



LIFE TOUCHING DESIGN

ADMINISTRATION AND MEDIA BUILDING

NORWICH CITY FOOTBALL CLUB
COLNEY TRAINING CENTRE

DESIGN AND ACCESS STATEMENT

Issued for Planning August 2021

WHERE DO WE STAND?

We stand with you. Whoever you are — a client, a colleague, a supplier, someone who lives or works in, or is just passing through, a building we've designed. We stand with you because, for us, architecture is all about people. Get to know them and what's important to them, connect with them and collaborate, deal with them respectfully and with integrity and, together, you can solve any problem, overcome any challenge and achieve any ambition. That's what it takes to create sustainable, innovative, valuable and positive architecture. Architecture that improves lives, builds communities and enhances society.

Life touching design.

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EXTERNAL VISUALISATION



EXTERNAL VISUALISATION 02

1.0 INTRODUCTION

This design and access statement has been prepared on behalf of the applicant, Norwich City Football Club, in support of the full planning application for the development of an administration building at their Colney Campus.

The addition of the building and media will provide a permanent location for media and operations staff that are currently located in the temporary modular building at the front of site. The provision will also provide a 'hot desk' location for visiting staff that are based at the Stadium at Carrow Road.

The first floor will provide further office space as well as a multi-purpose room to provide the training ground with a space suitable for media/ press events.



This document should be read in conjunction with the drawings and documents listed:

LSI Architects Information (Architectural)

20047-LSI-AB-XX-DR-A-1700
 20047-LSI-AB-XX-DR-A-1800
 20047-LSI-AB-XX-DR-A-1900
 20047-LSI-AB-GF-DR-A-2000
 20047-LSI-AB-01-DR-A-2001
 20047-LSI-AB-RL-DR-A-2002
 20047-LSI-AB-XX-DR-A-2050
 20047-LSI-AB-ZZ-DR-A-2070

Site Location Plan
 Existing Site Plan
 Proposed Site Plan
 Proposed General Arrangement Ground Floor Plan
 Proposed General Arrangement First Floor Plan
 Proposed General Arrangement Roof Level Plan
 Proposed General Arrangement Elevations
 Proposed General Arrangement Sections

Create Consulting Information (MEP)

DR_CS_P21_2281_02 - A

Admin Building - Energy Statement

Clancy Consulting Information (Civils)

CCL-8_2349-C-AB-GA-DRN-4400-P1
 CCL-8_2349-C-ALL-DET-DRN-4410-P1
 CCL-8_2349-C-ALL-GA-EXT-4100-P1
 AB 1 in 100 + 40CC P1
 AB 1 in 10 P1

Proposed Drainage Plan
 Proposed Drainage Details
 Existing and Proposed Areas
 Micro drainage Summary Report
 Micro drainage Summary Report

