

## Playing Area-Turf Redevelopment

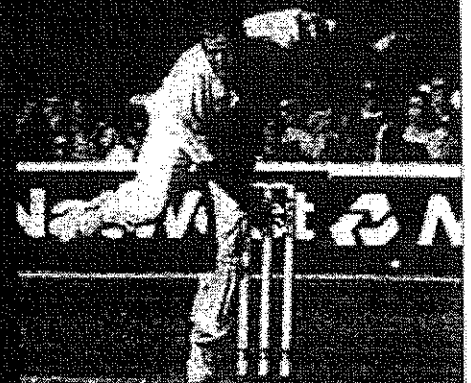
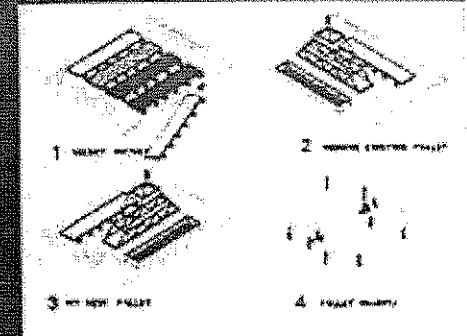
A crucial aspect of the playing area is the composition and management of the wicket block and outfield. Future developments in turf technology may affect the characteristics of the ground in the long term.

Whilst there is no immediate prospect of alternative methods of wicket preparation being acceptable to international cricket standard levels, a number of developments are being considered as research projects. Practical trials in respect of "wickets in trays" have been undertaken for some years in Australia at the Melbourne cricket ground. Although there has only been limited success to date, the potential prize is so significant that the development work is continuing and being monitored carefully by WCCC.

Should such system be successfully developed and tested to international levels, it would open up possibilities of using Edgbaston as a multi-purpose sports stadium as concerns regarding the cricket square would be ameliorated. The project has a considerable way to go before it can be considered viable. In particular, the growing conditions and type of grass in Australia is different to that in England. Furthermore, significant trials would need to be conducted on any prototype system to ensure it was acceptable to the latest cricketing standards.

Not only would the capital cost of installing any such system be significant, but also there would be ramifications in respect of the outfield. Systems are currently in use at a number of soccer and rugby Grounds whereby the use of a nylon based process is intermingled with natural grass. In respect of those sports, it has been reasonably successful in maintaining the standard of grass and not causing burn damage to the participants. The systems available will continue to be trialled by WCCC so that consideration can be given to the possibility of reinforcing the cricket outfield, should a multi-use sports stadium be considered viable. The capital costs of these projects would be significant and in view of the fact they are still in the embryonic development stage, have not been fully costed. The successful implementation of such schemes might give rise to the following:-

- Potentially realigning wickets to the north west of the current cricket square, thus ensuring they were in the middle of a symmetrical stadium.
- One of the prime benefits of this would be to give better access around the concourse areas to the rear of the present Eric Hollies stand and pavilion – the areas particularly restricted at present.
- An element of flexibility in the longer term building plans would need to be incorporated so that a change in the central wicket position would not impair best sight lines and prime viewing positions.



## Overall Site Development

The future development of Edgbaston is determined significantly by the efficient use of the current site and its relationship to two adjacent potential sites.

- The Colts Ground on the other side of the River Rea is presently leased by the club on a short-term basis for Colts cricket and used as car parking space for match days.
- Dwellings currently fronting the Pershore Road are now effectively split from other residential development and may be worthy of purchase to unlock the development potential at present restricted by access restrictions.

It is a possibility that these associated areas could be developed for uses that complement the core sports use: i.e. for the Colts Ground training and related sports and for the other site hotel, motel, sport/health, banqueting, trade exhibition and sport related offices.

Much of the current site will be taken up with rationalisation of the method of entry to the Ground, car parking and providing an adequate circulation zone around the building perimeter.

Emphasis will be placed on upgrading the visual amenity of the boundaries, particularly the Edgbaston Road frontage, which is effectively the Grounds "front door".

