its merits and will only proceed if there is a sound business case and it can be financed.



HOW ARE WE GOING TO FUND IT?

In taking forward our regeneration proposals we will be looking to obtain finance via investments and loans from public and private bodies as well as grants. We will pay back loans with additional income generated from new uses.

Investment by private sector partners may require security in the form of a lease over parts of the Palace. This may involve further public consultation at a later stage.

HOW LONG WILL IT TAKE?

Given the ambitious and forward-looking proposals in the masterplan, these ideas will take a number of years to achieve. Our intention is to prioritise those projects which will most readily attract investment, improve the performance of the Palace for live events, or realise the biggest community benefits.



WHAT WILL BE THE ECONOMIC AND WIDER BENEFITS OF THE REGENERATION?

The regeneration and conservation of Alexandra Palace will have a positive impact on the local community and its economy:

- New employment and business opportunities will be created, during restoration and construction work, and in running new facilities such as the Theatre and the Hotel
- enhanced leisure and entertainment facilities will increase economic activity in the area, benefitting not only Alexandra Palace, but also local suppliers, businesses and the local community
- learning and education opportunities will be generated around enhanced heritage and ecological interpretation in the Palace and Park respectively
- there will be additional local benefits from increased tourism
- improved access
- wider range of things to do and experience at your Ally Pally.



© Google Maps

WHAT WILL HAPPEN NEXT?

When the consultation process finishes at the end of June 2012 we will review all of the feedback we receive.

Your views will be important in shaping the next stage of the masterplanning process over the summer and assigning priorities to the various projects. The conclusions from the consultation process will be fed back later in the year via our website.

Based on the public response to the consultation, we will be able to assess the support and demand for the Trust's ideas. We intend to approach potential partners for the event business and hotel operations later in the year. We will also be in discussion with potential donors, such as the Heritage Lottery Fund, later in the year.

WHAT WILL BE THE FUTURE ROLE OF THE TRUST?

The Trustees are fully committed to their continuing stewardship role, upholding the need to deliver community benefit and public access as well as caring for the place and running a sustainable operation.

In order to meet its charitable objectives the Trust will remain as landlord of the Park and Palace. We will continue to run parts of the Palace and the Park directly and working with commercial and cultural partners in the events or hotel business where appropriate opportunities arise.



HAVE YOUR SAY

YOU CAN REGISTER YOUR OPINIONS IN A VARIETY OF WAYS:

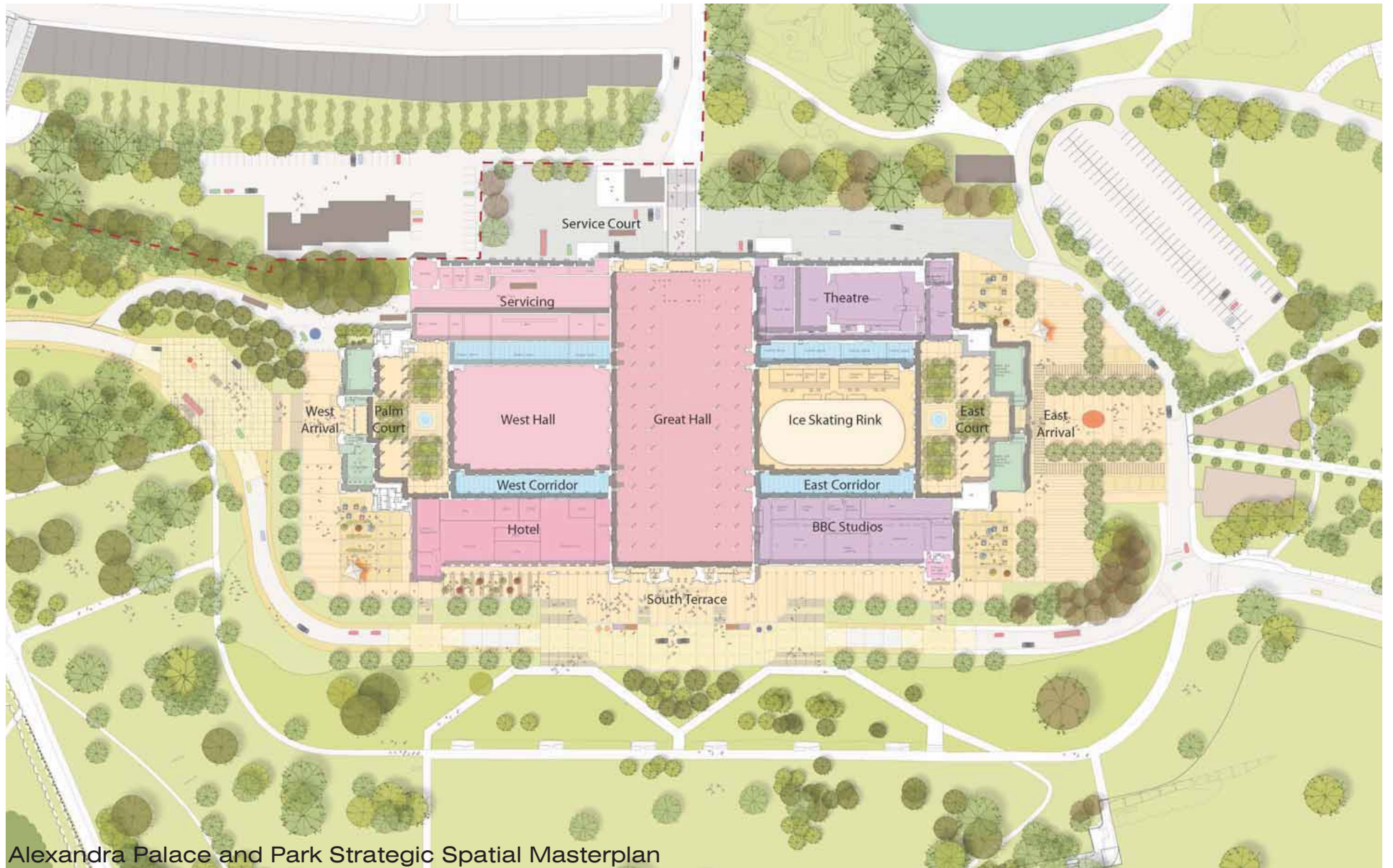
- Fill in the **Freepost survey** available at the Ally Pally exhibition and Haringey Public Libraries
- Feedback online at alexandrapalace.com/regen
- Email us at tomorrowsallypally@alexandrapalace.com
- Share your thoughts on  or  @yourallypally (#haveyoursay)



REGISTER YOUR SUPPORT

If you would like to register your support for the Alexandra Palace masterplan or be kept up to date as the project develops please visit us at alexandrapalace.com/regen or email us on tomorrowsallypally@alexandrapalace.com





Alexandra Palace and Park Strategic Spatial Masterplan