2.0 DEVELOPMENT CONTEXT

2.1 LOCATION

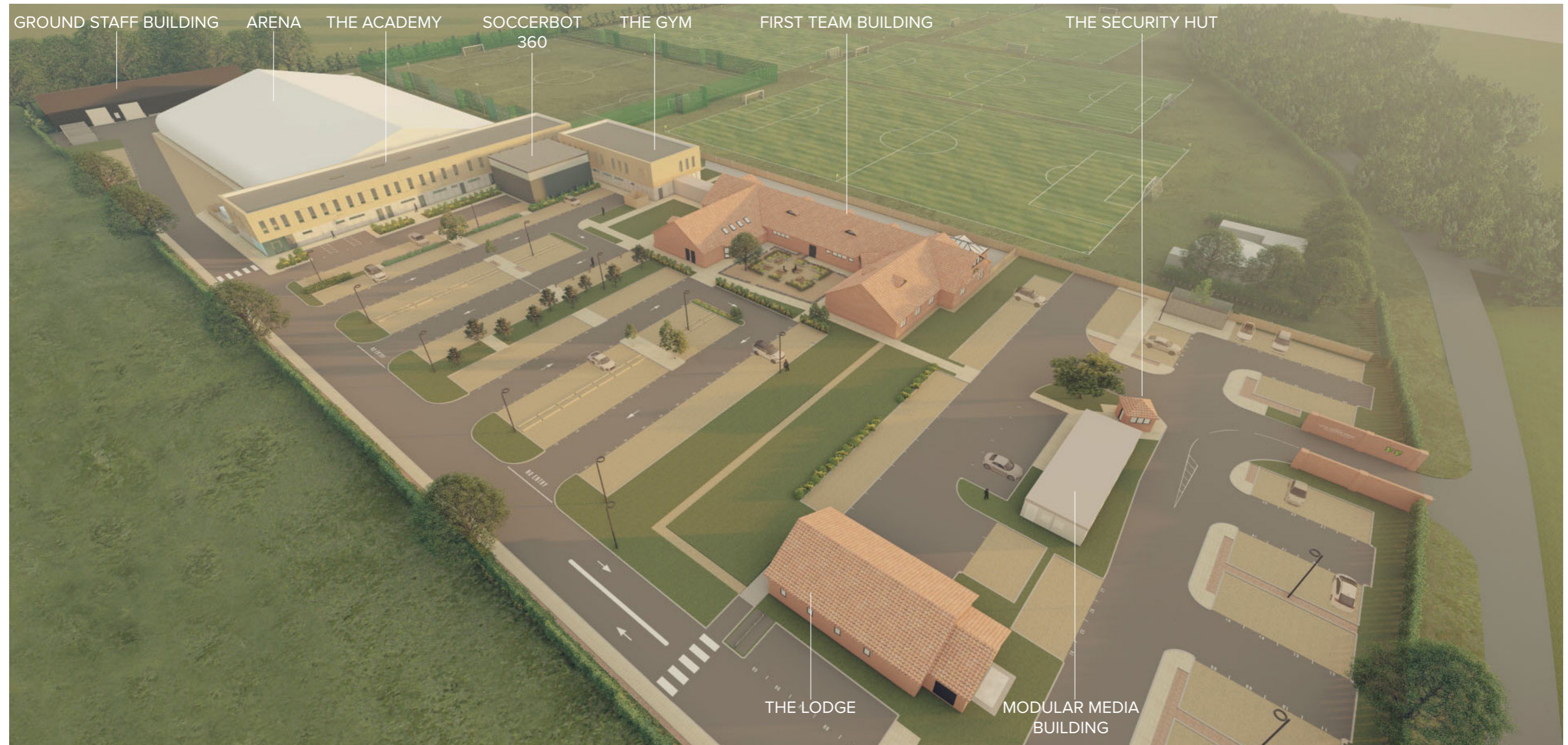
The Norwich City Football Club Colney Training Centre is located on Hethersett Lane, Colney, in the outskirts of Norwich, just west of the A47. It is set in a rural area and is surrounded by fields.

The campus has seen substantial development since 2018 with the addition of the Academy and Gym, Ground Staff Building, SoccerBot 360 Building as well as upgrades to the existing buildings and site infrastructure.

2.2 SITE LAYOUT

The development at the training ground has been part of an overall masterplan.

The administration and media building will be situated to the front of the site, adjacent to the existing first team building. This will create a new frontage and provide the entrance to the site with a reinforced identity.



2.0 DEVELOPMENT CONTEXT *(continued)*

2.3 RECENT WORKS - ACADEMY, GYM & SOCCERBOT

ACADEMY & GYM

The Academy and Gym were formed in two phases of development. The first phase (2017/1800) provided changing rooms to ensure the Club achieved their Category 1 status. Phase 2 (2018/0670) provided a suitable space for classrooms and administration areas for the academy, which were previously housed in temporary modular cabins. The gym was also built as part of the phase 2 works.

The facade treatment of the two levels are contrasting, with the heavy, hard-wearing ground floor holding up the lighter, timber clad block above. The ground floor consists of a vertical stack bonded block work which is light grey in colour. To contrast this, the door and window frames are dark grey powder coated metal.



SOCCERBOT 360

Recently completed at the Colney Campus the SoccerBot 360 building (2020/2299) houses a SoccerBot 360 training facility. The SoccerBot 360 is a circular training device with a perimeter of 10 meters. The circular shape allows players and coaches the opportunity to measure the cognitive abilities of players in an environment, which mirrors the conditions they encounter on the actual football pitch.



3.0 DESIGN RESPONSE

3.1 CONCEPT

The purpose of this development is to provide a new frontage and entrance sequence to the site as well as providing dedicated admin and media spaces to mitigate the requirement for the existing modular building.

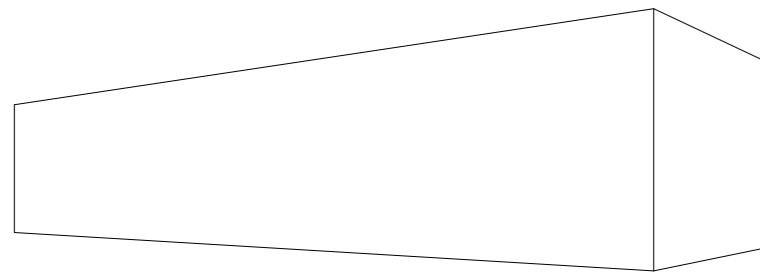
The diagrams below describe the design approach to the massing composition of the proposal.

