

Planning and Listed Building Consent for 4no shaded seating structures outside the Phoenix Bar and Kitchen, Alexandra Palace Way, N22 7AY

Introduction

Alexandra Palace is a Grade II Listed building located within a Conservation Area. A significant proportion of the East Wing of the building, comprising the East Court and the Victorian Theatre, has recently benefited from a major restoration project. The East Court is now a main public arrival and gathering space, and the Theatre has been reimagined as an adaptable theatrical space for a range of events and activities.

The spaces located in the central and western parts of the building are predominately used for events, ranging from concerts to exhibitions to sports and trade shows. Also located at the western end is the on-site pub, the Phoenix Bar and Kitchen. The Phoenix, open every day from 11am to 11pm, achieves 58% 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 programme that will attract a regular local audience.

During the summer however, the pub can attract a high footfall due to the incredible views from the spacious outdoor beer garden, known as The Beach. There is scope to maximise the potential of the outdoor beer garden and improve its overall look and feel – at present, it can look like a car park with some benches.

To raise the Phoenix's profile and ensure it regularly contends for the accolade of London's best beer garden, a planning and listed building consent application for the erection of 4no shaded seating structures accompanied by planting, festoon lighting and seating is proposed.

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 as outlined below.

The Design Process

The team have developed a focussed brief for the beer garden improvements, the objective being to establish the Phoenix Bar and Kitchen as a destination pub, with year-round, multiple audiences enjoying what the pub and wider site has to offer.

The brief included the following requirements:

- Bring the outdoor beer garden to life, moving away from the current 'car park' look and feel
- Create a more garden-like atmosphere, with planting, greenery and hanging baskets
- Use both heritage and brand colours to ensure consistency and legibility
- A selection of robust and flexible seating that can be up-scaled or reduced depending on the demand
- Shaded structures that encourage multiple groups seated within each
- Create height and volume to complement the existing Victorian scale of the Palace
- Incorporate elements of the Park and Palace's heritage so visitors can learn more about our eclectic history

- 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

The primary outcome of the beer garden improvements is to create an exciting and welcoming outdoor space, an inviting outdoor extension to the existing Phoenix Bar and Kitchen offer, encouraging dwell time, attracting new customers and increasing spend – all playing a key role in the Charitable Trust’s ambition to become a self-sustaining destination venue.

Amount

The proposal is for 4no shaded seating structures, similar to cabanas (see images attached). Each structure will measure 3.5m x 3.5m, with a ridge height of 2.69m. The predominant material of the structures will be timber, treated to guard against weather/ rot. The roofs will have a felt covering.

Use

The structures will offer an attractive alternative seating area for customers to the Phoenix Bar and Kitchen and those attending events. Surrounded by greenery and festoon lighting, the beer garden project will enhance the existing outdoor offer, raising the profile and customer expectations for the type of experience they should expect when coming to Alexandra Palace.

Layout

The 4no structures will be located on the hardstanding area outside the Phoenix Bar and Kitchen known as The Beach. The flexibility of the structures (they will be freestanding and not attached in any way to the listed building) allows the layout to be altered as and when required. They can also be easily taken apart and stored if required.

Scale

The 4no structures will be identical in size and scale (3.5m x 3.5m, with a ridge height of 2.69m).

APPENDIX 1

Materials, case studies and example products







