

EXTERNAL ADVERTISING PARK NOTICE BOARDS

EXISTING NOTICE BOARDS

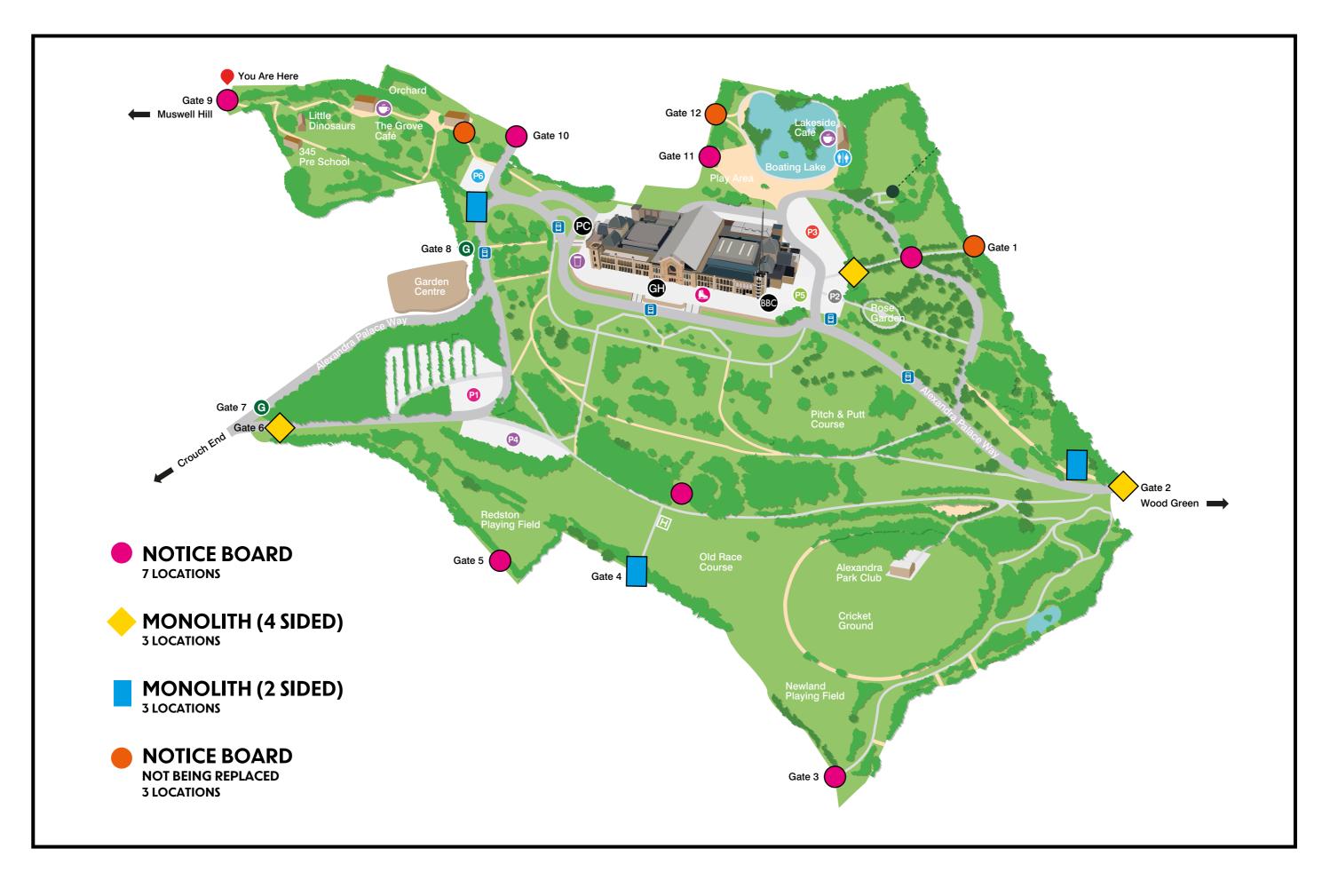








ALEXANDRA PARK



MONOLITH (4 SIDED)



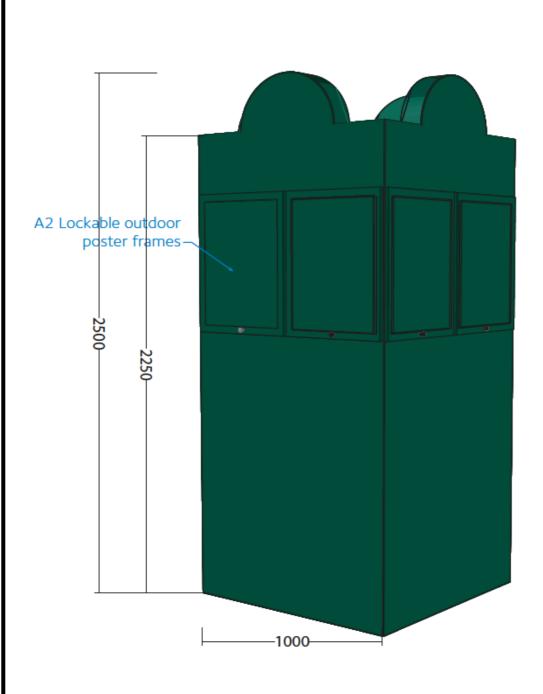


FOREVER YOURS





MONOLITH (4 SIDED)