From the initial building mass, the programme of accommodation is split over two storeys. This mass was then reduced by cutting away the ground floor to provide an external covered walkway. From this, openings were added and the colonnade to break up the facade.

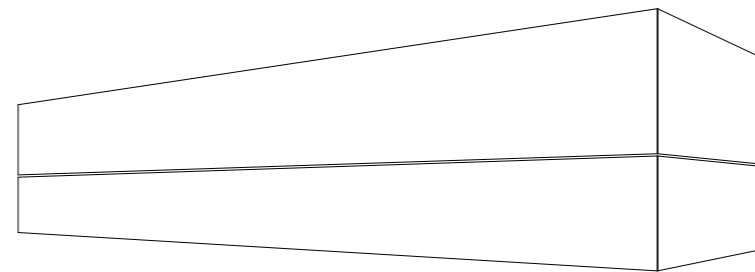
Then, to emphasise verticality to align with the elevation approach on site, timber cladding has been introduced at the first floor level around the office and support spaces. Timber fins within the cladding have been used to emphasise the vertical lines further.

Finally, the details were added to the facade by using dark grey powder coated metal doors and window frames. Brick work detailing included recessing of the brick work and soldier courses have been added to break up the brick elements.

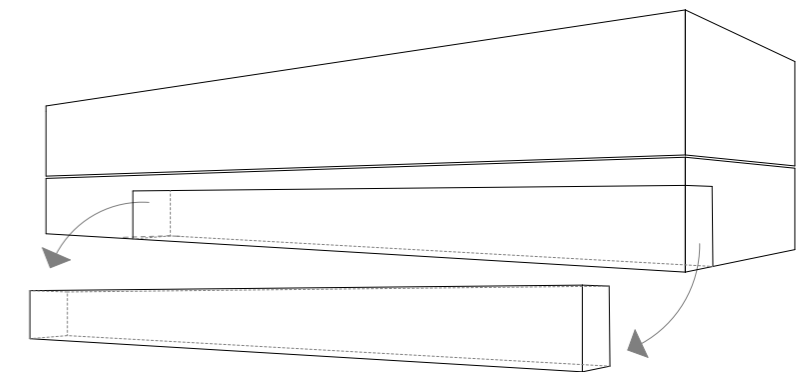
The Norwich City Football Club Crest signage will be placed at high level within the timber cladding on both the front and rear of the building to provide an opportunity to reinforce the campus identity.



