

POPULOUS®

VENUES AS CATALYSTS FOR URBAN REGENERATION

IAKS Austria Conference

Tom Jones
Senior Principal

35 YEARS
15 OFFICES
600 EMPLOYEES

WE DESIGN THE
PLACES WHERE
PEOPLE LOVE TO
BE TOGETHER



GLOBAL DESIGN: WORLD EVENTS

POPULOUS[®]

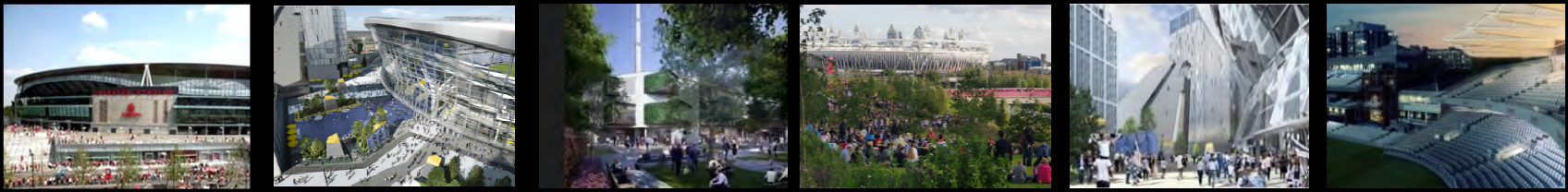
ARCHITECTURE



MASTERPLANNING & EVENTS



LANDSCAPE ARCHITECTURE



GLOBAL DESIGN: WORLD EVENTS

WEMBLEY STADIUM: A LEGACY OF 1923 BRITISH EMPIRE EXHIBITION



WEMBLEY STADIUM: A NEW NATIONAL STADIUM



WEMBLEY STADIUM: A CATALYST FOR URBAN REGENERATION



WEMBLEY STADIUM: A CATALYST FOR URBAN REGENERATION



EMIRATES STADIUM: A CATALYST FOR URBAN REGENERATION



EMIRATES STADIUM: A CATALYST FOR URBAN REGENERATION



KEYWORKER HOUSING



STADIUM



STUDENT HOUSING



RESIDENTIAL



OFFICES



MIXED-USE

JANUARY 2004: ASHBURTON GROVE INDUSTRIAL ESTATE



AUGUST 2006: EMIRATES STADIUM



AUGUST 2008: Highbury REGENERATION





O2 ARENA

O2 ARENA, LONDON: A CATALYST FOR URBAN REGENERATION



a catalyst for.....

20 year development

24,000 jobs

10,000 new homes

3.5 M sq.ft commercial space

360,000 sq.ft retail

hotel+community facilities

O2 ARENA, LONDON: SITE RECLAMATION (OLD GAS WORKS)