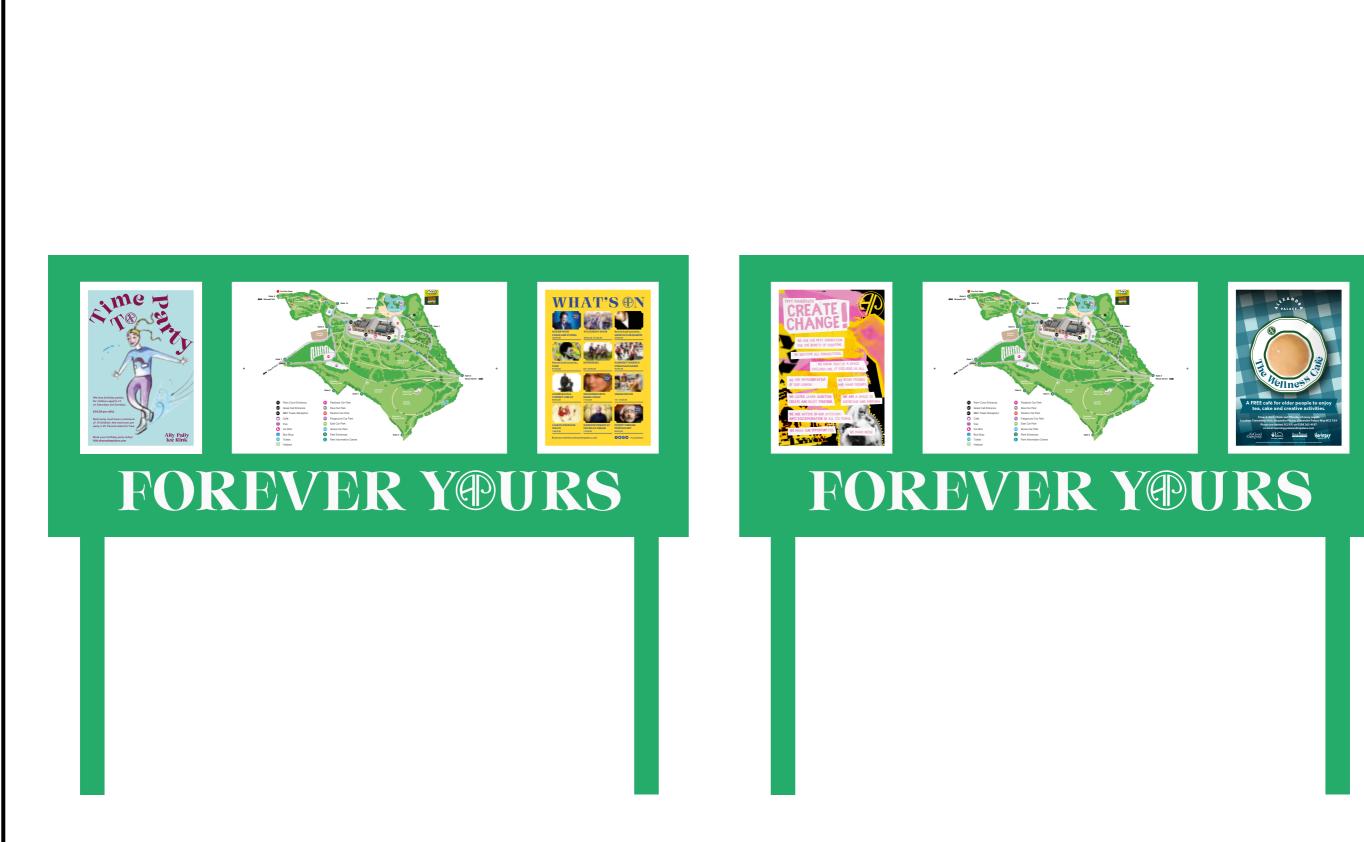
MONOLITH (2 SIDED)



MONOLITH (2 SIDED)



NOTICE BOARDS (2 SIDED)