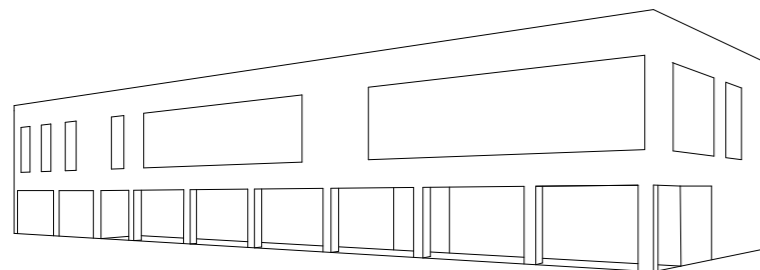
BUILDING MASS



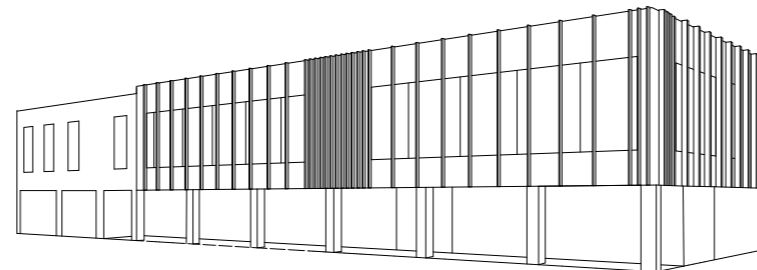
STOREYS



GROUND FLOOR CUT AWAY



ADDING OPENINGS



EMPHASISING VERTICALITY

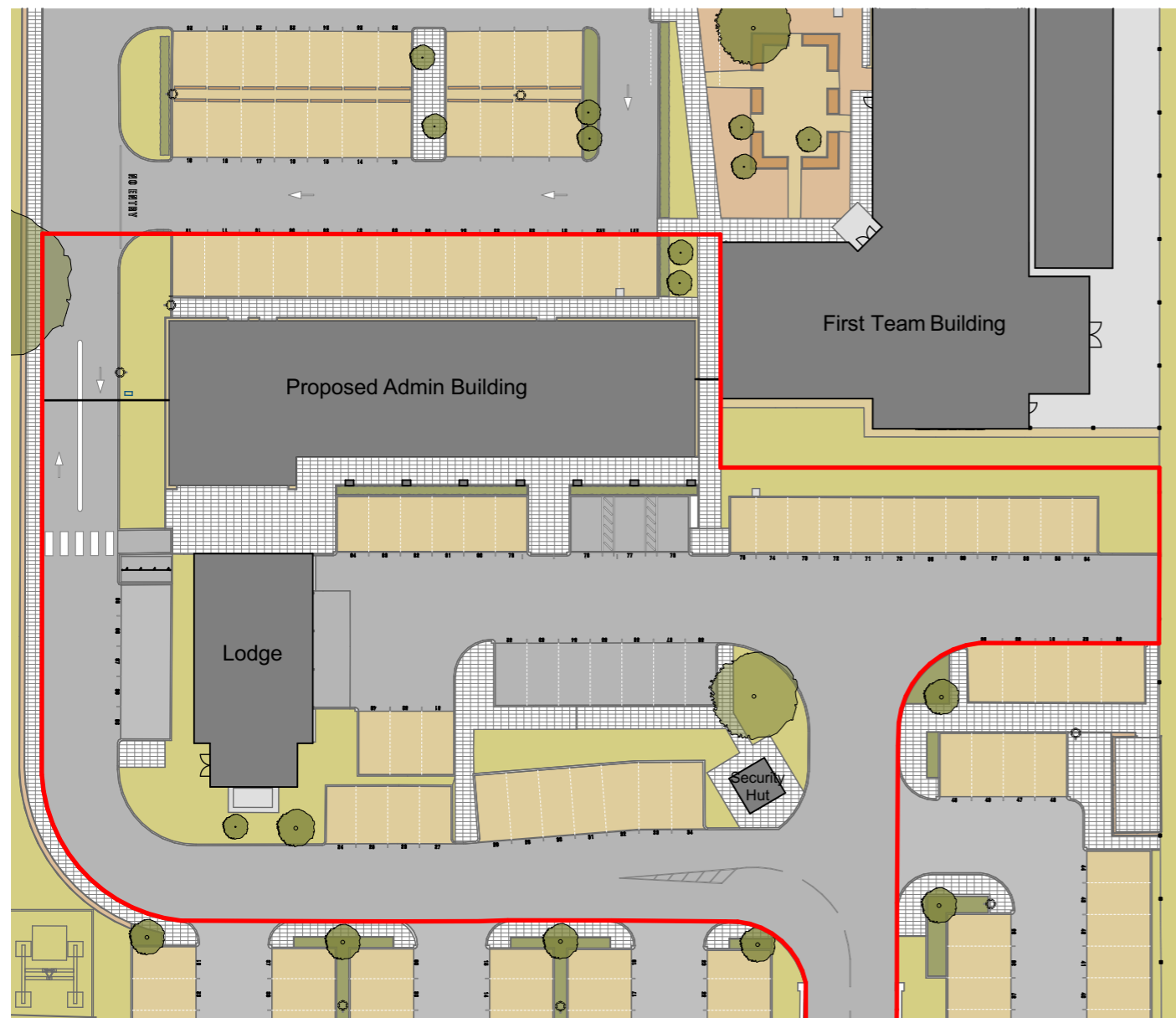


MATERIALITY & DETAIL

3.0 DESIGN RESPONSE *(continued)*

3.2 LAYOUT

The proposal sits on an existing area of grass at the NCFC Training ground. The location of the development was identified as an area for future expansion as part of a previous master-planning exercise. The new building will act as a new main entrance for visitors and administration staff when they arrive at the site. The location of the building on the site re-enforces the existing secure line and ensures the control of visitor movements on the site. The position of the building sits adjacent to the existing first team building to allow players and staff access between the buildings from within the secure line of the site.



3.3 SCALE & MASS

The proposal provides a new frontage to the site whilst the massing sits comfortably with-in the campus and its rural settings, respecting the size and the heights of the surrounding existing buildings.