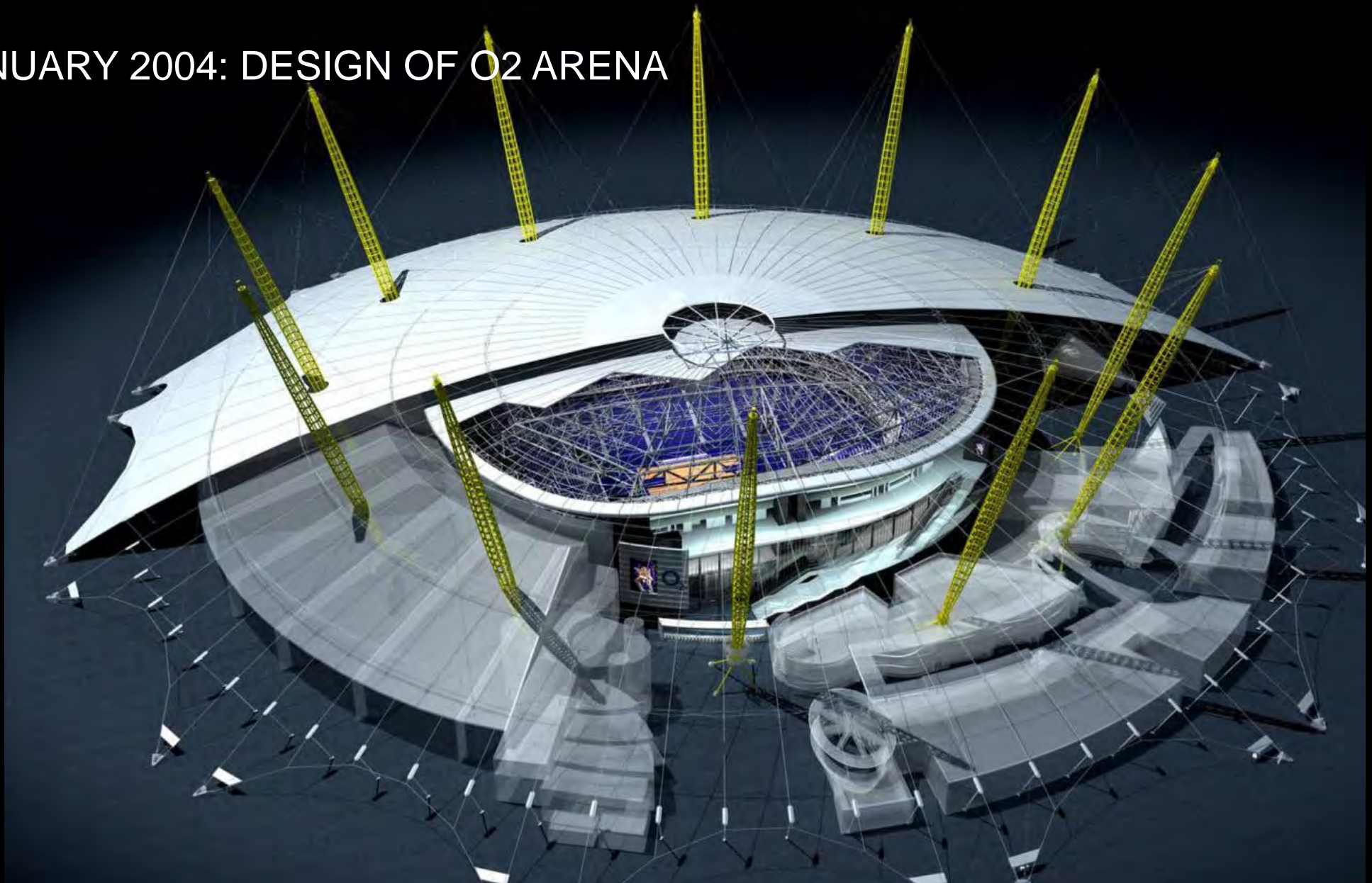
JANUARY 2000: MILLENNIUM DOME EXHIBITION AND SHOW



