

15-078

Design & Access statement

Proposal for enhancement to exterior of
Goodison Park Stadium exterior

Goodison Road,
Liverpool
L4 4EL



Condy Lofthouse Architects



Design statement

Introduction

This Design Statement has been prepared by CLA on behalf of Everton Football Club in support of the full planning application for external enhancement of the stadium.

This document is to be read in conjunction with the drawn information and supplementary information submitted in support of the full application.

Site Description



Extent of new build

The site is the existing stadium with cladding & external improvements to all four stands. The bulk of the works are an over-clad of the existing structure with one new build structural tower element. The design also include for some small roof top features described elsewhere.

Brief

The design proposal seeks to enhance and improve the existing stadium façade of Goodison Park both in terms of the aesthetic and EFC branding. The improvements are seen as a short term solution while the new stadium project is developed to fruition.

Within a realistic budget, CLA Architects have examined some of the existing features which can be built upon as key elements of a reskin of the stadium. The intent is to create a cohesive 'whole' feel to the stand with defined focal points to the perimeter.

To achieve this 'whole' stadium feel new build elements were required to infill gaps in the existing structure and punctuate the façade with new elements.

The design proposes three tower elements, two of which are created by simply cladding the existing structure. One new structure is proposed to create Tower No.3. The remaining areas to each stand with the exception of the Park Stand, will have a "graphic skin" applied in the form of a banner.

Proposal

Tower 1

Located on Goodison Road, this existing projecting metal clad box is already an established key feature of the stadium and is a predominant form on Goodison Road. The block is also the end view point as you walk up to the stadium from Neston Street.

The design over-clads the existing metal cladding with a blue composite cladding panel. The panels with a staggered vertical pattern cover the three faces of the block and extend up above the existing parapet by approx. 1100mm.

To the top of the tower is a rectangular 'lantern' feature comprising of semi-translucent acrylic sheet set behind a galvanised steel grill. This lantern will be illuminated from within giving a white glow to the lantern and night sky above.

Within the bottom edge of the tower will run a concealed perimeter blue neon' effect LED up lighted strip. This will spill a soft gradient of blue light up the face of the tower gradually fading out.

The upper set back of the main stand will remain in the light grey metal cladding with the blue stripes painted out grey. This elevation will be floodlit with a blue 'neon' LED light which will create a blue 'crown' to the three sides of the stadium.

A new EFC logo is proposed which will be illuminated internally, so the blue and white elements are illuminated and a back spill of light will illuminate the perimeter of the sign.

The 'Welcome to Everton FC' wording is currently being revised with the same text or similar to be proposed.



Tower one day time existing



Tower one day time proposal



Tower one night time existing



Tower one night time proposed

Tower 2 and Park Stand

The Park Stand is the main focal point of the stadium. It is the only full elevation that can be viewed by pedestrians and vehicles approaching the site and is the main selling point of the stadium in terms of branding.

To that effect, we felt that any intervention should enhance, reinforce and improve this stand's facade. The implementation of new tower elements act as book ends to the central projecting box of the Park

Stand and adds symmetry to the elevation as well as tidying up the ends of both the Main Stand and Bullens Stand. The design proposes new free standing signage to the top of structure. These letters formed with galvanised steel will have an illuminated blue letter face reading 'GOODISON'.

The lower brickwork to the Park End will be painted blue to match the existing perimeter brickwork. The current grey box to the Park Stand will also be repainted but we are yet to agree the colour. It is envisaged that the Towers, the lantern and the new signage will be visible from some distance.

We are also proposing an animated LED Banner which will be located in the position of the existing 'WELCOME TO GOODISON...' banner. This will be visible day and night and will allow for various graphics, animations to be presented and it can also replicate the existing "Welcome to Goodison..." banner. We are also proposing the relocation of the existing illuminated advert banner within the left and right hand side returns of the Park Stand.

Similarly to Tower 1, this tower is again an over-clad of the existing structure but in this case it is an L' shape using the end face of the main stand and a small return up Goodison Road, currently the location of the large advert board.

This tower will be seen as a left hand structure to the Park Stand and a replica build is proposed to the opposite side of the Park Stand (Tower 3). The lantern feature and all lighting will be as per Tower 1. The signage will be the single EFC badge back illuminated.



Key CGI of the Park End showing Towers 2 & 3



Park Stand day time existing



Park Stand day time proposed



Park Stand night time existing



Park Stand night time proposed

Tower 3

This element is the only new build portion of the scheme and is required to replicate Tower 2 and create a symmetrical elevation to the Park Stand.

It will incorporate the same cladding, lantern, signage and lighting as Tower 2 but it is effectively a structure only with no internal floor areas created. We have however designed this tower with the future provision for new floors to be added that could link into the Park and Bullens Stands should this be required at a later date. Full access and egress onto the pitch for emergency vehicles will be maintained.



Tower 3 day time existing – Park Stand / Bullens Corner



Tower 3 day time proposed - Park Stand / Bullens Corner



Tower 3 night time existing - Park Stand / Bullens Corner



Tower 3 night time proposed - Park Stand / Bullens Corner

Bullens/ Gwladys Street Corner

Currently the corner of Bullens and Gwladys Street Stands has a series of unconnected blocks and the design seeks to infill and rationalise the corner to read as one whole wrap around. The design will see the proposed banner skin wrapping around the whole of the corner with a continuation of the Gwladys Street lower elevation running through to the Bullens Road elevation. Spot uplighters fixed to the bottom banner rail will illuminate key scenes within the banner montage.



Bullens / Gwladys day time existing



Bullens / Gwladys day time proposed



Bullens / Gwladys night time existing



Bullens / Gwladys night time proposed

Blue Cladding material

These images illustrate the proposed cladding pattern and colour applied to one of the tower elevations and photographed in daylight and at an angle to show the impact of sunlight reflecting off the panels.



PVC Banner

The banner is a cost effective facade system that is hung off a lightweight frame that will run around the perimeter of the stadium, fixed at the bottom and eaves.

The material itself is a woven PVC which allows air movement through it and it has a small degree of transparency due to the nature of the weave. The material is effectively stretched over the frame and bent around a vertical bar at the corners. The banner can be removed for access if required and offers the option to replace the 'graphic' if required in the future.

Montage

The graphic images on the visuals within this design statement are indicative only and careful consideration will be given to the design of the final montage with the EFC graphic team. We envisage the montage will depict scenes from the clubs history, key events from games of the past and of course the players and managers. Careful spot lighting will highlight indicative scenes and characters bringing the images to life as night time falls. Certain areas of the banner will have a lighter graphic zone which will allow full colour video projections on to the surface of the banner. This will probably be in two areas along the Goodison Road elevation – Yet to be confirmed.

Stadium sign

Apart from the 'Welcome to Goodison...' banner the stadium itself has no fixed name signage. We propose free standing cut letters which are fabricated with galvanised sides and rear face but the letter face itself in a transparent blue acrylic with a 'Neon' effect LED blue light behind. The letters simply spell out the name ' GOODISON'. EFC logo signs to the other towers as discussed elsewhere.

Access Statement

None of the design changes have implications on existing access arrangements. The new tower structure will be accessed for maintenance only

Jason Maher

CLA Architects.

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