In particular the development at the corner of the Pershore Road/Edgbaston Road junction would benefit from a well designed local landmark.

To fully redevelop the Ground may take the Club an extended period of time and be carried out in a number of discrete, but related phases.

The club is seeking to utilise complementary building forms, architectural details and materials to promote a visual and environmental quality, which is cohesive

## Adjacent Sites

There are 2 sites adjacent to the existing stadium, which, if acquired, would be of direct or indirect use to WCCC.

On the other side of the River Rea, leased at present by WCCC, the site is subject to Town Planning related restrictions with regard to its use, and currently used for parking and as the Colts' Ground.

On the corner of Pershore and Edgbaston Roads – currently dwellings.

These have been included in the local planning framework for uses which complement, rather than form part of an overall site.





# Spectator Accommodation

## Seating Bowl

It has been determined that under current conditions the optimum ultimate capacity should be 25,000 spectators.

The width of the individual seats and the distance between individual rows of seats are critical dimensions to establish with regard to spectator comfort. The minimum space standard recommended by LOBB Sports Architecture – seat width 490 mm, row depth 800 mm – will be used to develop the seating bowl. Hospitality box and club seating should employ a seat width of no less than 500 mm, and a row depth of 900 mm.

## Grandstand Section

The ideal building cross section is a flexible generic solution, based around 2 similar sized major 'public' seating tiers and 1 smaller 'private' tier. This allows a wide variety of spaces and activities to be accommodated within this basic framework at strategic points around the seating bowl, whilst retaining a cohesive appearance.

These include:

- Pavilion and club accommodation
- Stepped restaurants
- Hospitality suites
- Function rooms
- Media suites
- Hotel bedrooms

The general breakdown of accommodation within the section is envisaged to be as follows:-

## Level 0/subground

- Private entrances to club and hospitality areas.
- Club administrative accommodation.
- 'Back-of-house' accommodation with internal service route.
- Plant
- Ground maintenance accommodation

## Level 1

- Lower tier concourse and associated toilet and food/beverage areas.
- Event-related retail/commercial areas.
- Pavilion end Long Room
- 1<sup>st</sup> Team changing facilities.

## Level 2

- Hospitality suites and associated toilet and kitchen servery areas.
- 'Executive' Lounges
- Pavilion Club accommodation

## Level 3-4

- Upper tier concourse and associated toilet and food/beverage areas.
- Event-related retail/commercial areas.
- Media accommodation.
- Plant

## Roof

The ECB require that a quarter of the seats provided will be protected from the weather by a roof.



# Spectator Accommodation

## Circulation

For purposes of safety and security, separate/segregated vertical circulation is provided for each of the separate areas of 'private' and 'public' spectator and service accommodation.

