



6. Proposed Development



6 Proposed Development

6.1 Proposed Massing

While the Stadium seating bowl is conceived as a regular sweep around the field of play, the introduction of the hospitality and hotel to the West and North stands respectively, raises the massing of the development in the North-West relative to its opposite corner, in the South-East.

This asymmetry led us to propose a diagonally sloping plane for the roof to optimise roof heights over the seating and add a drama to the design.

This also allows the stadium to nestle more into the wooded side of the site while rising higher close to the busy road junctions at Kidlington Roundabout and Frieze Way.

In parallel, we wanted to allow the multi-storey massing of the hotel and the hospitality functionality, which forms an 'L' shape block, to nestle around the more filigree stadium structure. This layering as one form reveals the other adds a drama to the overall massing.



View of the Main Stand from the SW carpark

6.2 Zoning

The development will be one single integrated facility containing a stadium, spectator and players facilities, hospitality and conference & exhibition spaces, a hotel and commercial retail space. This will sit in a new public realm with a mix of hard surfaces close to the building, to deal with match day spectators, blending into bio-diverse parkland to the periphery. The main space to the north of the building will be a public plaza.

Stadium

Our approach to the stadium design is to focus on the field of play and the spectator experience first and foremost. The stadium has been orientated to optimise the sun angles in typical afternoon games with the sun setting behind the main west stand.

The proposed design incorporates a fully covered 360 degree 16,000 capacity single tier rectangular seating bowl. There will be wheelchair accessible and ambulant assessable seating distributed around the seating bowl at different floor levels..

In the main West Stand there will also be a large sub-dividable hospitality lounge with a view of the pitch in one direction and a large picture window overlooking the local countryside in the other. This space will offer buffet and sit-down meal options for match-day guests as well as some of the best seats in the venue. To the rear of the west stand there will be a raised tribune for hospitality sky boxes and the Directors Lounge. This upper level will open on to a roof terrace with views over the surrounding countryside. These spaces combined will also provide for 1000 person non-match-day events to be held allowing for business and community events alike all year round.

On the ground floor of the main stand will be located premium general admission spectator concourses with an enhanced space factor and enhanced food and beverage offer. Central to this stand will be the players and media facilities. The entirety of the rest of the ground floor around the seating bowl on the North, East and South Stands will be fully enclosed general admission spectator concourses and facilities.

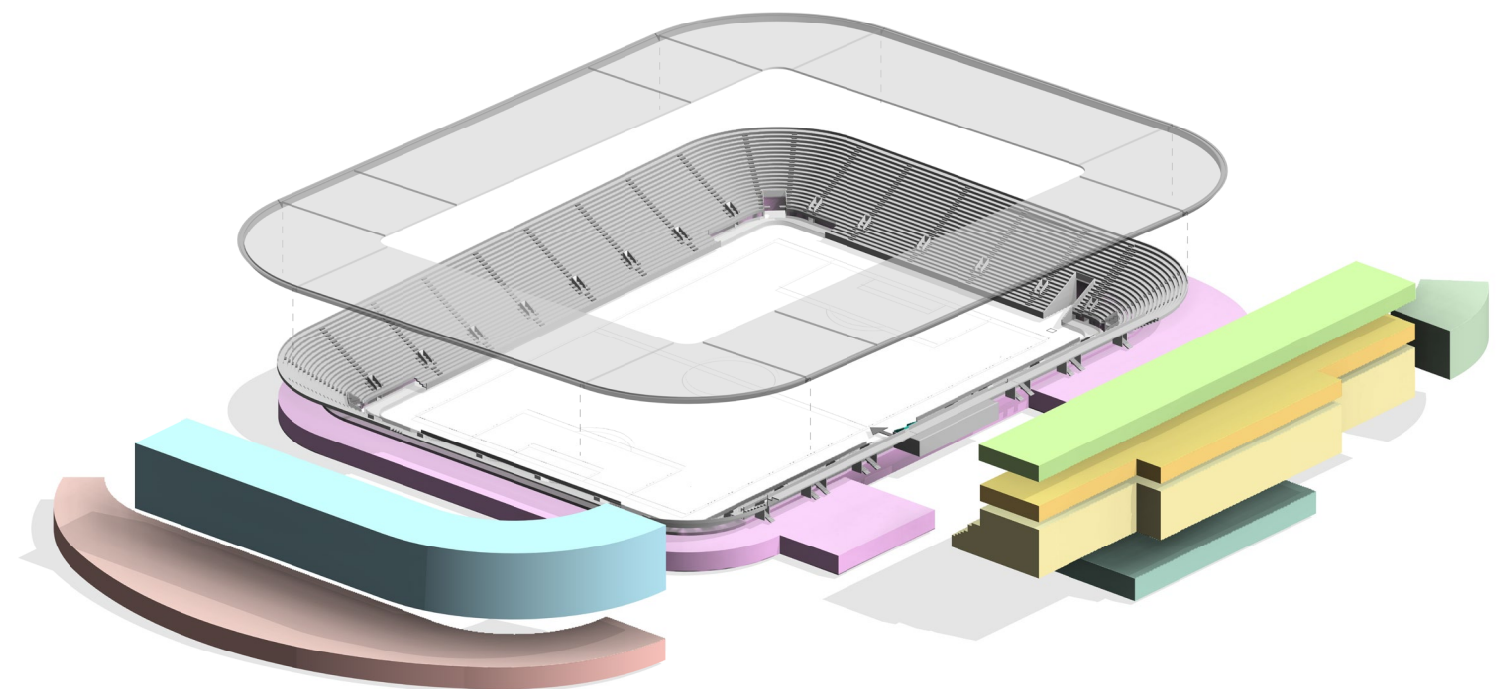
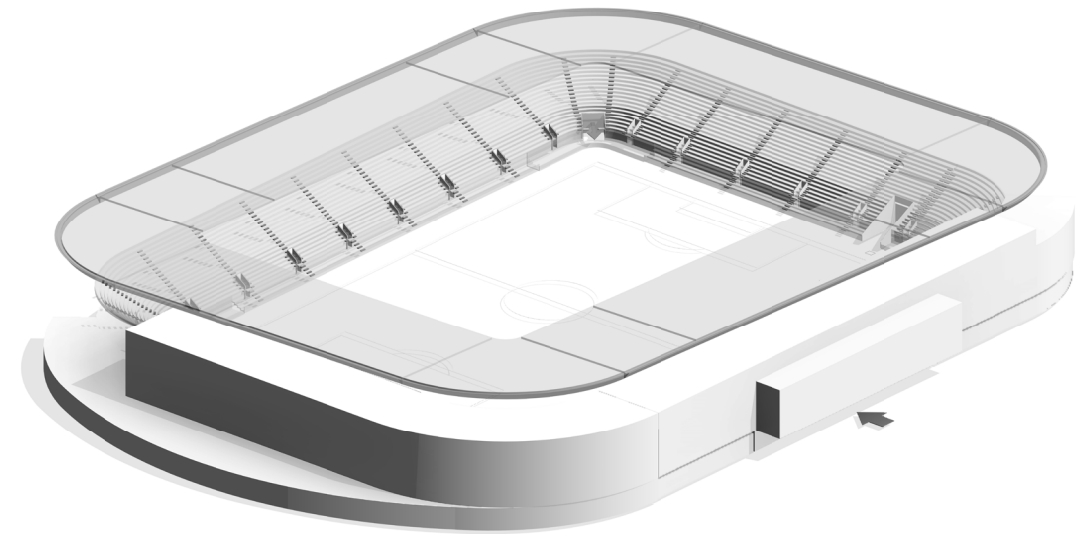
Commercial retail space