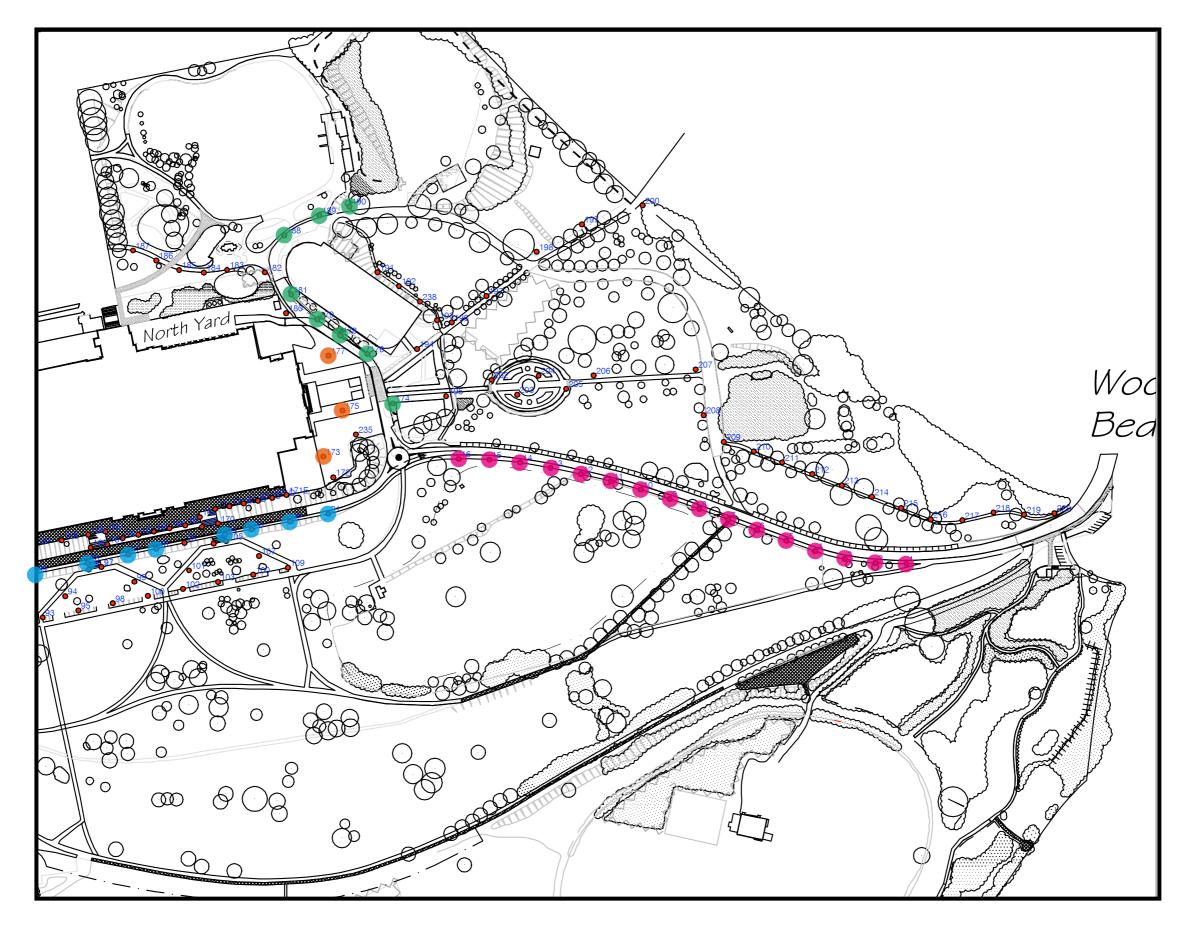
NOTICE BOARDS (2 SIDED)