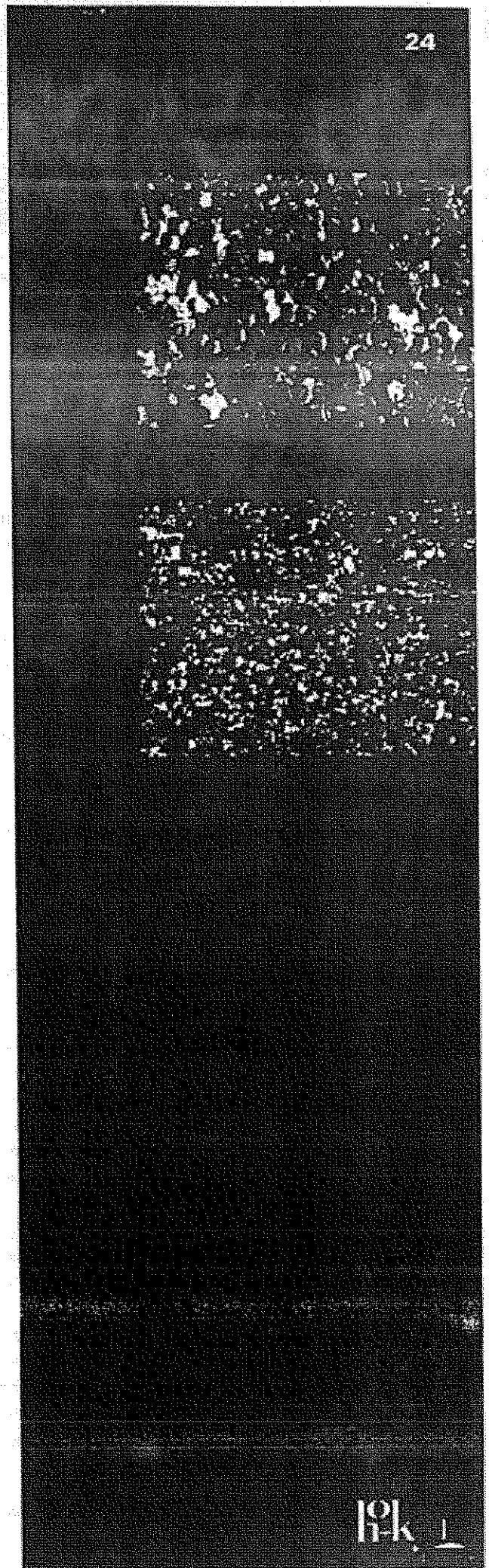
Horizontal circulation for servicing is continuous around the stadium at all levels, with an internal service route for primary distribution at ground level. Horizontal spectator circulation is as continuous as possible to allow access to a wide variety of facilities within minimal repetition for as many spectators as possible.

Within the overall site boundary, an outer zone of spectator circulation around the base of the stadium is provided at ground level, within the site 'secure (pay to enter) boundary'. This allows visitors to orientate themselves once within the site boundary and before entering the stadium, thus reducing the number of site entry points, and also allows other facilities on site to be accessed independently from the stadium during non-event periods.

As well as horizontal segregation between public, hospitality, service and club areas, the stadium seating tiers, circulation systems and support facilities are split vertically into 4 zones to allow separation of spectators to allow crowd control.

Phased development will affect current and proposed circulation route design systems.

WCCC has recently invested in mobile turnstile units, which give more flexibility of operation with the intention of providing a customer friendly entrance control procedure, complete with linked ticketing/Ground entrance recording facility.



## Phasing

The Planning Framework defines the starting point and options to map out a development programme which:-

- 1 Provides revenue and impetus for the future development of the stadium and surrounding sites.
- 2 Provides immediate benefit to building users.
- 3 Intends each tranche of development to be as self-funding as possible.
- 4 Reduces to a minimum the level of commitment required to future phases, as a result of the completion of initial phases.
- 5 Raises the profile of WCCC and Edgbaston as a world class venue for cricket and other events.

A 'phased' approach to redevelopment will require detailed analysis of the existing stadium, and will include: Measured surveys, Structural surveys, Building Condition surveys and Commercial surveys. This information will facilitate a programme outlining the most viable and commercially efficient sections of existing stadium to re-develop and the order in which to rebuild and what short-term works should be carried out in the meantime.

The Masterplan for phased stadium redevelopment will be required to co-ordinate the design approach of the successive phases of development and enabling works.