To the north of the stadium adjacent to the spectator concourse, it is proposed to provide ground floor retail space to help activate the new public plaza and parkland to the top of the Triangle, as well as drive additional income to help fund the development. It is envisaged that there will be the following uses: OUFC Club Shop; Sports Bar/Café; Restaurant; Hotel Entrance; Gym; Health and Wellbeing facility.

Hotel

The proposed scheme is completed by a four storey 180 key hotel sat on and overlooking a bio-diverse roof of the commercial spaces on the ground floor below. Half the bedrooms will overlook the surroundings and the other half will be inward looking. Two levels of the inward-looking rooms will have pitch views.

-  Concourse
-  Commercial
-  Players & Officials
-  Hotel
-  Level 1 Hospitality
-  Level 3 Hospitality
-  Offices
-  Media








6.3 Concourse

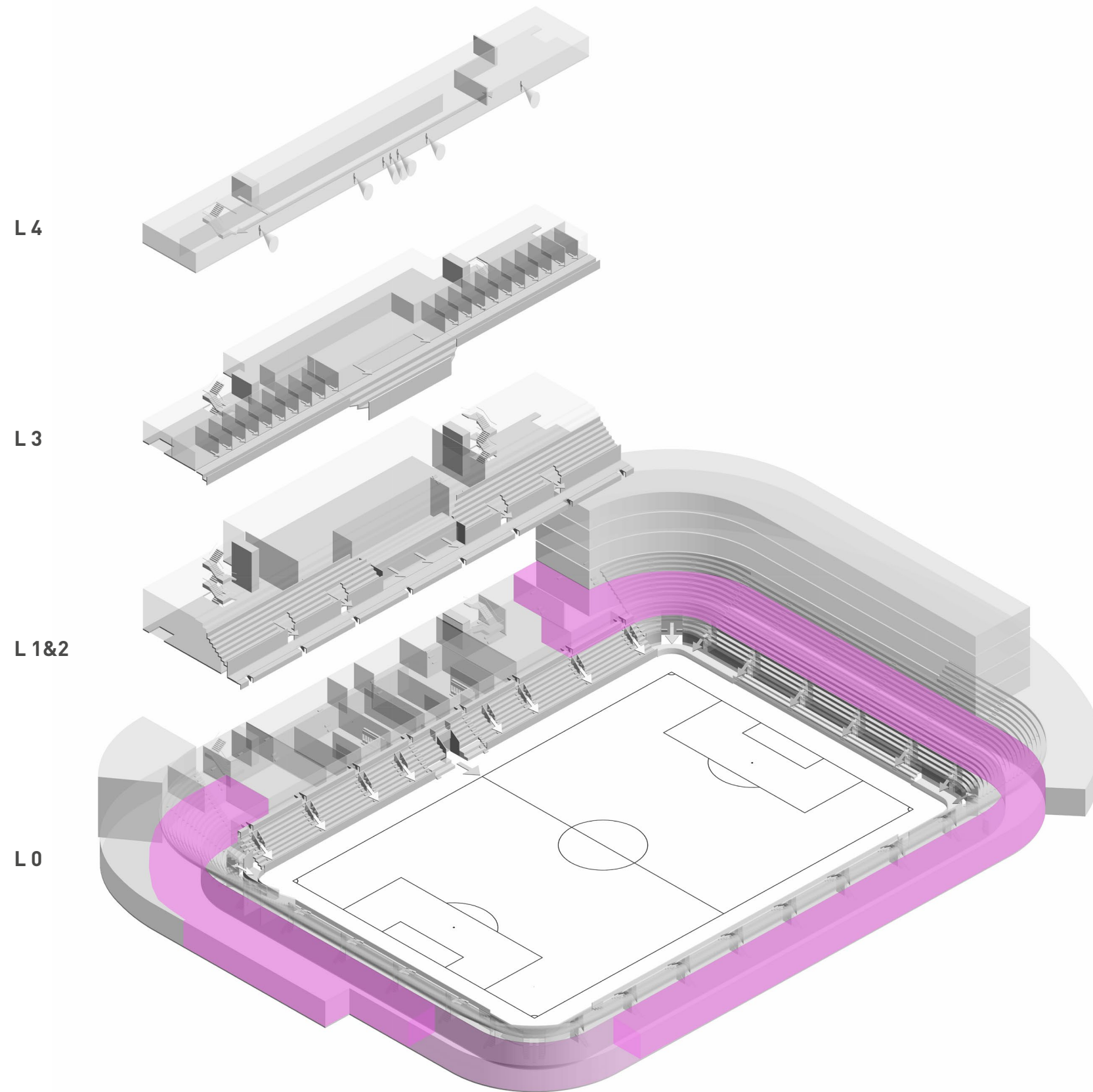
The general admission allocation is around 86% of the overall capacity, at 13,850 (including away fans). These numbers are split across the North, East and South stands.

(The gap in the SE corner is for the away concourse. This has the ability to grow between 5% (800), 10% (1600) and 15% (2400) depending on the fixture.