EXTERNAL ADVERTISING LAMP POST BANNERS

ALEXANDRA PARK



KEY

ZONE 1 16 LOCATIONS

ZONE 2 8 LOCATIONS

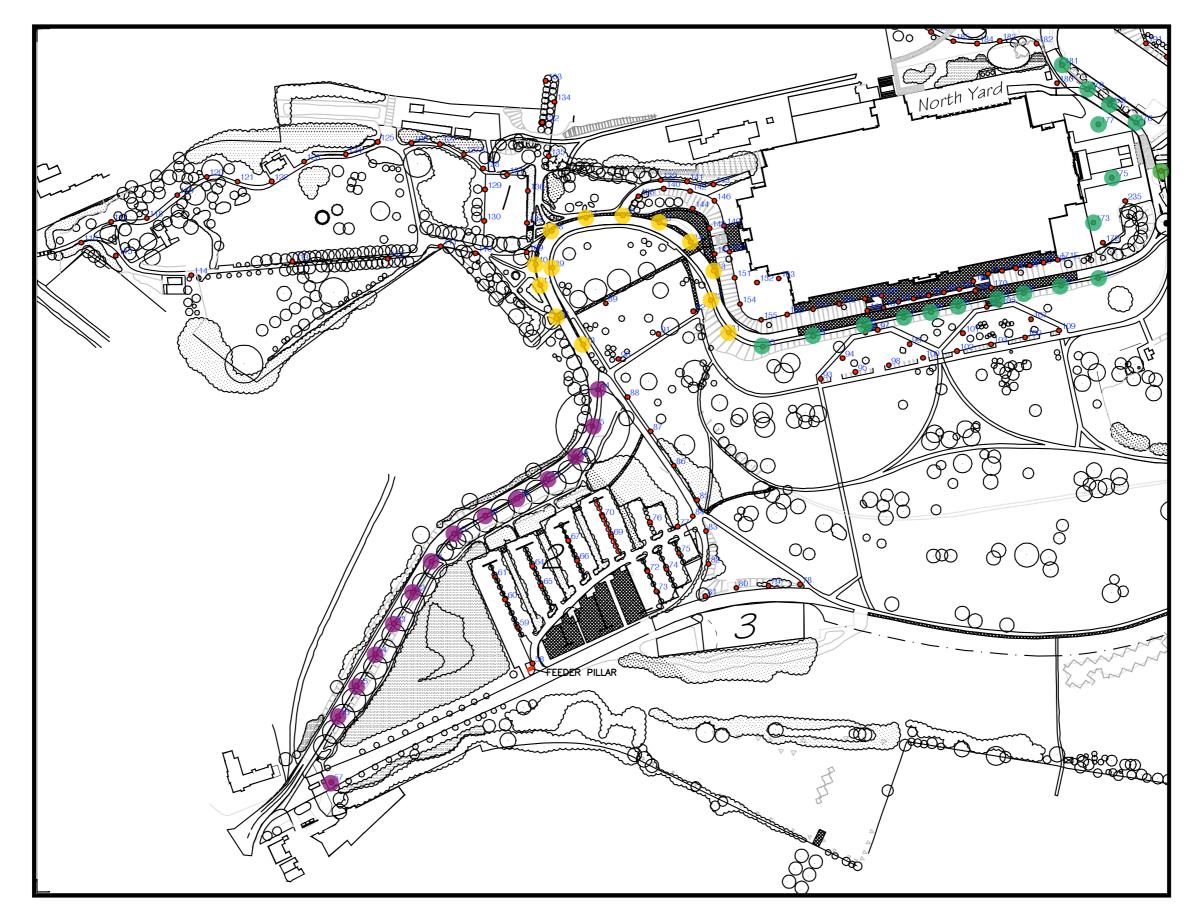
ZONE 3 3 LOCATIONS

ZONE 4 10 LOCATIONS

ZONE 5 13 LOCATIONS

• ZONE 6 13 LOCATIONS

ALEXANDRA PARK



KEY

ZONE 1 16 LOCATIONS

ZONE 2 8 LOCATIONS

ZONE 3 3 LOCATIONS

ZONE 4 10 LOCATIONS

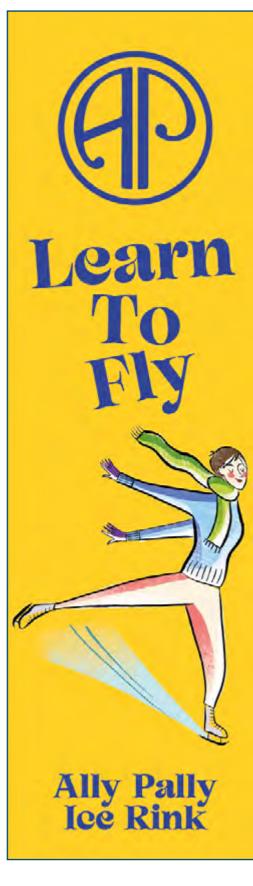
ZONE 5 13 LOCATIONS

ZONE 6 13 LOCATIONS

BANNER DESIGN



BG COLOUR CMYK 76,0,73,0 **BG COLOUR** CMYK 31,0,14,0



BG COLOUR CMYK 91,71,0,0



BG PHOTO

Advertisement Consent and Planning Consent applications for updates to external signage within Alexandra Park and on Alexandra Palace Way, N22 7AY

Introduction

Alexandra Palace is a Grade II Listed building located within a Conservation Area. In 2018, following a major restoration project enabling the reopening of the East Court and Victorian Theatre, the Charitable Trust conducted an extensive branding refresh exercise. This culminated in a new suite of colours, tints, layouts, illustrations, typography and tone of voice for communicating with our visitors intended to be used across the site, creating a smart, dynamic, recognisable, playful but informative identity for the Park and Palace.

In 2019 advertisement consent (HGY/2019/0691) and listed building consents (HGY/2019/0707) were obtained to update the on-building panels around the site and the signage along Alexandra Palace Way. To enable consistency of messaging across the site, the Trust is seeking further advertising and planning consents to change the existing external fixed signage structures, and, to install advertising banners on the lampposts along Alexandra Palace Way and in the East Car Park, in accordance with new brand colours and tone.

The proposal is part of the Trust's 2020-2025 Strategic Plan, Pillar 2 - Create a stronger lifelong connection with our visitors, supporters and community. This includes: Physical points on site that are welcoming, interactive, and responsive to visitor needs, spark interest in our story and encourage greater exploration. Following the recent pandemic, the Strategic Plan has become a response and recovery plan including: New signage for both visitor safety and public fundraising campaigns; Creative Learning grab and go activities so that families can enhance their visit to the Park in a socially distanced way; reviewing Strategic Vision (SV) projects, particularly around gateways and wayfinding to determine which projects to prioritise in a post Covid 19 world.

Of the existing 15 wooden noticeboards in Alexandra Park, a total of 13no will be replaced. 7no will be metal noticeboards similar to the shape, size and (2no single-sided and 5no double sided) as currently exist. Taller monolith boards, that can be seen from further away and take up less ground space, will replace the other 6 noticeboards in higher footfall areas, 3no 2-sided and 3no 4-sided. Two existing single sided noticeboards are damaged and will be removed and not replaced. The Friends of the Park noticeboard is not included in this proposal. The locations of the boards will stay the same (as shown on the map, P3 of the artwork design document).

The application for consent to install banners on (63no at any one time) selected lampposts along Alexandra Palace Way and in the East Car Park will provide us with the mechanism to unify the look and feel of the site and enhance the visitor experience. Such banners have existed in the past, for example in the build-up and during the 2012 Olympics. The 40+ lampposts in other areas of the Park will not be used for advertising under this application.

The artwork design document included in this application is indicative of the types of advertising proposed; a variety of our core messages and activities. The artwork can be easily changed around programming, whilst maintaining the Alexandra Palace brand colours, style and typography, in keeping with the on-building panels and site directional signage.

As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact the proposed advertisements have on the Park setting and Palace and listing. The proposed signage has been sensitively designed to reflect the heritage and modern-day use of the building, as outlined below and in the attached documentation.

The Design Process

Working with design agency Lovers, the evolution of the 2019 brand refresh and the subsequent signage update took place over the period of 12 months, with dedicated workshops, research and

focussed tasks to establish a relevant and exciting brand for the Park and Palace. This proposal will bring the remaining external signage in line with the on-building panels and Alexandra Palace Way signage as approved in 2019 (HGY/2019/0691 & HGY/2019/0707).

Amount

The proposal is for 7no noticeboards, 3no 4-sided monolith boards and 3no 2-sided monolith boards to replace existing structures and banners on 63no lamppost banners. Please see pages 2 - 13 of the External Advertising document submitted in support of this application.

Use

The notice and monolith boards will have multiple and complementary uses. They will welcome, direct and inform visitors whilst updating and unifying the overall look and feel on site, in line with the site-wide brand refresh. The lamppost banners along Alexandra Palace Way will provide animation to the site, inform passers-by and visitors of our heritage and what we have on offer.