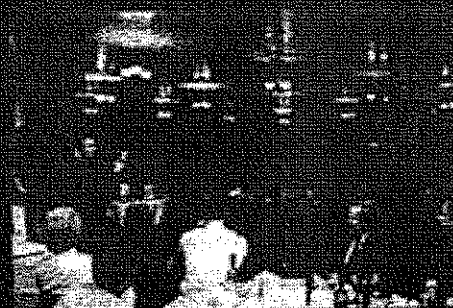
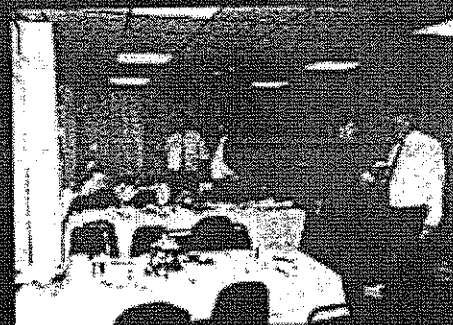
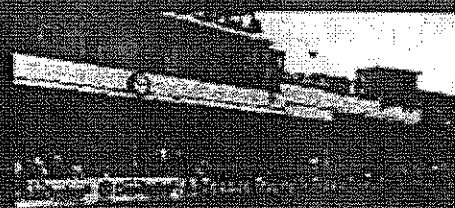
Already a number of enabling works are under active consideration as part of a short term enhancement programme. (See under enabling works).

### First Phase

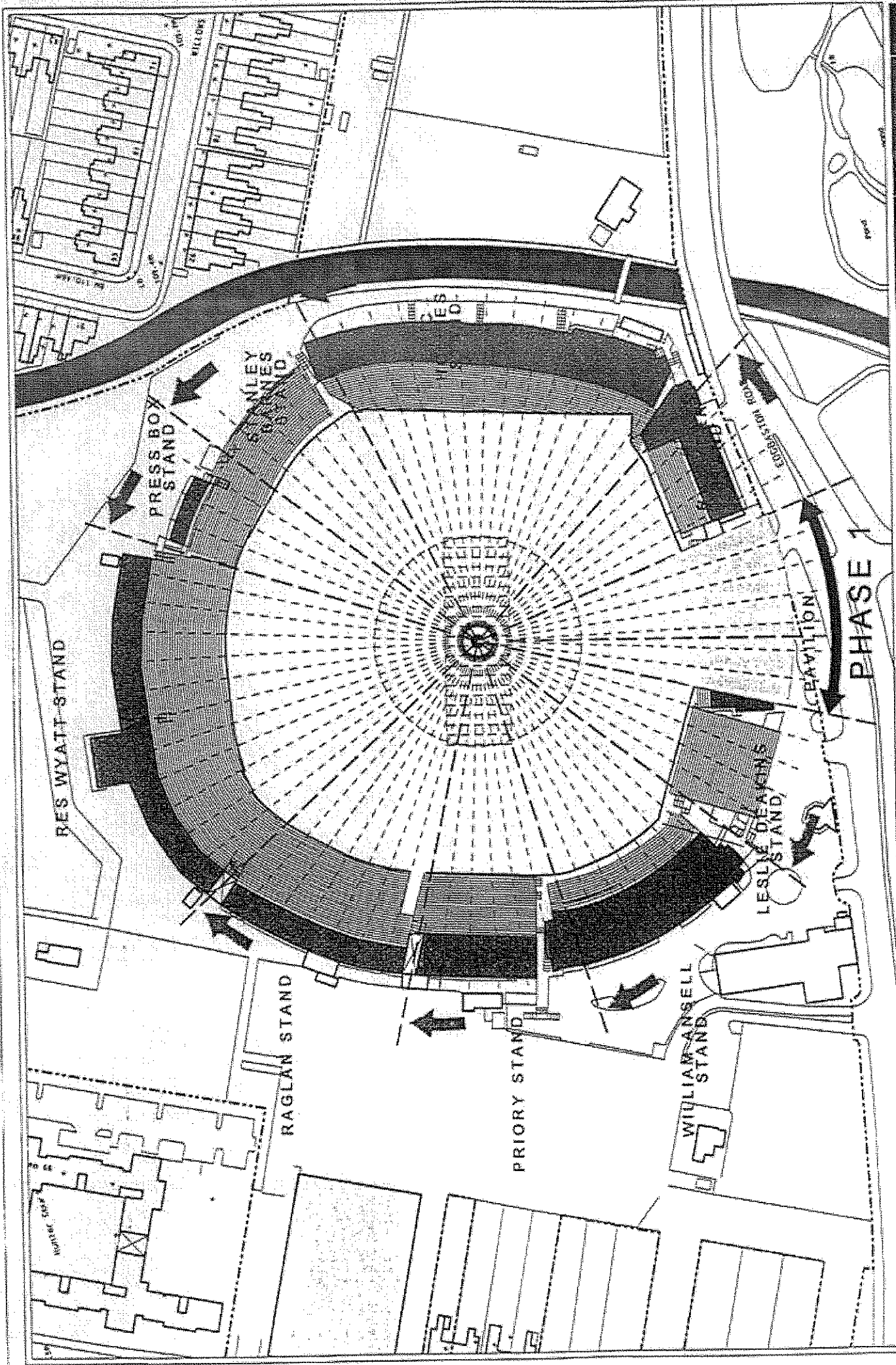
Development of the pavilion is recommended as a first phase for the following reasons:-