Home and away fans will access the concourse through seven groups of turnstiles spaced evenly around the stadium.

The turnstile numbers are designed based on 550 people per turnstile per hour.

-  Concourse
-  Commercial
-  Players & Officials
-  Hotel
-  Level 1 Hospitality
-  Level 3 Hospitality
-  Offices
-  Media





6.4 Premium GA

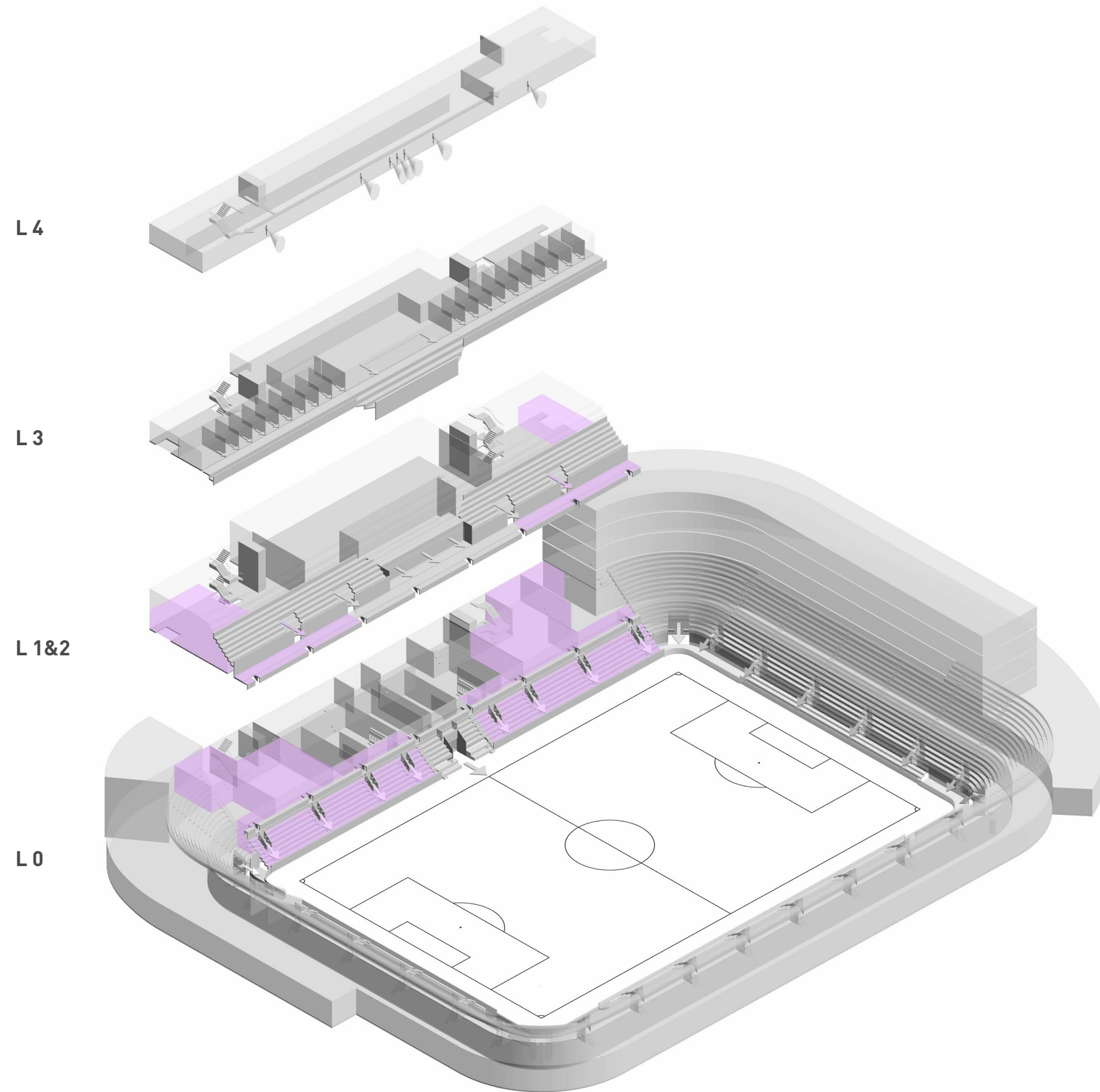
The Premium GA concourses are located at each end of the main stand and have capacities of 500 people in each. The concourse area is worked out at 0.7m² per person, when at full capacity (100% utilisation).

The Premium GA seats will be located along the bottom tier of the main stand and will be accessible directly from the concourse via eight vomitories.

The space has direct connection to the GA concourse and, as a result, can flex as and when the club deem it necessary.

On Level 1 there is also an accessible concourse which provides those using the wheelchair platform with the facilities they require, without returning down to Ground level.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