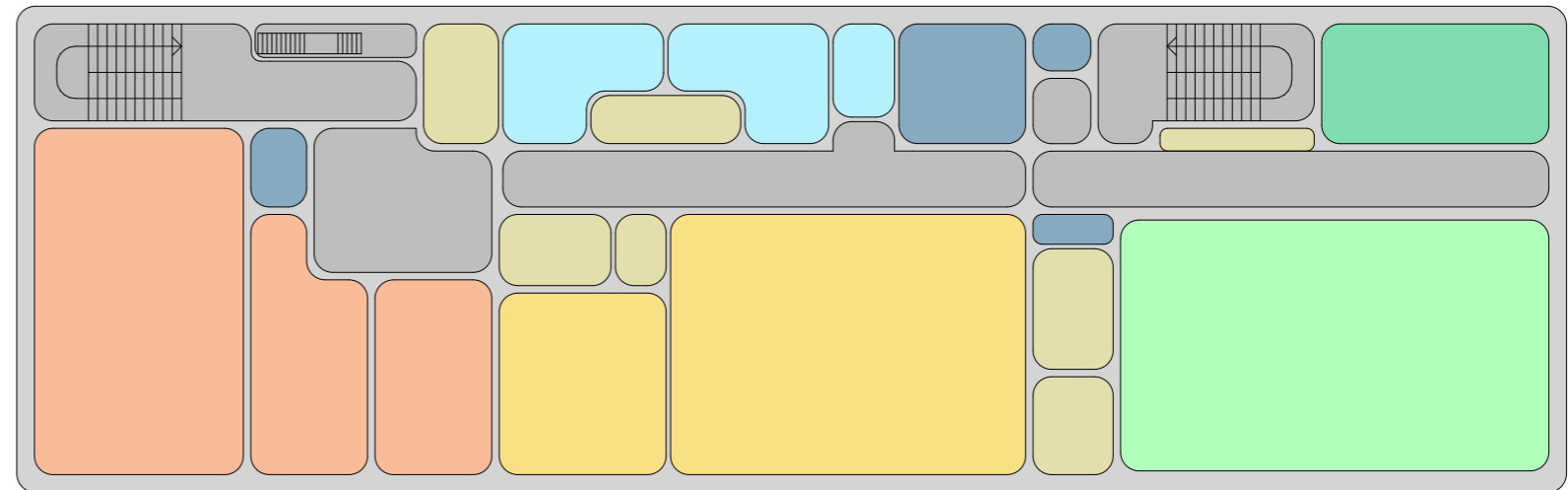
3.0 DESIGN RESPONSE *(continued)*

3.4 USE

The proposal comprises of two storeys. The ground floor provides; a new entrance and waiting area for visitors on site, open plan offices for media and operations staff that are currently located in the temporary modular building, a large meeting room and associated (WC, stores, circulation) spaces.

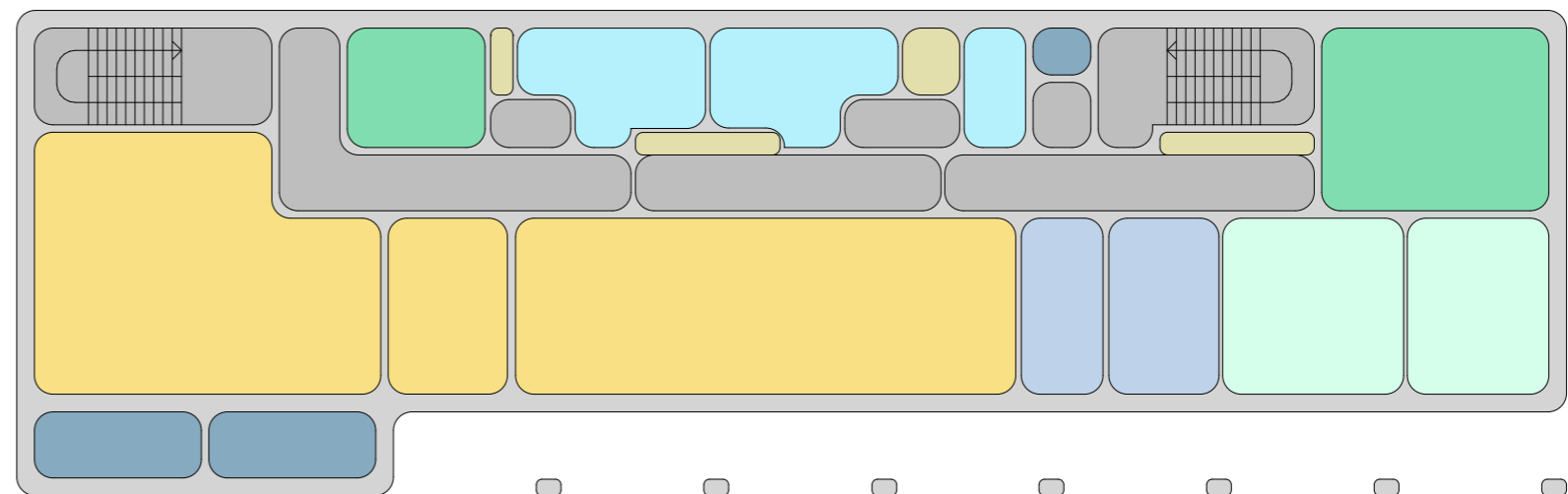
The first floor is divided into two main areas. The first is a continuation of the office accommodation, providing offices, meeting rooms and a large multi-purpose room that will allow media/press events to occur at the training ground without visitors needing to cross the secure line of the site.