- The existing pavilion building has the least capacity for the length of pitch perimeter occupied.
- The integrity of the existing building has been compromised by incremental development to the point where it lacks the required presence of a pavilion stand.
- It is the area of best potential for increasing capacity.
- It is the area of best potential for providing prime income packages, i.e. hospitality suites, debentures, etc.
- A new pavilion would provide a highly visible new 'front door' and a fresh public face with which to market the future development of the stadium.
- It is an important opportunity to set the standard for design quality at the Edgbaston Road frontage.
- The new Pavilion will set the parameters for the future co-ordinated design approach for all future phases.
- It would provide a new 'back of house' facilities for players and club members.

At the completion of the first phase and any enabling works, the Ground capacity will have been raised to between 22,000, to 23,000.







## Phasing 2

### Follow on phases

Subsequent to the redevelopment of the Pavilion it is logical to develop away in 2 directions as and when funds allow, starting with the Leslie Deakins and RV Ryder stands to complete the South range of buildings and dramatically improve the club's presence.

Following the development of the south range of buildings it would be most advantageous to develop the West side comprising the William Ansell, Priory and Raglan stands. This area of the ground can be realigned to allow relocation of the Test wicket and hence greater development possibilities for the Eric Hollies stand. It is also the best location for promoting year round activities because of close proximity to the main entrance and car parking.

### Enabling Works

Redevelopment of all the stadium buildings does not happen over night and areas of the Ground may not be redeveloped for a decade or more.

Therefore, in order to maintain the ground and pave the way for major works, a schedule of projects has been devised. Start up works comprise, a new Indoor Cricket Centre, a Health club, new electronic scoreboard, and floodlighting, subject to receiving satisfactory planning consent. Further works would relieve the pinch points around the Ground caused by certain ancillary buildings, turnstiles and entrance routes.

Finally, existing stands to the East and West sides of the ground, may have specific improvements to upgrade safety, amenity and appearance to extend their useful life for the short term.

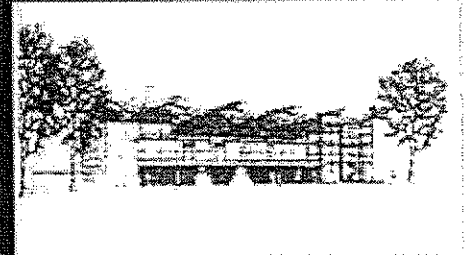
The Eric Hollies stand to the East would benefit from removal of the earth bank, in order to provide space for new stairways and refreshment facilities together with replacement of the rear cladding and roof.

The West Stands comprising the William Ansell, Priory and Raglan Stands would benefit from judicious exterior improvements to the rear for appearance.