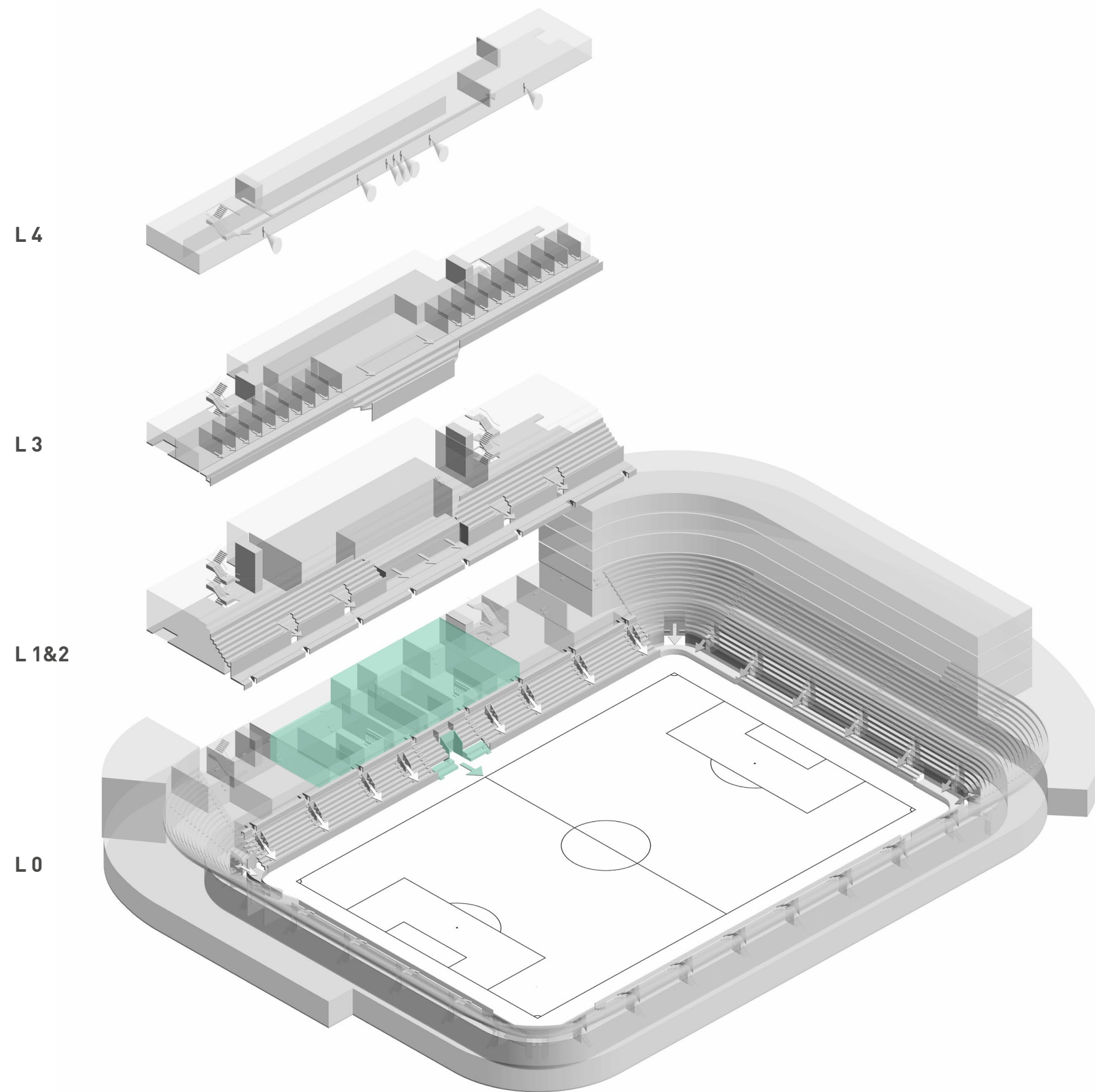
6.5 Players & Officials

Both the players and officials will enter the building at the center of the West Stand. From there, the Home team will proceed to the left, the Away team to the right, and the officials will walk down the central corridor to reach their respective changing facilities.

Neither group of players nor officials will need to leave this central area except when entering the field of play. The players' tunnel is located at the halfway line, with substitute benches positioned on each side.

Apart from the access to the pitch, another crucial point of proximity is the media suite and interview spaces, which are situated in an immediately adjacent area. In the case of the flash interview spaces, the departments overlap.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





6.6 Media

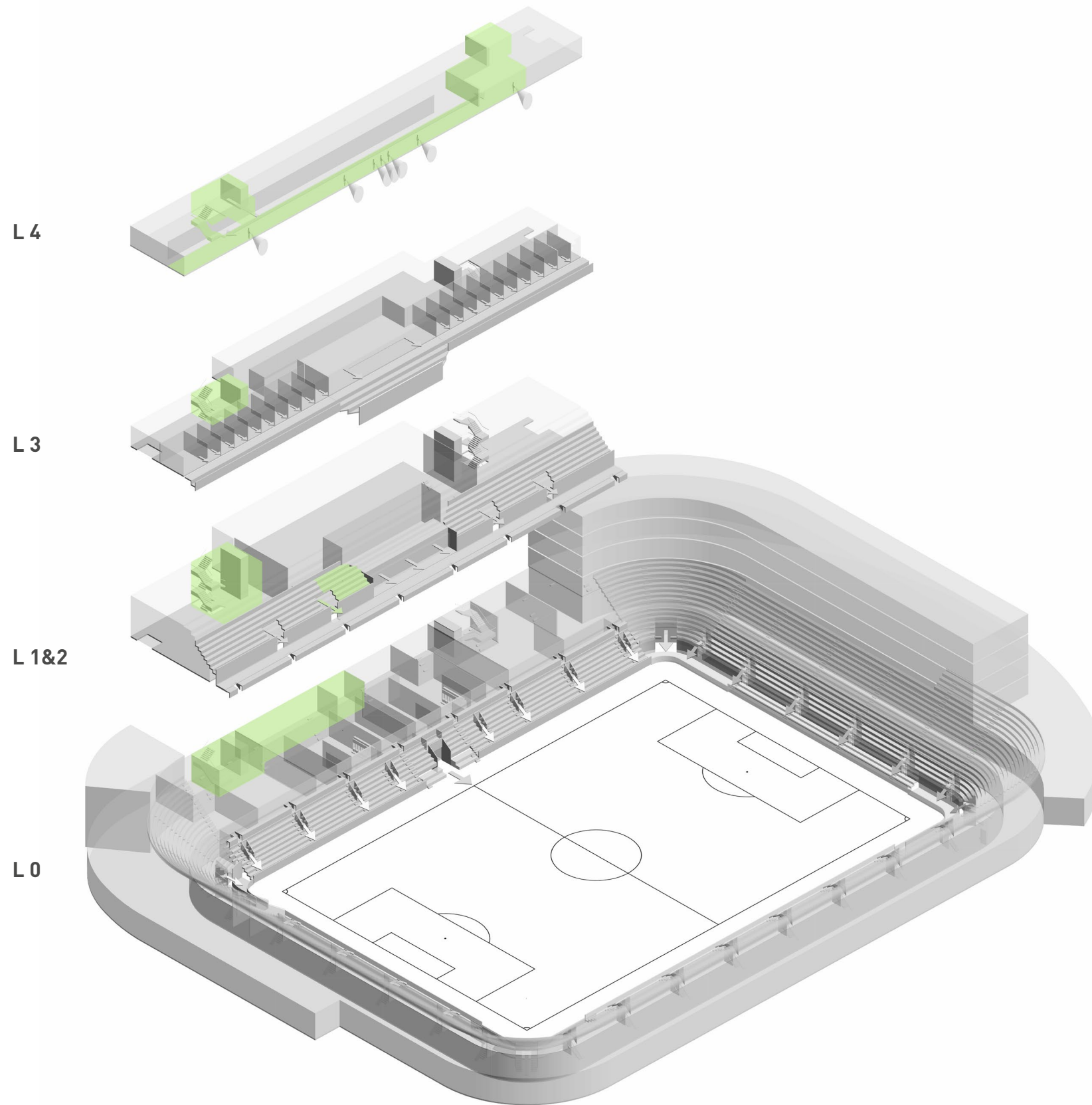
As a member of the written or television teams, you will enter through the SW core where you can access the Media Suite, mixed zone and associated working areas on the Ground Floor.