Layout

The notice boards and banners (illustrated in the artwork design document submitted with this application) have been designed to ensure they are in keeping with the East Wing restoration, onbuilding and roadside signage.

Scale

<u>Ally Pally - Notice Board (Single Sided)</u> – 2no.

3mm Coloured ACM Plain unprinted Panel, Anti-Graffiti Laminated, face panel with decal cut exterior grade white text vinyl & printed map. 2x A2 Lockable frames, Reverse panel plain detail. Fixed to 2no 3m length steel posts. (Im approx. into the ground), Size: 1000 x 2200mm. 130mm cap height (max. letter size)

<u>Ally Pally - Notice Board (Double Sided)</u> – 5no As above but double sided folded tray sign made from 3mm ACM

Ally Pally - Small Monolith (Double Sided) - 3no

3mm Coloured ACM Plain unprinted Panel, Anti-Graffiti Laminated, each with decal cut exterior grade white text vinyl. Printed vinyl map. 2x A2 Lockable frames one side, 4x A2 poster frame reverse side. Fixed to 2no 3.5m length steel posts. (Im approx. into the ground) Size: 1000 x 2500mm. 80mm cap height.

Ally Pally - Small Monolith (4 Sided) – 3no

3no 3mm Coloured ACM Plain unprinted Panel, Anti -Graffiti Laminated, with decal cut exterior grade white text vinyl. Printed vinyl map. 2x A2 Lockable frames one side and 4x A2 poster frame reverse side and 2x 4sheet poster frame. Fixed to 2no 3.5m length steel posts (1m approx. into the ground). Size: 1000 x 2500mm 80mm cap height.

The lamppost banners are of industry standard construction 750mm x 1.5m, (max letter size 120mm). The flag material is 610gsm Blockout PVC double sided. Twister banner brackets (consisting of 2no cast alloy brackets with stainless steel spring tension system, 2 sleeved black fibreglass arms, 2 large safety pins, 2 pole protective rubber gaskets, Wind Spill Predictions). The banners will be placed 2.4m above ground.

Additional Documents

- Site Location Plan
- Alexandra Palace External Signage Artwork document
- Additional Information document
- Colour Framework document

Planning and Listed Building Consent for additional shading structures and festoon lighting attached to the building, on the Beach outdoor beer garden, 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, opened in the late 1980's, which 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, which can seat over 400 people. The beer garden is south facing with views across the whole of London and on towards the south downs. The space is surfaced with asphalt and shingle. On one side is a now unused tower which was part of the original Alexandra Palace building and on another is the pub itself. The other 2 sides are open south facing views.

From May to September a wooden pergola is in place and wooden bench seating is laid out across the area for visitors (Planning ref. HGY/2019/0863 & LBC ref H GY/2019/0864) and this supported income generation during the summer months and improved the overall look and feel of the beer garden.

During the summer months of 2020 the area was reopened as "The Terrace", a ticketed event, serving street food and a variety of beverages. This provided an income stream at a time when no indoor events could be hosted. In order to create a unique atmosphere, whilst being sympathetic to the surrounding, a small makeover of this space will take place over the early spring. This will involve new seating, a scattering of parasols and some planters. In addition to this it is proposed that a small run of festoon lighting will be put in place between the main building and the pergola. This will enhance the atmosphere in the space and also add much needed soft lighting

The festoons will be attached to 7 separate points of the building with a span of about 90degrees therefore listed building consent will be required, and will meet at one anchored point on the pergola. The festoons will be attached to the building using an M10 eyelet. This will be fixed at around 400mm into the building to ensure this is secure. The eyelets will be at the rear of cornices or within parapets and positioned out of sight as much as possible.

As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact of the proposed structure on the setting and listing. The proposal has been sensitively designed to enhance the previous improvements for a more integrated and sympathetic garden-like atmosphere as outlined below.

The Design Process

The team have developed a focussed brief for the improvements, the objective being to establish and build the reputation of The Terrace as a 2021 beer garden destination, with year-round, multiple audiences enjoying what the wider site has to offer.

The brief included the following requirements:

- Reinstatement of the Pagoda (permission received in 2019)
- Additional shading structures for existing and additional flexible seating
- Use both heritage and brand colours to ensure consistency and legibility
- 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
- Enhancing the garden-like atmosphere, with astro turf, planters, heaters and fire pits
- Wall mounted speakers to be mounted for low-level atmospheric music (in accordance with current licence)

The primary outcome of the beer garden improvements is to create an exciting and welcoming outdoor space, an inviting outdoor extension to the existing Terrace 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 17no additional bench tables, $2no 5m \times 5m$ square gazebos and $4no 4m \times 4m$ square gazebos and some additional planters. In addition to this it is proposed that a run of 7no 20m festoon lighting will be put in place between the main building and the pergola to enhance the atmosphere and provide much needed soft lighting.

The festoons will be attached to 7 separate points of the building, as show in Appendix 5, with a span of about 90degrees. Eyelets: wet diamond core 32mm diameter hole approx. 410mm deep into the parapet, sloping down and into main wall below, in 7no positions. Supply and install an M10 Cintec Stud Anchor 400mm in length with a welded coupler on, ready to take an eyelet, to finish flush with rendered external face, in 7no. positions. Supply and install M10 stainless steel eyelets to all 7no. anchor positions.