The second part of the first floor provides accommodation comprising of a 2 person apartment and two en-suite bedrooms. This provision will provide valuable accommodation that can be utilised by players and/or staff.



First Floor

- Entrance / Reception
- Break Out
- Office
- Meeting
- WCs
- Circulation
- Plant / IT
- Storage
- Accommodation
- Multipurpose / Media



Ground Floor

3.0 DESIGN RESPONSE *(continued)*

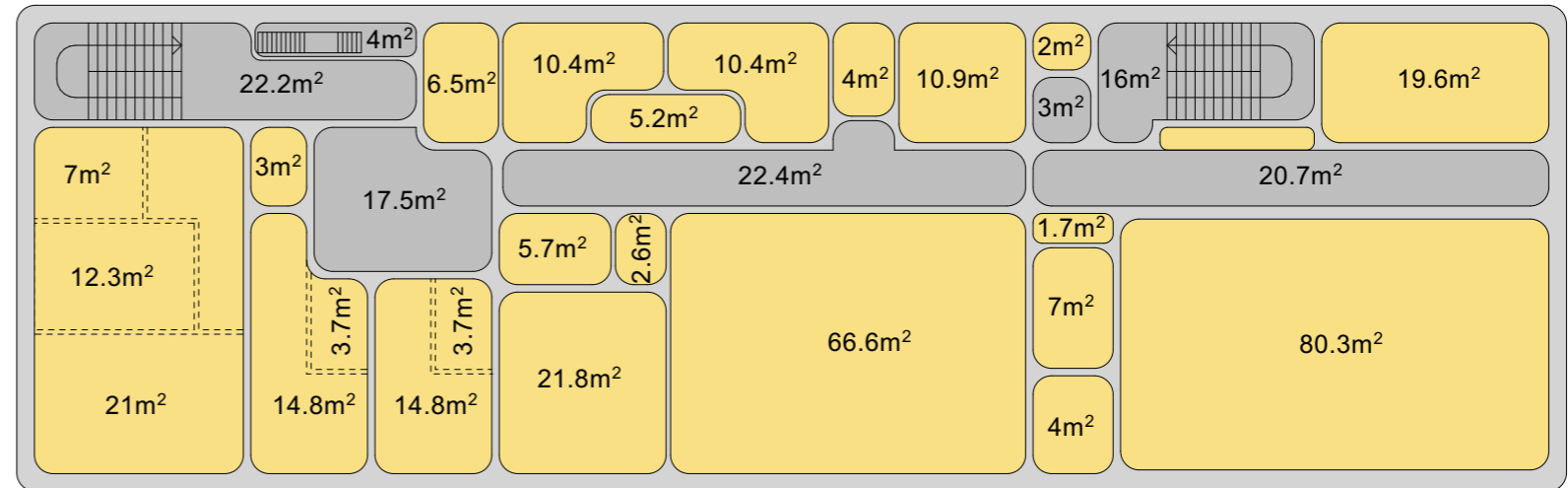
3.5 AMOUNT

The gross internal floor areas (GIFA) are as follows:

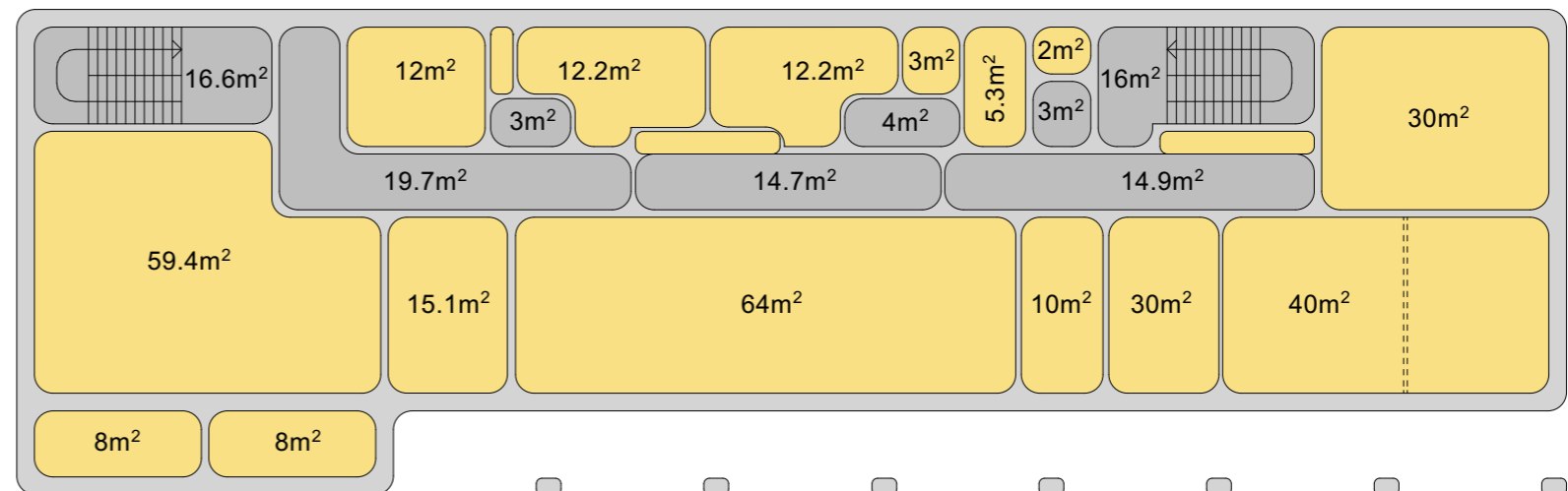
GIFA

Ground Level: 421 m²
 First Floor: 470 m²

Total: 891m²



First Floor



Ground Floor

4.0 APPEARANCE

4.1 VISUALISATION - VIEW FROM THE SECURITY HUT



4.0 APPEARANCE (continued)

4.2 VISUALISATION - VIEW FROM FIRST TEAM COURTYARD



4.0 APPEARANCE (continued)

4.3 VISUALISATION - VIEW FROM FIRST TEAM PARKING



4.0 APPEARANCE (continued)

4.4 DEVELOPMENT WITHIN CONTEXT



4.0 APPEARANCE (continued)

4.5 MATERIALS

The facade treatment at the ground floor and the first floor apartment areas is a buff brick with elements of brick detailing. The use of the brick is an uplift to the use of stack bonded block work at the ground floor of the Academy and Gym. This provides a level of hierarchy throughout the campus and provides the site with a new frontage.

The rest of the building is clad in Siberian Larch timber cladding to align with the Academy and Gym, in keeping with the natural setting of the site. Fins have been introduced within the timber cladding to emphasise the verticality, maintaining continuity with the other buildings on site whilst differentiating from the Academy and Gym elevations.

At high level, signage will be incorporated within the timber cladding as per the approach to signage on the Academy and Gym.