The media seats are located on Level 1, accessed by the same entrance core. The 50 media seats are currently situated to the south of the halfway line, between the Gold Lounge and Silver Lounge seats. Some of these seats will be equipped with desks.

Using the same core, you can access Level 4, where the TV Gantry and Studio are located.

In case of an emergency, there are two fire fighting cores that will guide you back to the Ground Floor and to safety.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





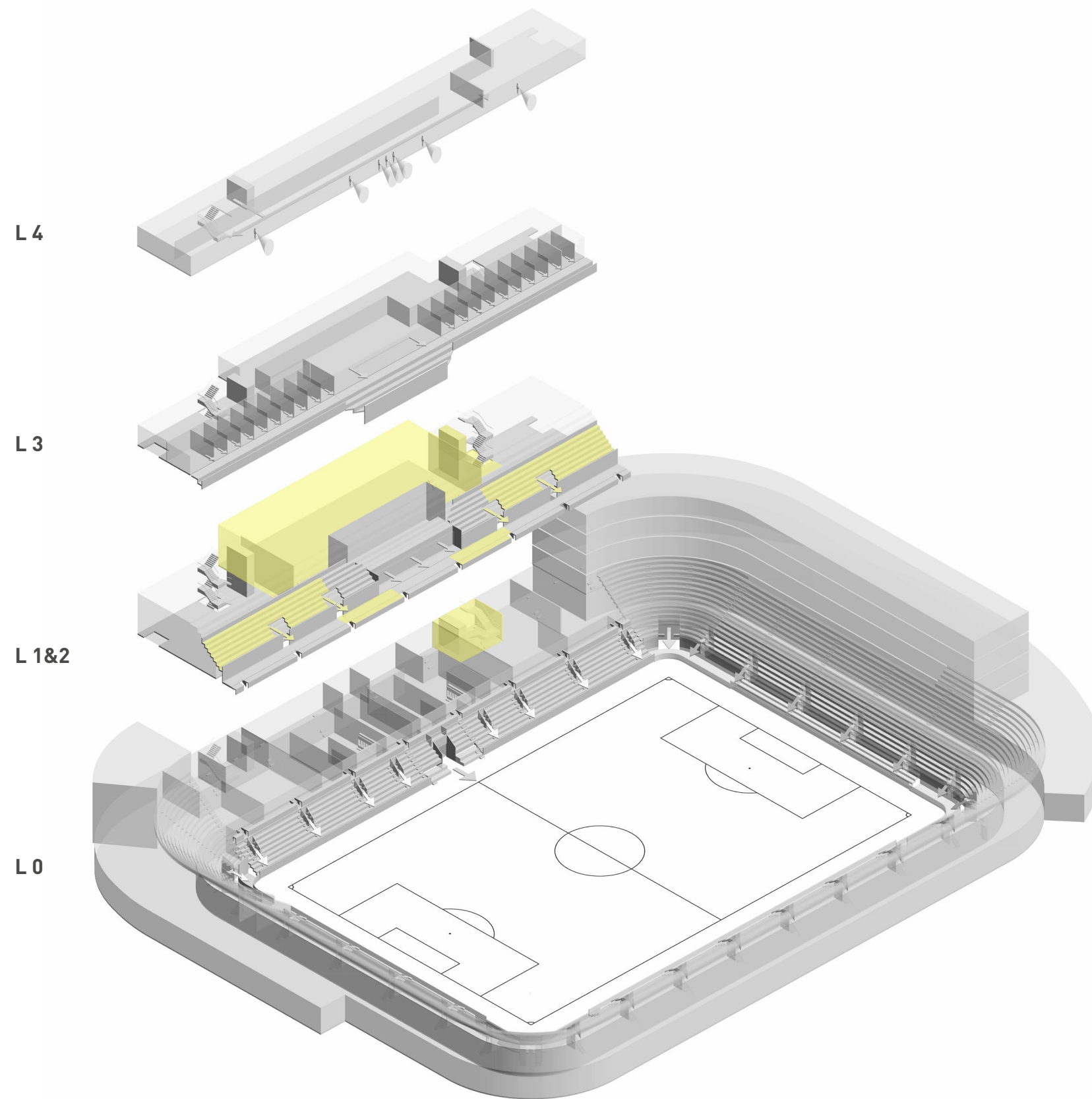
6.7 Silver Hospitality

The Silver Lounge Hospitality entrance is to the north of the players' entrance, leading you up to the main space via the stairs and/or lifts.

The space itself faces outwards over towards the Woodlands and Stratfield Brake in the distance and has a match day capacity of 600 people. The special requirements are determined by non-match day events and as a result this lounge will have ample room and facilities. Movable walls are proposed to divide the space up when required.

The Silver Lounge seats and wheelchair positions, will be located at either side of the top tier, in the main stand and will be directly accessible through the four vomitories highlighted on Level 1.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





6.8 Gold Hospitality

The Gold Lounge will be accessible via the main hospitality entrance to the north west of the scheme. It is important to note that this entrance has associated waiting areas and cloakrooms on ground floor.

Once on Level 1, you make your way along a short corridor to the Gold Lounge itself. The space has a capacity of 150 at 2.0m² per person.