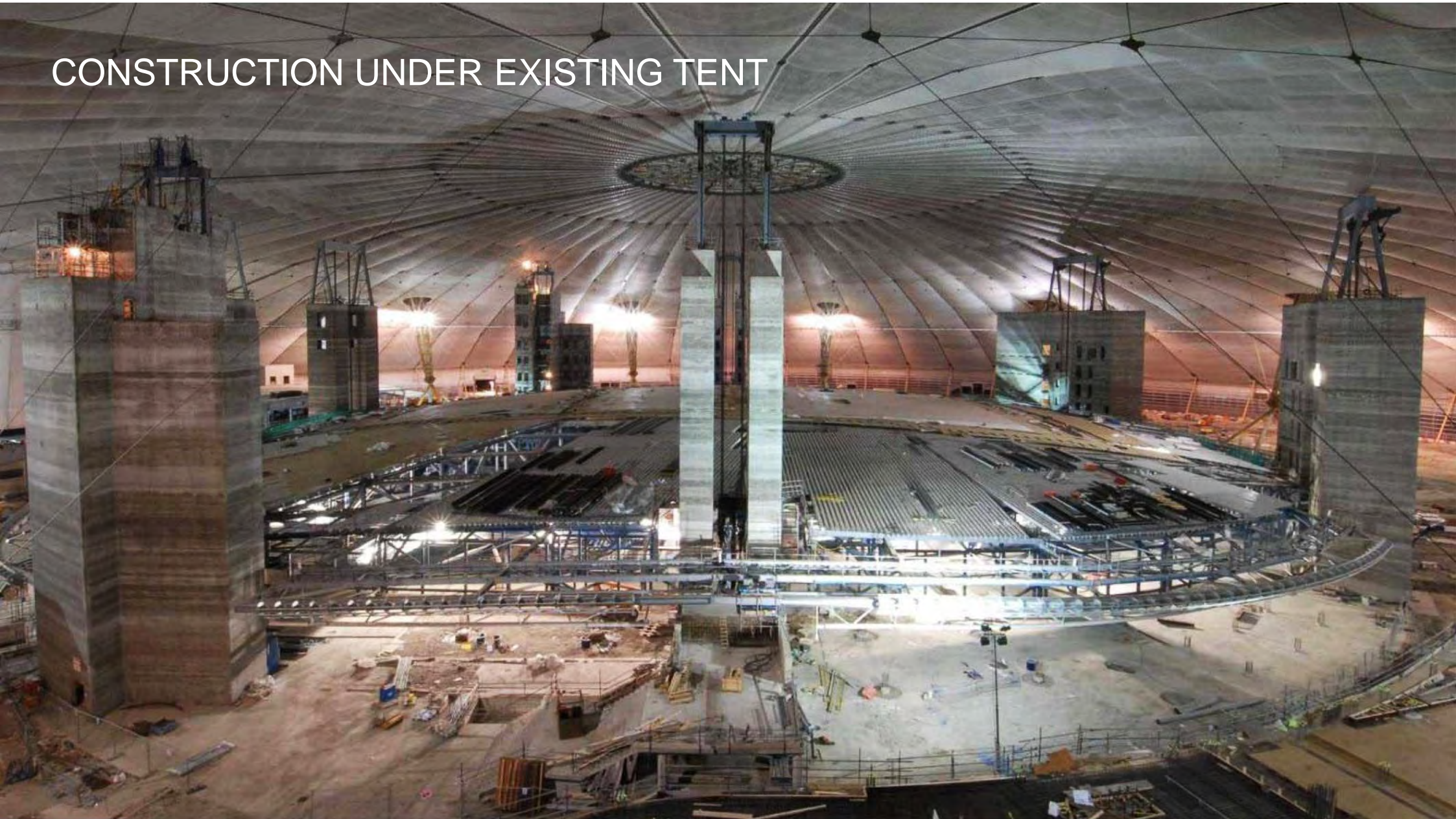
JANUARY 2002: A VACANT SHELL...WITH NO PURPOSE