Brick collanade



Soldier Course Brickwork



Buff brick



Timber cladding



Window openings



Windows openings and timber cladding



Signage within timber



Timber cladding fins with brick

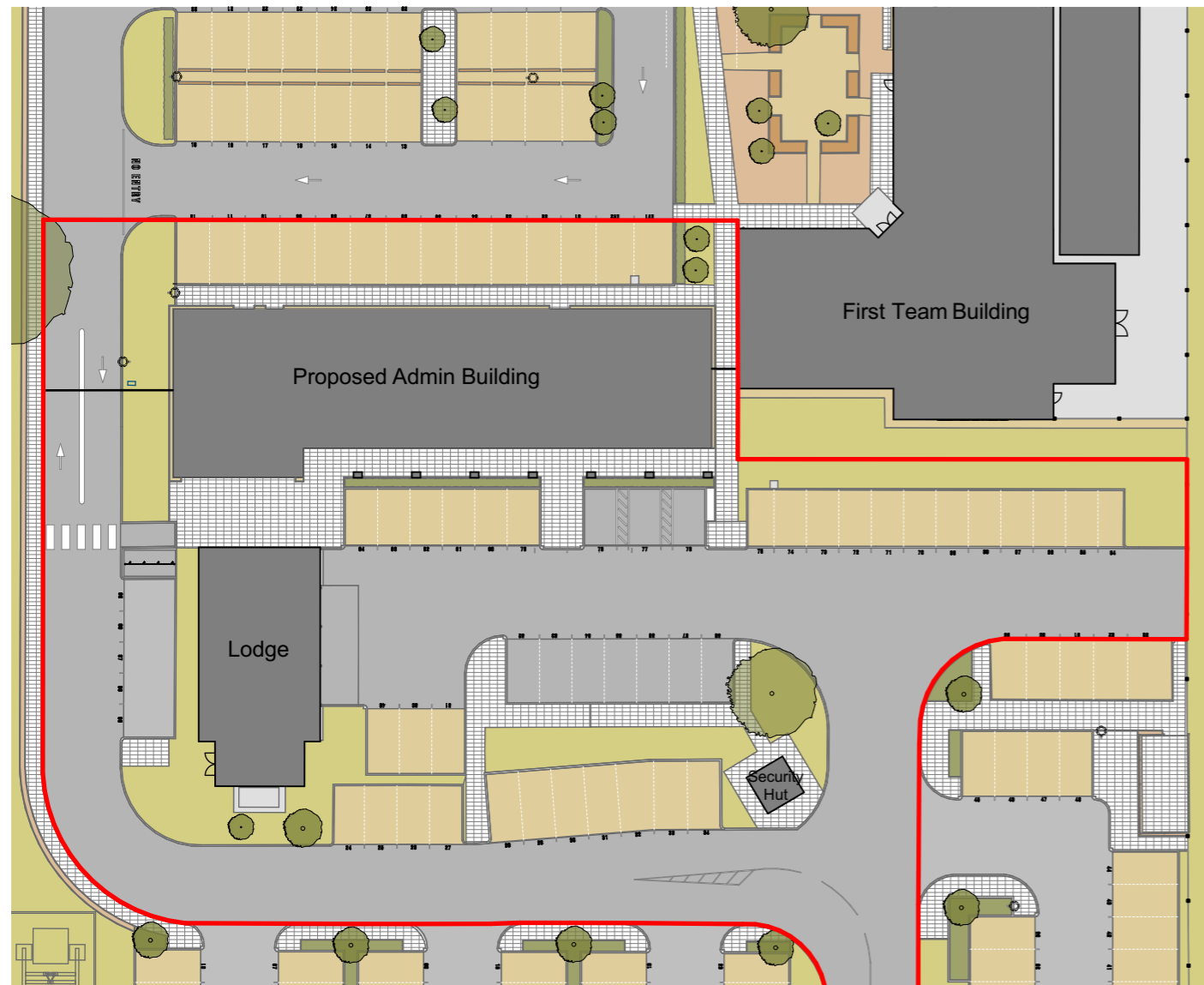
5.0 LANDSCAPE

The proposal aims to reinforce and adopted the planting over all site strategy to landscaping. The colonnade will sit behind an area of ornamental and shrub planting as shown on the site plan below.

SITE STRATEGY

The planting scheme is designed to reinforce the local character and structure of the surrounding farmland while also celebrating the distinctive brand of the NCFC.

The car park spaces are divided by hedges of holly or ornamental grasses. Groups of Scots pines at the ends of some car park bays reflect the local pine belts. They are complemented by informal clusters of birch, which are grouped at some car park ends and also within the dividing holly hedges to create an attractive backdrop to views across the car park.



APPROACH TO PLANTING AT THE TRAINING GROUND



Low level shrubs

Native trees (*boundary hedgerows*) –

English Oak *Quercus robur*; Hornbeam *Carpinus betulus*

Native hedgerow (*gapping up boundary hedgerows*)-

Hawthorn *Crataegus Monogyna*; Blackthorn *Prunus spinosa*

Car park hedges –

Holly *Ilex aquifolium*, *Ilex maximowicziana* 'Kanehirae'; Hornbeam *Carpinus betulus*

Ornamental planting –

grasses: *Liriope* sp., *Carex* sp., *Sesleria* sp.; Perennials: *Crococsmia* sp., *Rudbeckia* sp., *Erigeron* sp., *Kniphofia* 'Sweet Corn', *Bergenia* sp., ; Ferns: *Blechnum spicant* and shrubs: *Osmanthus armatus*



Low maintenance shrubs



Lines of trees in the car park

6.0 ACCESS

As a result of the recent car park upgrade works on site, the car parking has been arranged into distinct areas for the different users visiting the site.

The addition of the admin building will provide a new frontage to the site. The building will act as a site reception and a main visitor entrance. As demonstrated on the diagram below, the building will form part of the campus' secure line with users requiring to pass through access control points to get further into the campus beyond this line. The service strategy remains as per the existing managed strategy used on campus.

The safe-guarding of the campus has been carefully considered to keep the public zones separate to the player and staff areas. Multiple pedestrian and vehicle access control points have been provided to restrict access into the main campus areas beyond the administration building. The diagram below describes the proposed access and routes around the site depending on the user.

7.0 TRANSPORT

Recent works formalised parking at the front of the site (Insert application number) to provide permanent parking spaces similar, in look and feel, to the rest of the campus that was introduced as part of the Academy and Gym Project (2019/2428).

The addition of the new building will provide a permanent location for media and operations staff that are currently located in the temporary modular building at the front of site. The provision will also provide a 'hot desk' location for visiting staff that are based at the Stadium at Carrow Road. These users already visit the site and use the existing canteen area for meetings where as they will now be able to use the proposed formal meeting areas. As these users already use the site, this will not create any additional traffic movements.