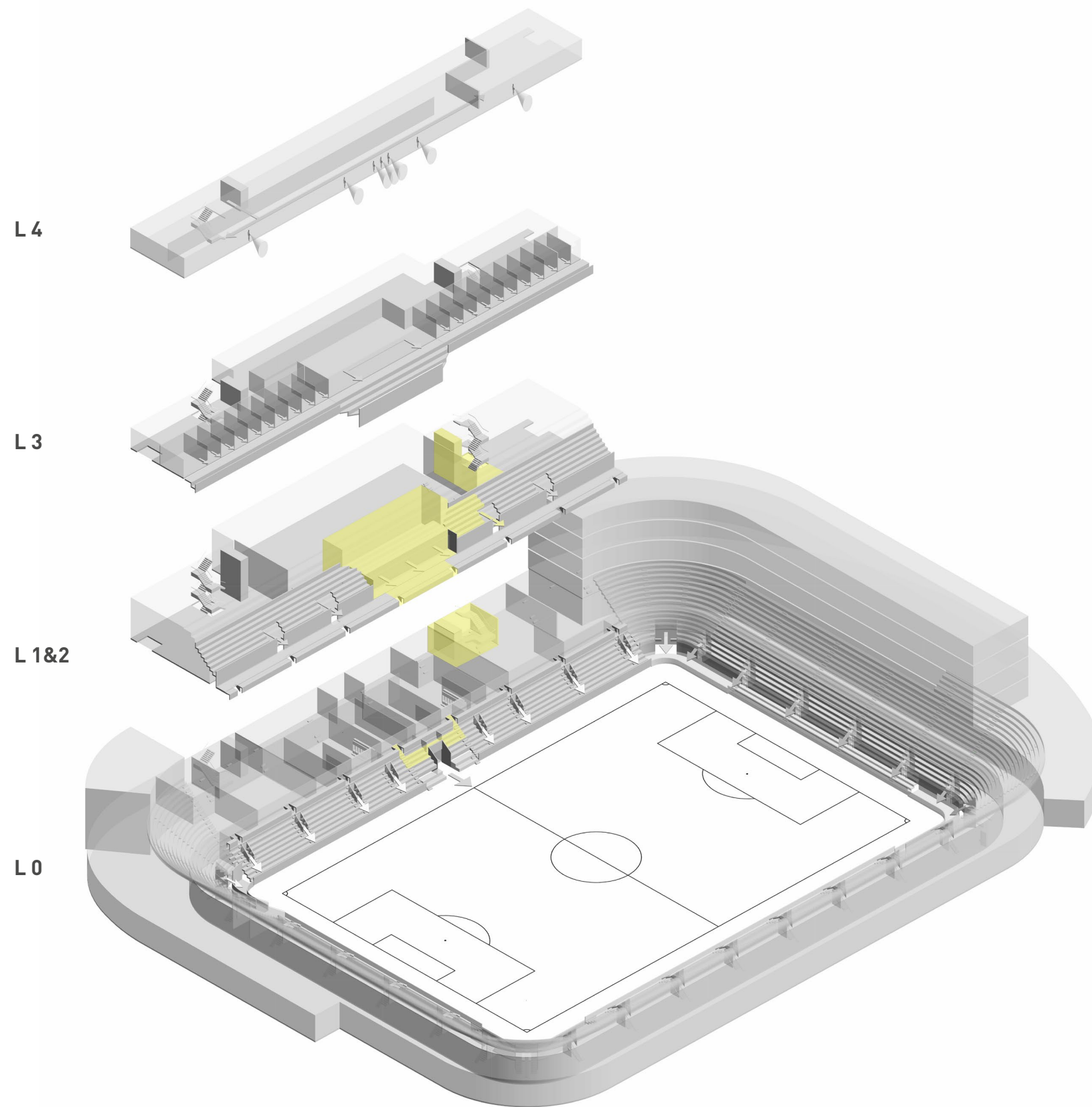
The focus of the space will be out over the pitch on a halfway line viewpoint, through a large expanse of open-able glazing out onto the platform.

As a Gold Lounge member you can either sit on the centre line behind the players or slightly off centre on the higher tier.

The flexibility of the bowl ensures that OUFC can change the seating layout with relative ease.

The Gold Lounge wheelchair positions are located directly in front of the space, on the centre line and protected from driving rain.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





6.9 Sky Boxes Hospitality

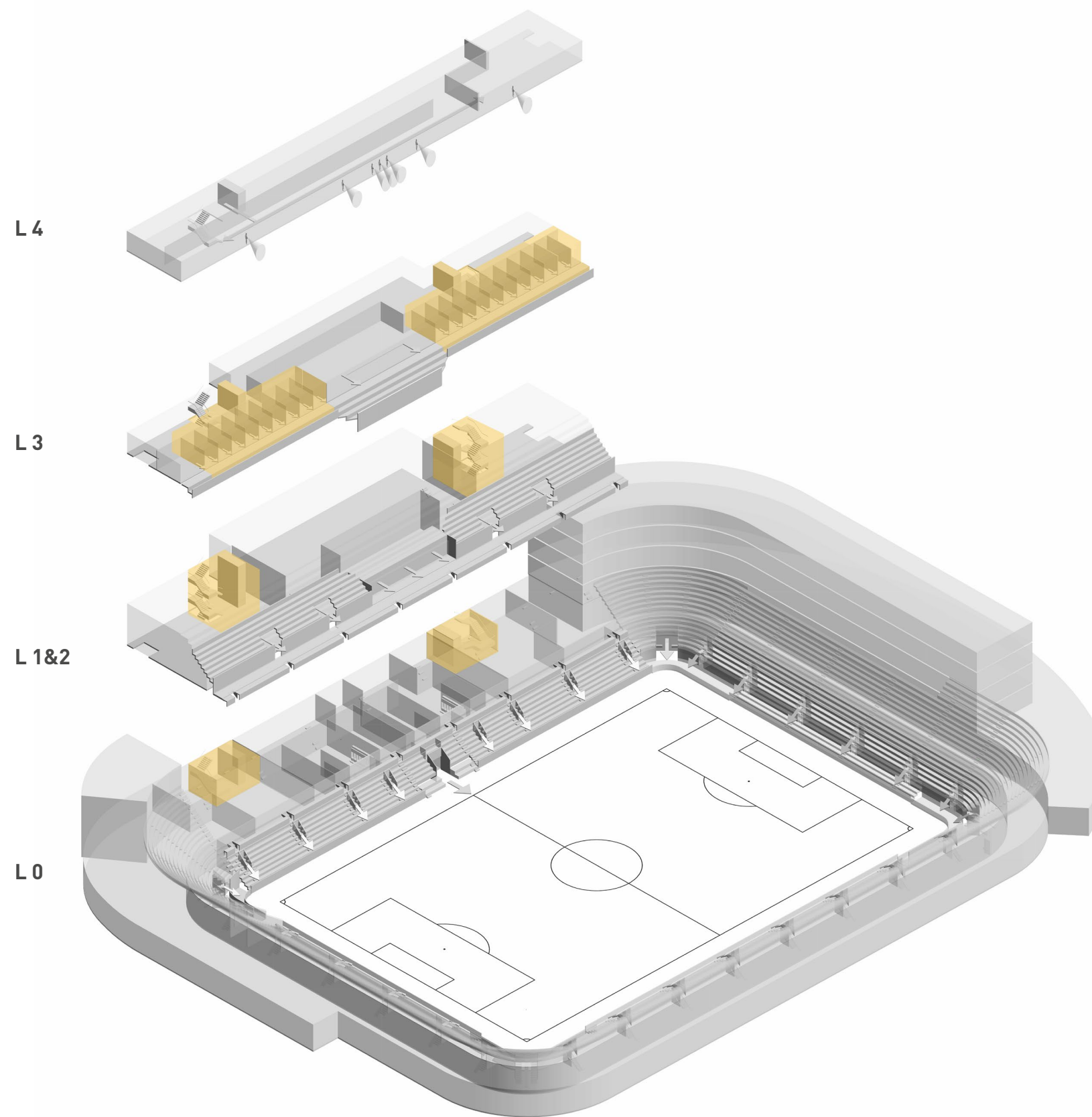
The Sky Boxes are split into two groups of eleven and nine, either side of the Director's Box. As a result, both Ground Floor hospitality entrances will be used.