JANUARY 2004: DESIGN OF O2 ARENA



CONSTRUCTION UNDER EXISTING TENT



JULY 2006: OPENING OF O2 ARENA



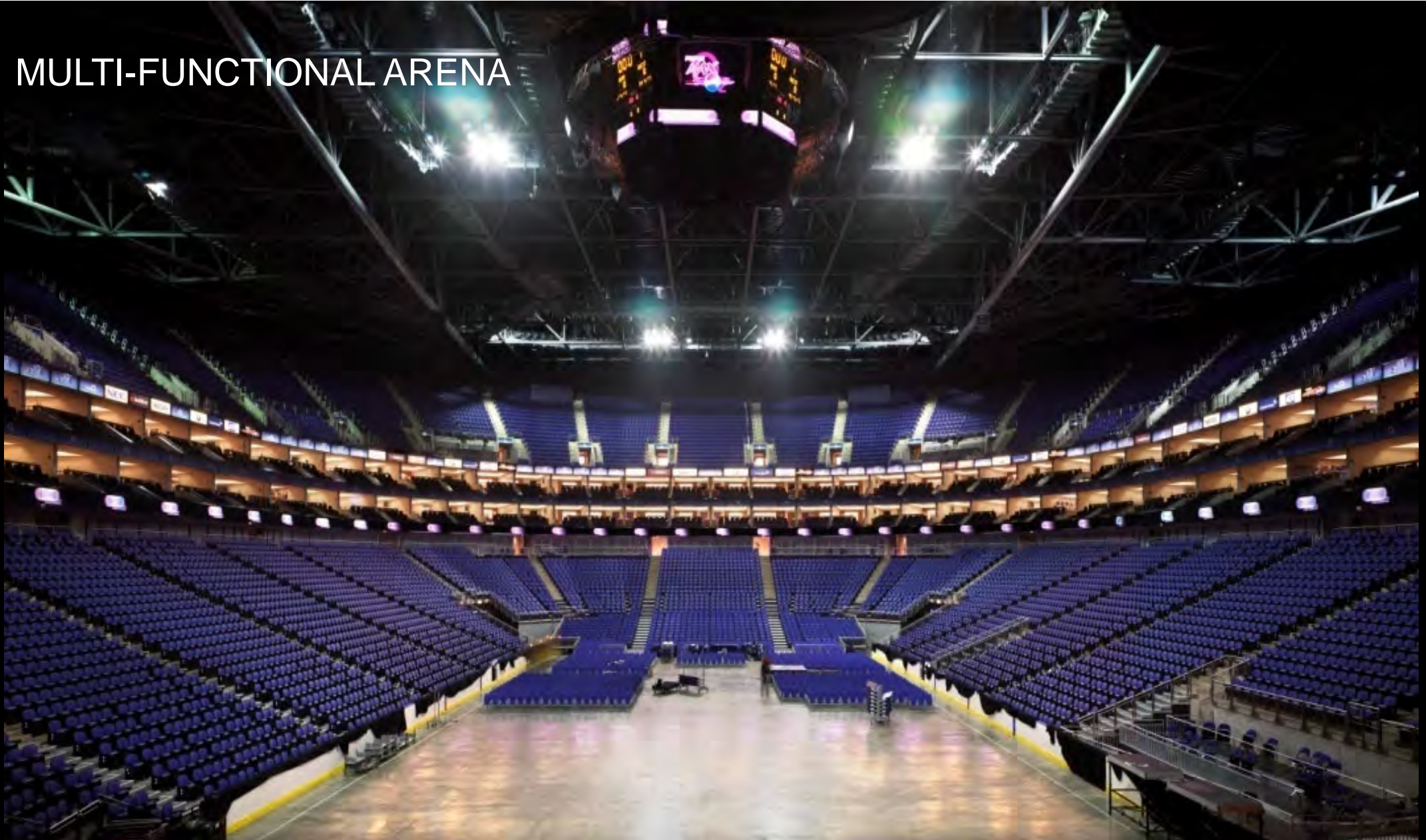
CONNECTION TO TRANSPORT INTERCHANGE



A NEW LONDON LANDMARK (AND BRANDED ICON?)