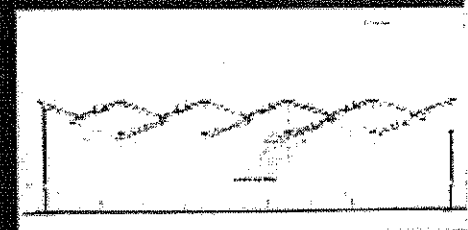


## Schedule of Enabling Works

- 1 **Install a new Electronic Scoreboard.** To enhance the aspect of Leslie Deakins stand and provide complete match information.
- 2 **Build new electricity sub-station.** Locate unobtrusively on edge of main car park and provide feed from the Pershore Road.
- 3 **Install Floodlights.** The Club is investigating alternative designs incorporating new technology which will reduce the visual intrusion and also ways in which the impact of late finishes can be reduced which would satisfy planning requirements.
- 4 **Construct new Indoor Cricket Centre.** New Centre will provide the most up to date and appropriate facilities to enable local cricketers to develop skills and enjoy the game.
- 5 **Convert ground floor of the RV Ryder Stand into a Health Club.** New facilities in under utilised space will enhance the attraction of the ground and provide facilities for local people.
- 6 **Re-landscape and revamp car park (part of the new Indoor Centre project).** Improve vehicle circulation and upgrade visual amenity.
- 7 **Demolish existing Police, First Aid station and old garage.** Improve pedestrian circulation, enhance safety.
- 8 **Replace rear wall of Raglan Stand and make good interior.** Relocate Police and first aid station. Will enhance visual amenity and provide additional space facility for support services.
- 9 **Convert existing Cricket School or demolish and rebuild to provide Club/Offices Reception/Shop.** Opportunity to significantly enhance public impression of Ground, improve access to WCCC staff, improve overall efficiency of Club and provide an attractive reception to visitors adjacent to car parking.
- 10 **Replace sections of wall to Edgbaston Road and remove old turnstiles.** Incorporate public art into this boundary to enhance the visual amenity and present a welcoming 'face' for the Ground. These localised improvements will be designed to co-ordinate with the continuing stadium development and in particular relate to the design of the new Pavilion building.
- 11 **Refinish rear of Priory Stand to match Raglan.** To enhance the visual amenity in this area and upgrade interior.
- 12 **Upgrade the rear wall of the William Ansell Stand.** To enhance the visual amenity of front of club.
- 13 **Replacement of earth bank, main access stairways and roof of the Eric Hollies Stand.** New rear construction will enable modern stair access, additional seating, new toilets and service units to be provided. Visual amenity will be significantly improved



view from WCCC Car Park



Proposed Cross Section

Proposed WCCC - Indoor Cricket Centre  
David Morley Architects /  
Bryant + Priest Architecture



# Floodlighting

## Installation

Day/night floodlit matches have been proven to widen the appeal of cricket and make attendance at a match more convenient. Floodlighting is currently provided at the ground on a temporary basis but this arrangement has a number of limitations.

- 1 The hydraulic platforms are not capable of supporting sufficient lights for high quality illumination.
- 2 The working height of hydraulic platforms is controlled by wind conditions.
- 3 The height of the temporary light systems is not sufficient to avoid glare in the players and spectators eyes.
- 4 The temporary installation cannot achieve the quality of aim and consistency of coverage available from a permanent installation (ie. There will be comparatively more light spillage from the playing area).
- 5 Glare reducing devices are not available in the most effective form on temporary installations.
- 6 The temporary vehicles take up large areas of concourse, or have to be located outside the Ground causing obstruction.

Therefore WCCC wishes to implement a permanent floodlight installation to provide the highest quality of illumination.

The Club is investigating alternative designs incorporating new technology which will reduce the visual intrusion and also ways in which the impact of late finishes can be reduced which would satisfy planning requirements.