Once on Level 3, you make your way along a short corridor to your Sky Box. Each space has a capacity of 12 at 2.0m² per person.

We are also proposing movable walls between a selection of the boxes. This will give the club the flexibility to sell these spaces as "Party Boxes" or to simply increase the size of the offer where necessary.

You will be able to walk straight out into your seat on the top three rows of the West Stand. All of the boxes will be wheelchair accessible. The support facilities, toilets and kitchen, are located on the same level.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





6.10 Director's & Boardroom

Similarly to the Gold Lounge, The Director's Box will be accessible via the west stand hospitality entrance to the south of the main stand.

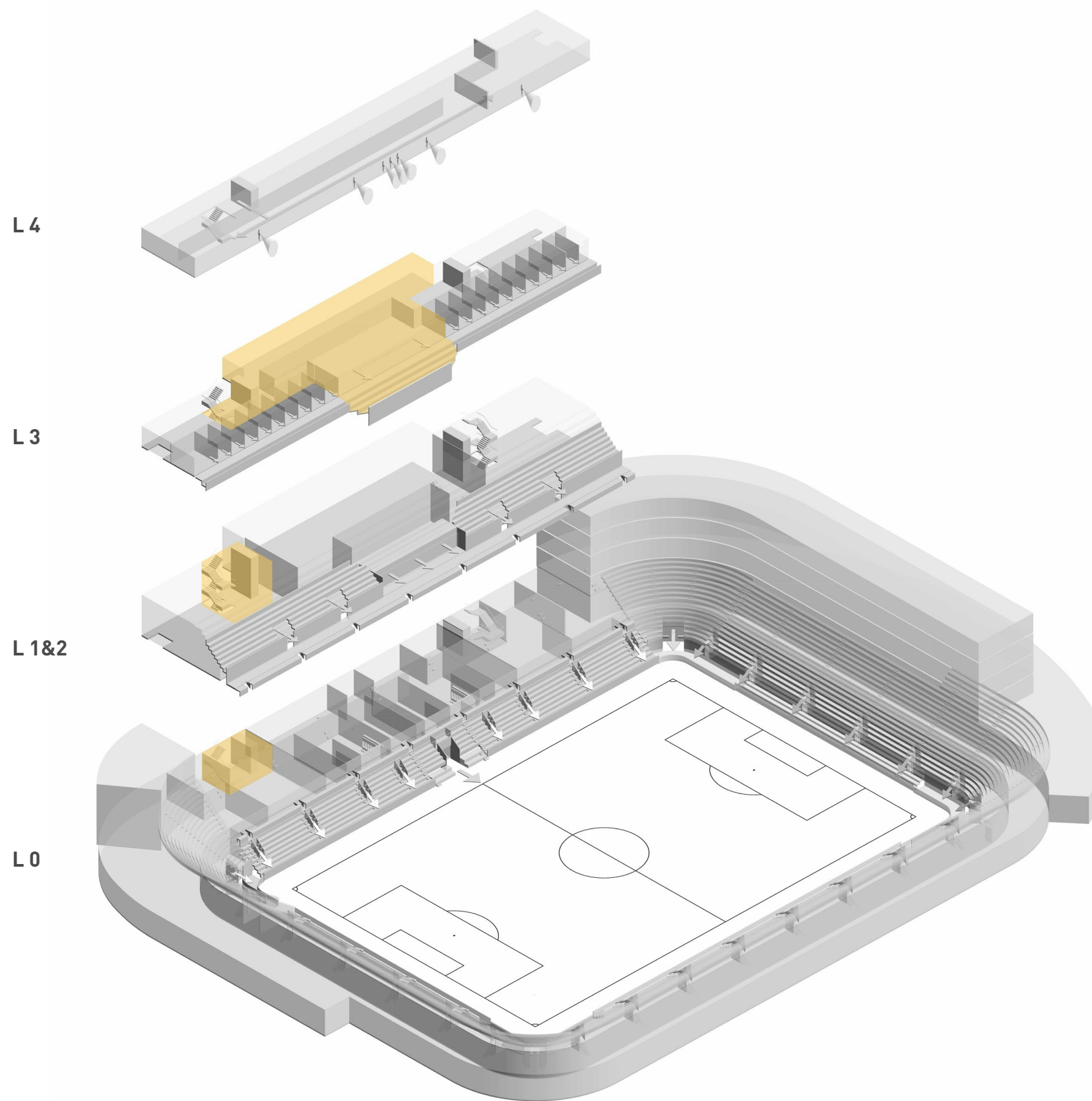
The lift will take you up to Level 3 where you can make a short walk to the lounge. This lounge is designed to hold 150 people at 2.0m² per person.

This space has its own dedicated kitchen and toilets to the back of the space, with the 150 seats directly in front of the box.