MULTI-FUNCTIONAL ARENA



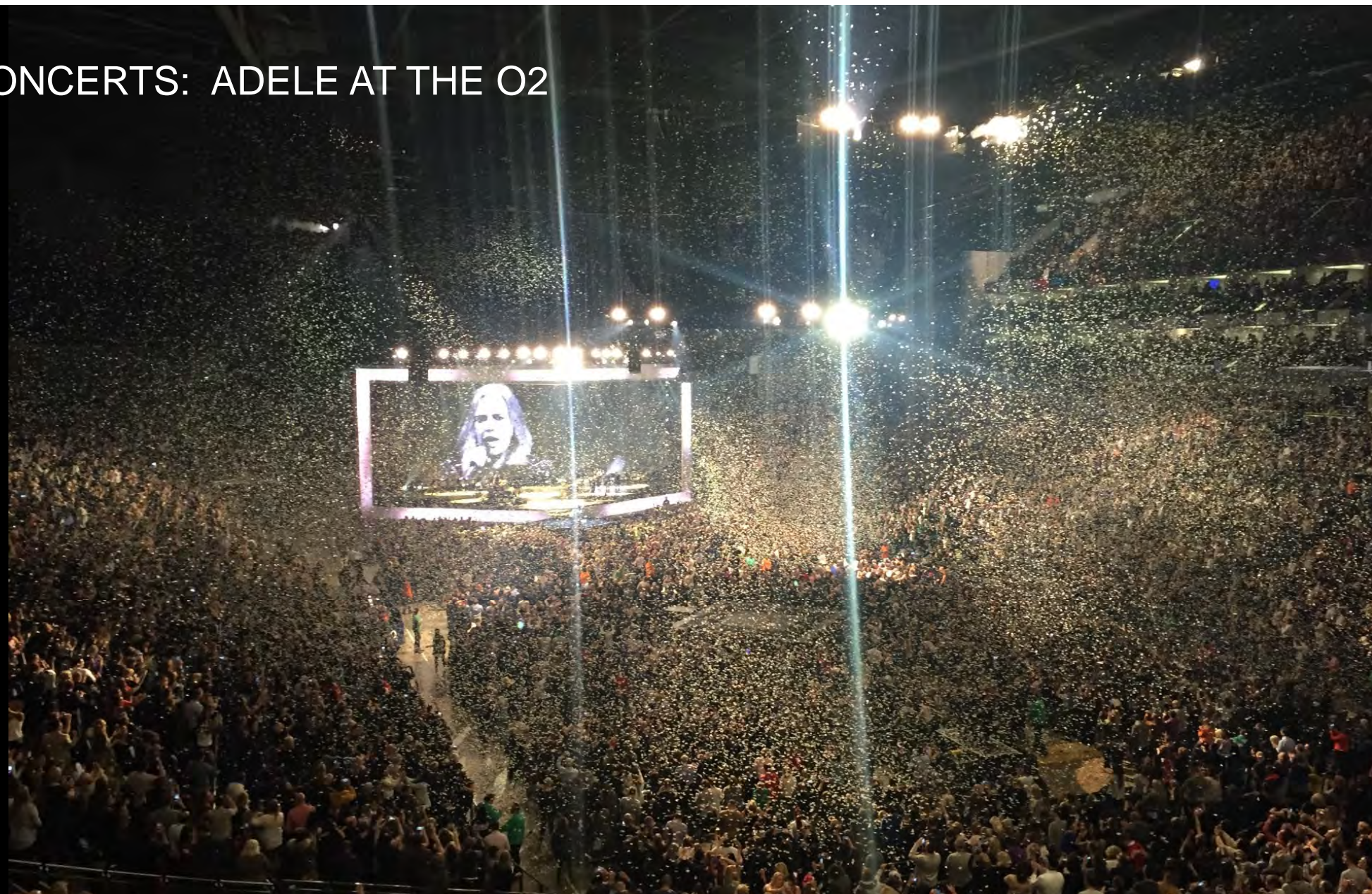
SPORT: ATP TENNIS FINALS



EVENTS: MOTORSPORT



CONCERTS: ADELE AT THE O2



RANGE OF INTERIOR SPACES



NAMING RIGHTS ACTIVATION FOR O2