Use

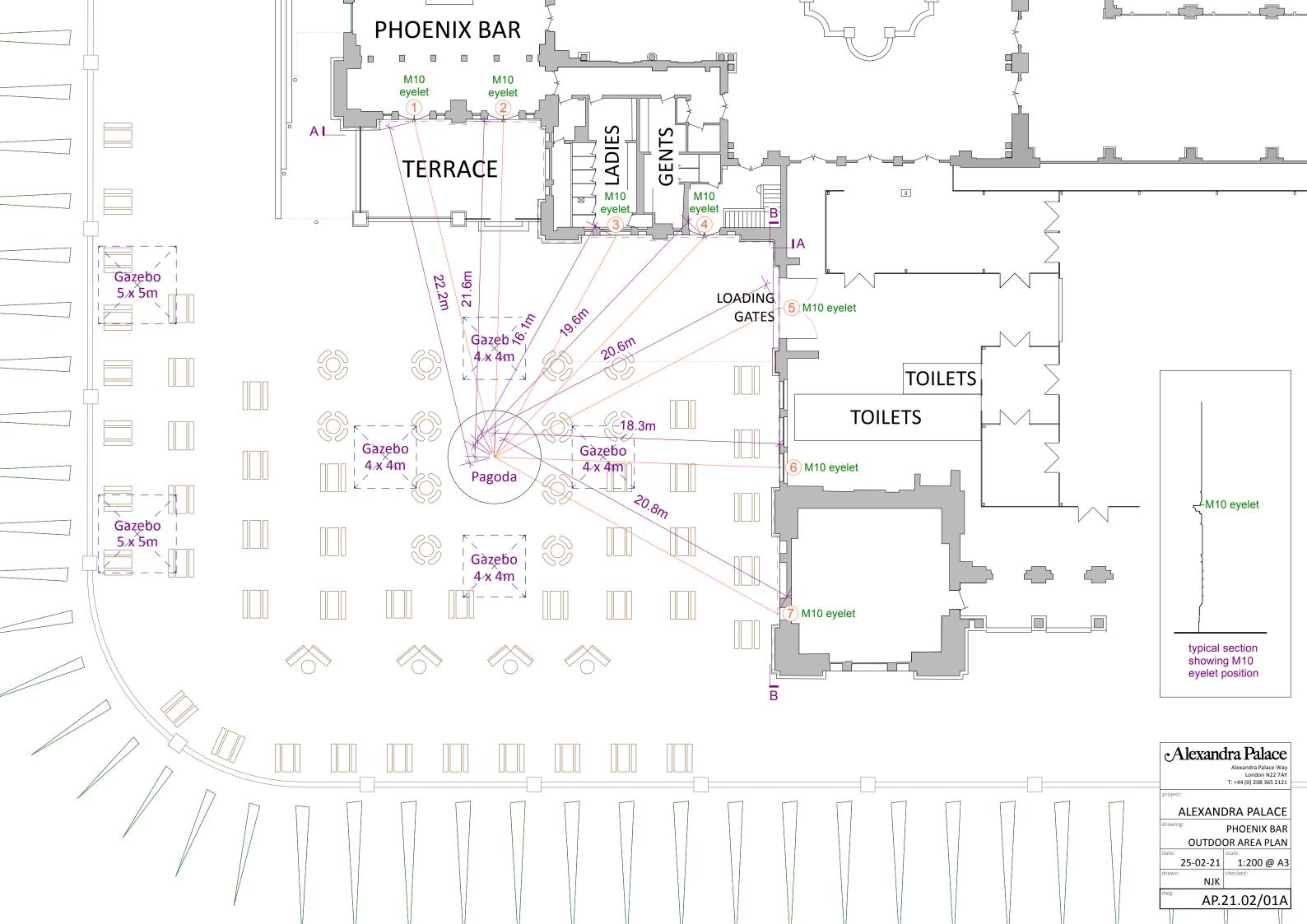
The proposal will offer attractive shaded-seating areas, in addition to the pagoda, for customers and those attending events. Surrounded by enhanced greenery and festoon lighting, the project will improve the existing outdoor offer, raising the profile and customer expectations for the type of experience they should expect when coming to Alexandra Palace. It is intended that the structure remains on The Beach from May – September inclusive during 2021 and from March-September inclusive each year.

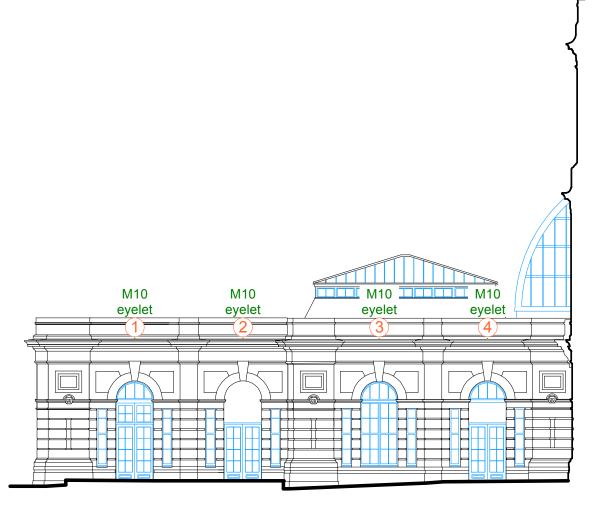
Layout

The structures will be located on the hardstanding area outside the Phoenix Bar and Kitchen known as The Beach. Please see the supporting PDF document submitted as part of this application. The structures can be easily taken apart and stored if required.

