



ALEXANDRA PARK AND PALACE JOINT MEETING OF THE STATUTORY ADVISORY AND CONSULTATIVE COMMITTEES

25th April 2019

Report Title: Planning and Listed Building Consent application for 4no shaded structures located in the Phoenix Bar and Kitchen Outdoor Beer Garden (The Beach)

Report of: Louise Johnson, Strategic Programme Manager

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Purpose: To advise Committee members of a planning and listed building consent application for 4no shaded structures for the outdoor beer garden (The Beach)

Local Government (Access to Information) Act 1985

N/A

1. Recommendations

- 1.1 To note the content of this report, and;
- 1.2 To provide comments on the planning and listed building consent application.

2. Rationale for applications

- 2.1 The Phoenix, open every day from 11am to 11pm, achieves the majority of its business on event days. Non-event days and the winter months are a challenge however, and the busy event programme means that it can be difficult to provide a consistent pub offer that will attract a regular local audience.
- 2.2 During the summer the pub can attract a high footfall due to the incredible views from the spacious outdoor beer garden.. There is scope to improve the potential of the beer garden and enhance its overall look and feel.

- 2.3 To raise the Phoenix's profile and assist it to live up to its potential as London's best beer garden, a planning and listed building consent application for the erection of 4 shaded seating structures accompanied by planting, festoon lighting and seating is proposed.
- 2.4 As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact of the proposed structures on the setting and listing. The proposal has been sensitively designed to create a more attractive outdoor space, moving away from the current 'car park' look to a more integrated and sympathetic garden-like atmosphere

3. Noise

- 3.1 The intention is for recorded music from the pub to be amplified into the beer garden on most days with occasional live music or DJ sets on weekends or to support larger events. Sound levels will be monitored and managed by the on-site team who will follow the standard operating procedures for the Phoenix bar and kitchen as per all activity that takes place inside the pub and out in the beer garden. Local residents can report noise nuisance using the switchboard telephone number. Noise complaints will be recorded and reported back to the SAC/CC in the usual monitoring section of the CEO's report at each meeting.

4. Project Brief

- 4.1 The Project Brief included the following requirements:
- a) Bring the outdoor beer garden to life, moving away from the current 'car park' look and feel;
 - b) Create a more garden-like atmosphere, with planting, greenery and hanging baskets;
 - c) Use both heritage and brand colours to ensure consistency and legibility;
 - d) A selection of robust and flexible seating that can be up-scaled or reduced depending on the demand;
 - e) Shaded structures that encourage multiple groups seated within each;
 - f) Create height and volume to complement the existing Victorian scale of the Palace
 - g) Incorporate elements of the Park and Palace's heritage so visitors can learn more about our eclectic history;
 - h) Inclusion of festoon lighting to give warmth to the outdoor beer garden, akin to the look and feel of the Festival Village installed in the West Hall as part of the concert activity

5. Outcomes

5.1 The following outcomes have been identified:

- a) Create a beer garden to be proud of;
- b) Encourage dwell time;
- c) Attract new customers;
- d) Increase spend in the pub;
- e) Support the ambition of the Phoenix in becoming the go-to pub/outdoor beer garden in London;
- f) Support Alexandra Palace as a destination site, not just a space to see an event and head home;
- g) Create interest for press to encourage editorials/ inclusion in the top ten and best of lists

6. Risks

6.1 Operating procedures will be established to mitigate against the risk of anti-social behaviour such as littering, damage and graffiti and to maintain a high standard of site presentation:

- a) Deck chairs will be taken in each evening and stored;
- b) Pub staff will take ownership of the space and water the hanging baskets and planters, they will also be responsible for turning festoon lighting on and off;
- c) Painting and touch-ups will be programmed into the site-wide maintenance schedule on a quarterly basis;
- d) The monitoring of the outdoor beer garden will be added to AP Control's regular site patrols

7. Legal Implications

7.1 The Council's Assistant Director of Corporate Governance has been consulted in the preparation of this report, and has no comments.

8. Use of Appendices

Appendix 1 – Design, Access and Heritage Statement