## Landscape

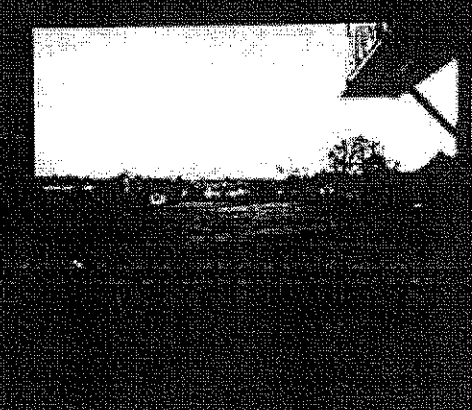
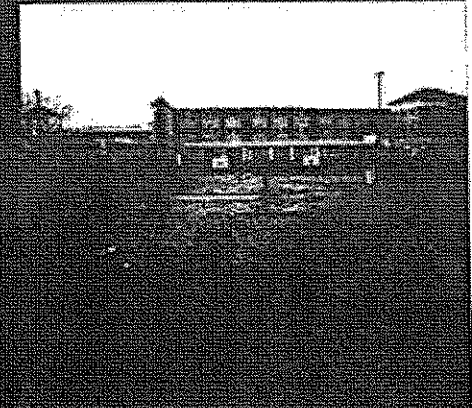
The Club intend to link the structure of the landscaping with the architecture to create a distinctive character at Edgbaston. This holistic approach will create a cohesive quality of visual appearance throughout the ground with the hard landscaping and soft planting works integrated into the development of the buildings.

The landscape strategy will draw upon materials and details, which form the character of the existing local landscape. Links with the existing surrounding landscape and wildlife corridors will be reinforced and enhanced.

The Club will introduce artistic elements to form focal points in the scheme, designed to reflect the Birmingham location and highlight the links with cricket.

Improvement to the treatment of the boundary will be a priority, particularly to the Edgbaston Road and where the residential areas are closest. The Edgbaston road frontage will be improved with planting, particularly at the Ground's "front door" and selected parts of the boundary will be opened up to create views into the site.

Planting to the other entrances will be utilised to frame views into the site, adding to the overall visual quality of the locality. The boundaries that abut residential areas will be planted such that they form a green edge to the County Ground and serve as a screen. Within the ground itself the landscaping will be used creatively to define circulation and safety routes. Also focal points and visual axes will be developed integrated with the new views into the site to relate the Ground to the outside. The landscape will help to assimilate new construction with the existing to produce a unified appearance.



Boundary treatment  
(Potential medium sized trees,  
native shrubs to act as a filter  
for views into the ground.  
Possible link into development of  
corridor adjacent to River Rea  
and the site boundary.

Welcome and directional  
areas - possible use of  
artwork - quality materials

New Indoor Cricket Centre

Existing trees

Passive Road

Sports Grounds

Edgebaston  
(The Warwickshire  
County Cricket Club)  
Cricket Ground

Internal green structure

Existing self set  
tree / shrub planting on  
embankments of River Rea

Canoe Hill Park

River Rea

Existing brick wall  
/ artistic enhancement

Integration of street scene  
(tall-growing trees, eg. planes)

Edgebaston Road

## Consultations

Close liaison with the Local Planning and Statutory Authorities, is required throughout the planning and scheme design phases of the scheme to establish/agree all development parameters and restrictions in principle.

Local residents and other interested parties will be kept informed of development intentions in good time in order to develop and maintain a constructive relationship with the Club.

Consultations have been held with the Local Planning, the Local Community, Building Regulations and Safety Team. Continuing close liaison will be carried out throughout the planning process and scheme design periods. More detail will be set out in appendices as the Framework is developed.

The National Rivers Authority and Local Authority have been consulted with regard to the River Rea and any restrictions relating to its banks, will be taken into account in the development of proposals.

The various service providers have been contacted, in order to ascertain overall level of supply and routes of existing underground services. The level of incoming service is generally such that any major development will require a detail review and most likely the provision of additional capacity.

## REFERENCE DOCUMENTS

1. Economic Impact Report.  
1<sup>st</sup> Cornhill Insurance Test Match  
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5<sup>th</sup> June – 9<sup>th</sup> June 1997
2. ECB National Facilities Strategy January 1997.
3. BCC Draft Balsall Heath  
Local Action Plan November 1995
4. Guide to Safety at Sports Grounds Fourth Edition.
5. Test Match Ground County Clubs.  
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