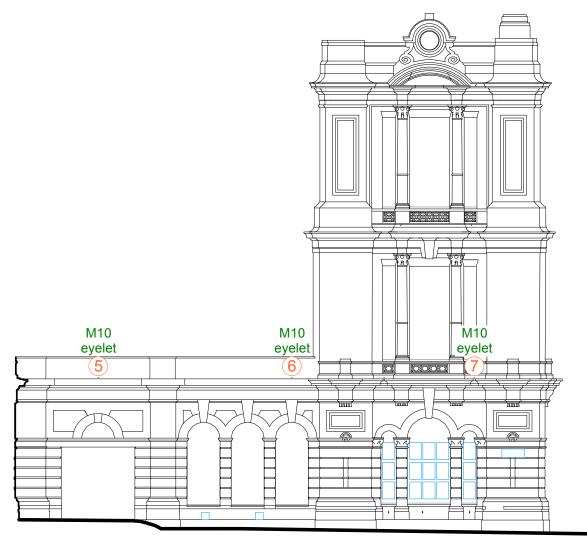
Scale

An elevation drawing has been submitted in support of this application to illustrate the scale of the maximum height of the largest structure in relation to the building.



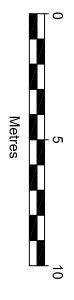


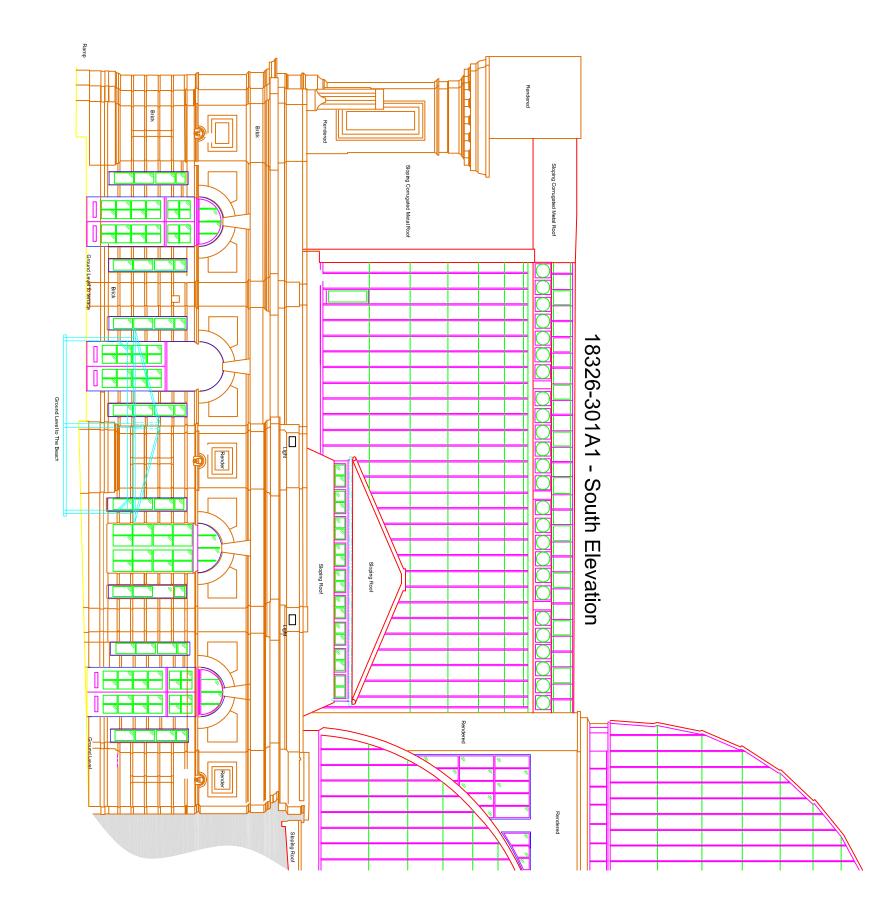




SECTION B - B







Planning and Listed Building Consent for Outdoor Toilet in the Old Deer Enclosure, 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 encompasses the Learning Zone, a flexible multi-use space predominantly used by the Learning Team to engage people of all ages with activities inspired by Alexandra Palace's heritage but also for temporary exhibitions and other events & engagement activity.

In 2019 the Trust embarked upon on a major new creative learning programme, Wild in the Park, with partners (expert local organisations and practitioners, including Haringey Pupil Referral Units, Education Trusts, and the Haringey Youth Board) to develop provision for outdoor learning for children and young people with Special Education Needs, young people with social, emotional and behavioural needs and forestry school provision for primary schools. This extended to family programmes and performances, with after school clubs, some weekends activities and school holidays, including Creativity Camps. Family performances take families on trails through the park, and we are offering family crafting activities.

These activities continued through the very wet winter, demonstrating that outdoor learning is not just a summertime activity. The diversity of the 1,700 young people engaged in the programme in 2019 meant that, for many, this was a new experience. Evidence shows the benefit of time spent outdoors surrounded by nature, particularly for young people and we believe the programme can make a profound and long-term impact. A 30-week forestry school programme for local primary schools had been planned for the 2020 summer term but was delayed due to the pandemic restrictions and replaced with free downloadable activity packs. In the Autumn 25 days of outdoor summer camps were delivered including street art, sustainable fashion, street dance and spoken word techniques in an outdoor environment.

The proposal is for the installation of an outdoor composting toilet in Alexandra Park's deer enclosure, which was disused until the autumn of 2019 when the area was cleared, including dead-wooding of the trees, to enable some outdoor learning activities to take place.

As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact of the proposed structure on the setting and listing. The proposal has been sensitively designed blend in with the natural surroundings of the Park. Key stakeholders will be consulted, including the Friends of Alexandra Park and the Alexandra Park and Palace Advisory and Consultative Committees.