All seats are separated by a super-riser from the rest of the main stand.

We are also proposing to utilise the terrace space above the Silver lounge. This will be a place to gather before and after the match, and offers a completely unique hospitality experience.

- Concourse
- Commercial
- Players & Officials
- Hotel
- Level 1 Hospitality
- Level 3 Hospitality
- Offices
- Media





6.11 Ground Floor Plan

The Ground Floor is made up predominantly of Commercial space to the North, Players and Officials space to the West and concourses wrapping round almost 360 degrees.

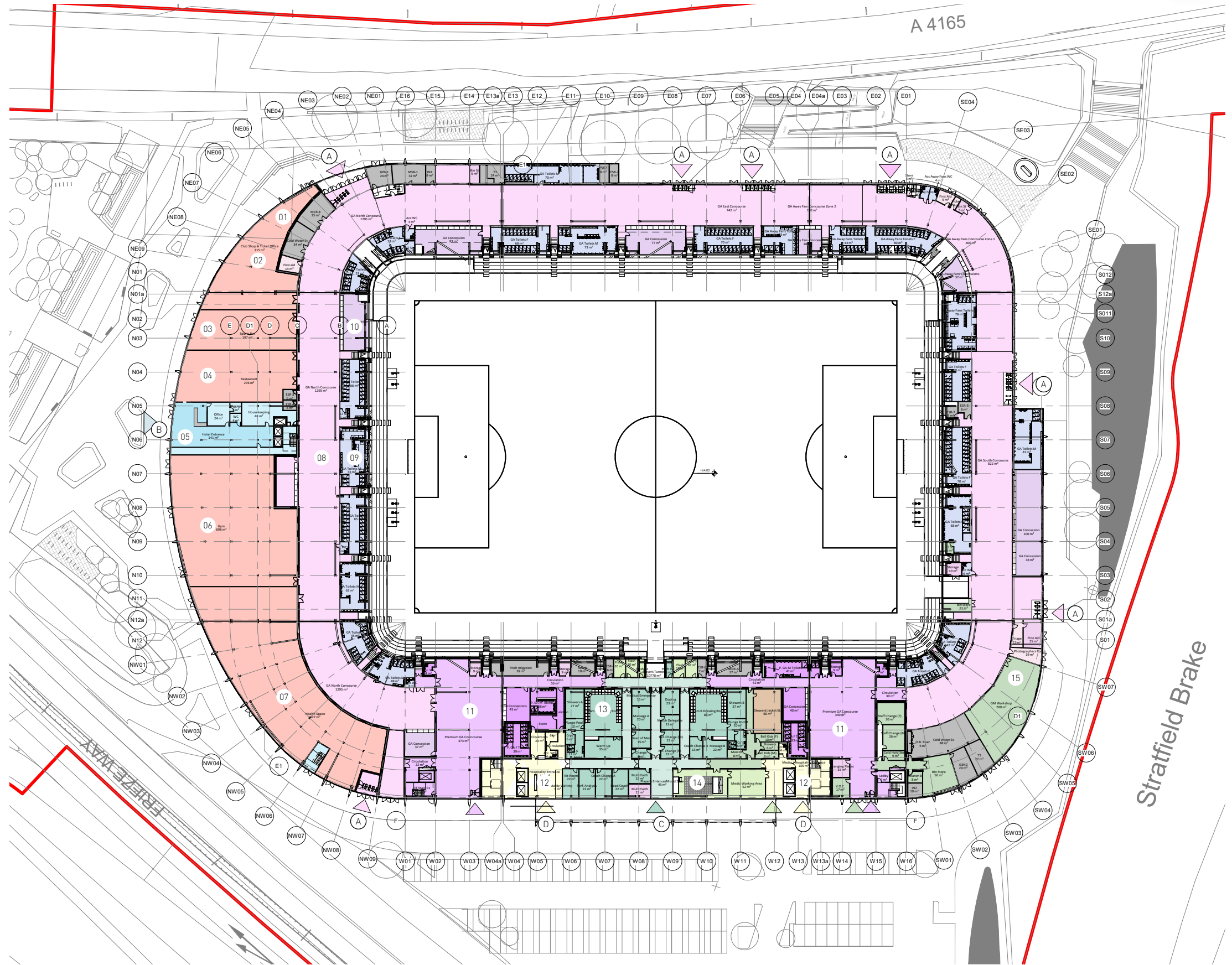
Gross Internal Area - 12602m²
Floor to Floor Height - 4600mm

Key Spaces

- (A) GA Entrances
- (B) Hotel Entrance
- (01) Ticket Office
- (02) Club Shop
- (03) Sports Bar
- (04) Restaurant
- (05) Hotel Entrance
- (06) Gym
- (07) Healthcare
- (08) GA Concourse
- (C) Players Entrance
- (D) Hospitality Entrance
- (09) WCs
- (10) Concession
- (11) Premium GA
- (12) Hospitality Entrance
- (13) Home Changing
- (14) Media Suite
- (15) Grounds Staff

Colour Key

- Commercial
- GA Concourse
- Hospitality - Support
- Hospitality - Gold
- Hospitality - Silver
- Hospitality - Suites
- Hotel
- Media
- Plant
- Players & Officials
- Premium GA
- Venue Operations





6.12 First Floor Plan

The First Floor plan has been heavily dictated by the design of a 1000 capacity C&E Facility and the associated support spaces. On a match-day this space can be divided up into numerous hospitality offers; the current proposal is for a 600 capacity Silver Lounge and a 150 capacity Gold Lounge. On a non-match day this space is designed to 1.2m² per person.

The Main Stand also has circa 300m² for club offices and two accessible concourses to support the wheelchair platform which runs the full length of the pitch.

Gross Internal Area - 4650m²
Floor to Floor Height - 3400mm

Key Spaces

- 01 Bio-diverse Roof
- 02 Hotel M.I.C.E
- 03 Hotel
- 04 Acc. Concourse
- 05 Silver Lounge
- 06 Gold Lounge
- 07 Main Kitchen
- 08 Club Offices

Colour Key

- Commercial
- GA Concourse
- Hospitality - Support
- Hospitality - Gold
- Hospitality - Silver
- Hospitality - Suites
- Hotel
- Media
- Plant
- Players & Officials
- Premium GA
- Venue Operations