The Design Process

It has been a long held ambition to provide learning facilities within the Park. The key objectives of this project are:

- to bring the disused Deer Enclosure back to life;
- to overcome barriers to appreciation of the natural world and health and fitness;
- to overcome the barriers of formal education on these topics and to develop a programme activities for different communities that do not traditionally engage with the natural environment to learn, play and work together to engage with the natural environment in passive and active ways.

The proposal will enable the area to be used as a dedicated learning space for our programme of activity and a space within which all members of the public are welcomed.

Amount

The proposal is for: I no accessible outdoor, composting toilet facility (3.25m in height x 2m width x 3.5m depth), a steel base structure and chimney (powered by wind and solar powered), with aluminium roof cap, timber walls and roof (with a phenol external surface).

Use

The facility will enable a hands on learning environment, outside of a traditional classroom, and in different media to suit the different communities – age/socio demographic/geographic, with and on-site toilet facility.

Layout

The structure will be located in the grassed area in the east of the Park, previously known as the Old Deer Enclosure.

Materials KL2 - Toilet Unit - UV protected low density polyethylene unit: Design Life: 25 years Frame Material: Galvanised Steel - 50-75 years Anti Corrosion Treatment

Roof: Design Life: 15 yrs min. The edge of the roof should be repainted every 3 years. Environment: SmartPly OSB ® is made from sustainable, fast-growing timber: we only use forest thinnings of new-growth pine and spruce, including the tops which are not used to make any other wood-based product. SmartPly is increasingly being used instead of plywood, which by contrast uses large logs cut from old growth forests.

Cladding: ThermoWood ® is produced by heat treating Finnish grown pine to temperatures in excess of 200 degrees Centigrade. During heat treatment, chemical and structural changes occur within the timber which alter and improve some of its basic characteristics. The resulting product is an altogether more durable and stable timber, an ideal material for use in exposed areas such as external wall claddings.

Design Life: The heat treatment process enables the use of Scandinavian Redwood in areas requiring a service life of up to 30 years without the need for a chemical preservative. This is twice as long as the Class 3 treated Pine that is typically used for cladding - generally guaranteed for only 15 years against rot.

Finish: The exterior finish of the Thermowood will change over time unless varnishes or stains are applied. Stains require lower frequency treatments - a vertical surface such as this would need restaining every 3-5 years. Our cabin walls are supplied unstained.

Environment: ThermoWood is PEFC-certificated which ensures the raw material is sourced from sustainable managed forests.

Emissions: TVOC (Total Volatile Organic Compounds) values are significantly lower than those for untreated softwoods due to the evaporation of most of the terpenes during heat treatment process.

Scale

The composting toilet facility will measure 3m in height x 3.28m in width x 2.64m in maximum depth.

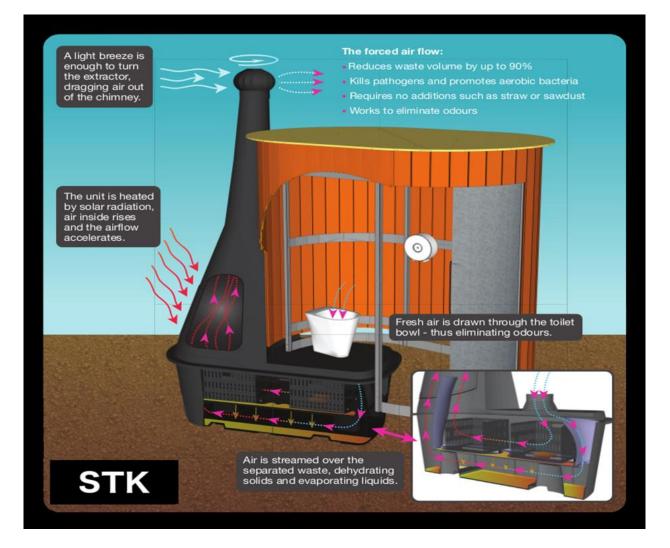
Design, Access and Heritage Statement March 2021

I. Compostable Toilet Images



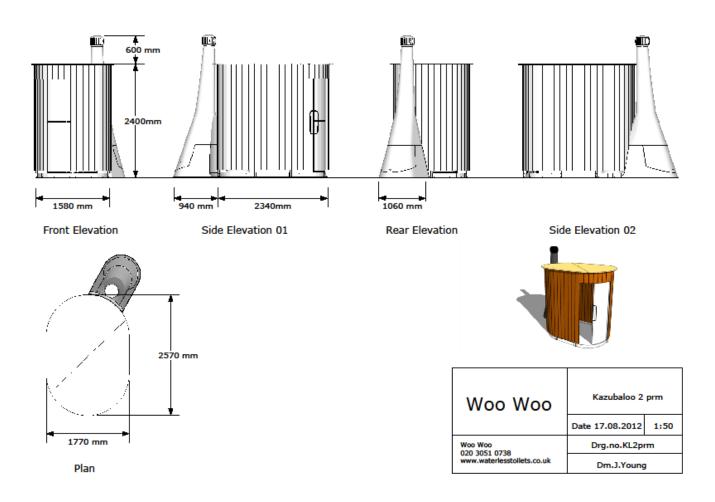


2. How it works diagram



Design, Access and Heritage Statement March 2021

2. Dimensions



Additional Documents

• Site Location Plan

SAC/CC 15 March 2021 Agenda Item 9 Appendix 6 – Great Hall Space Frames

Existing space frame colour / images:





Existing Powder Coated Blue





Proposed colour change to a Jotun, XL Hardtop 'Dark Aluminium' Grey