JUNE 2017: CONCOURSE REFRESH



WIDER URBAN REGENERATION



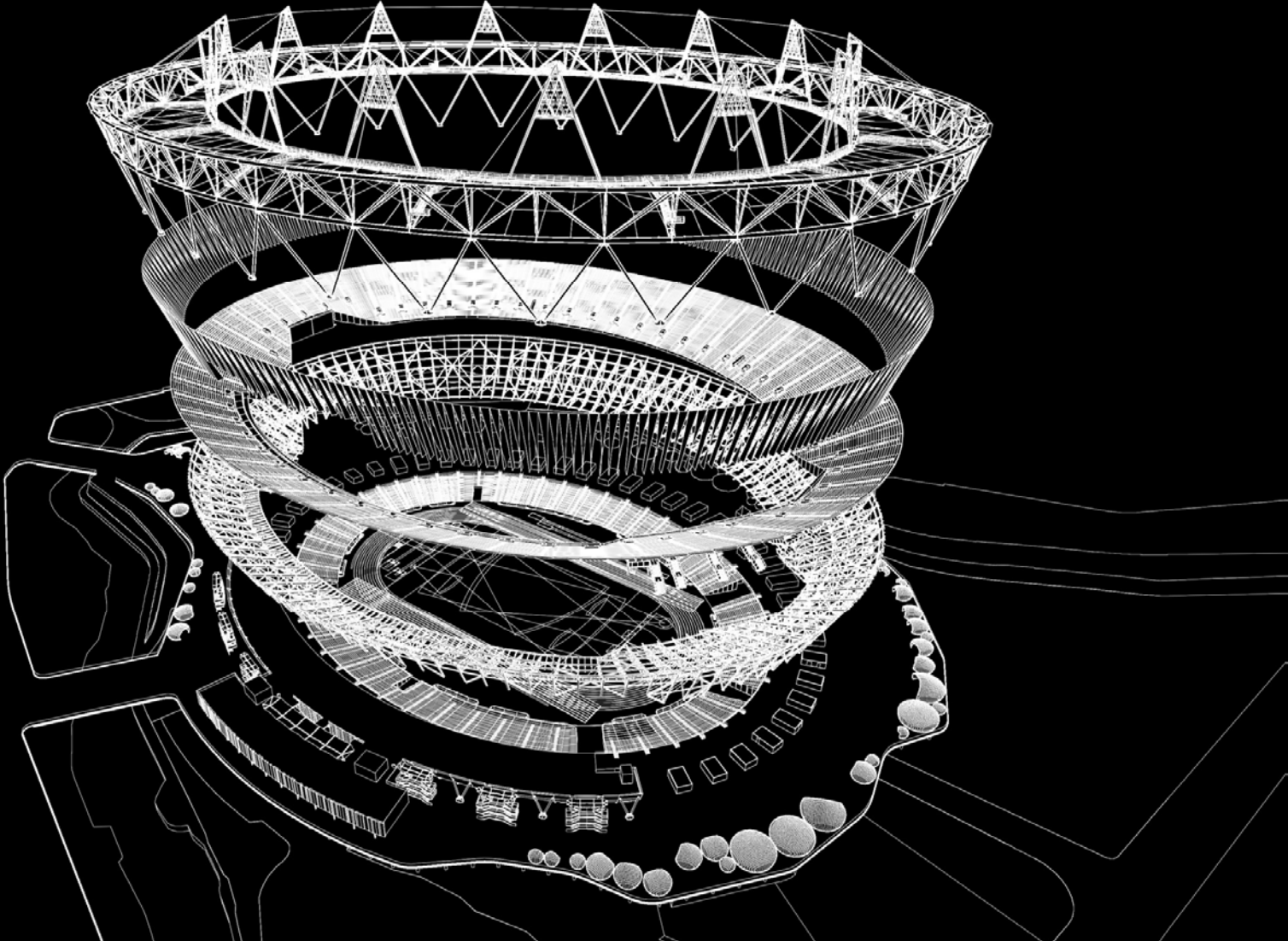


LONDON STADIUM

APRIL 2007: LEE VALLEY INDUSTRIAL SITE



COMPONENT-BASED DESIGN: 'EMBRACE THE TEMPORARY'



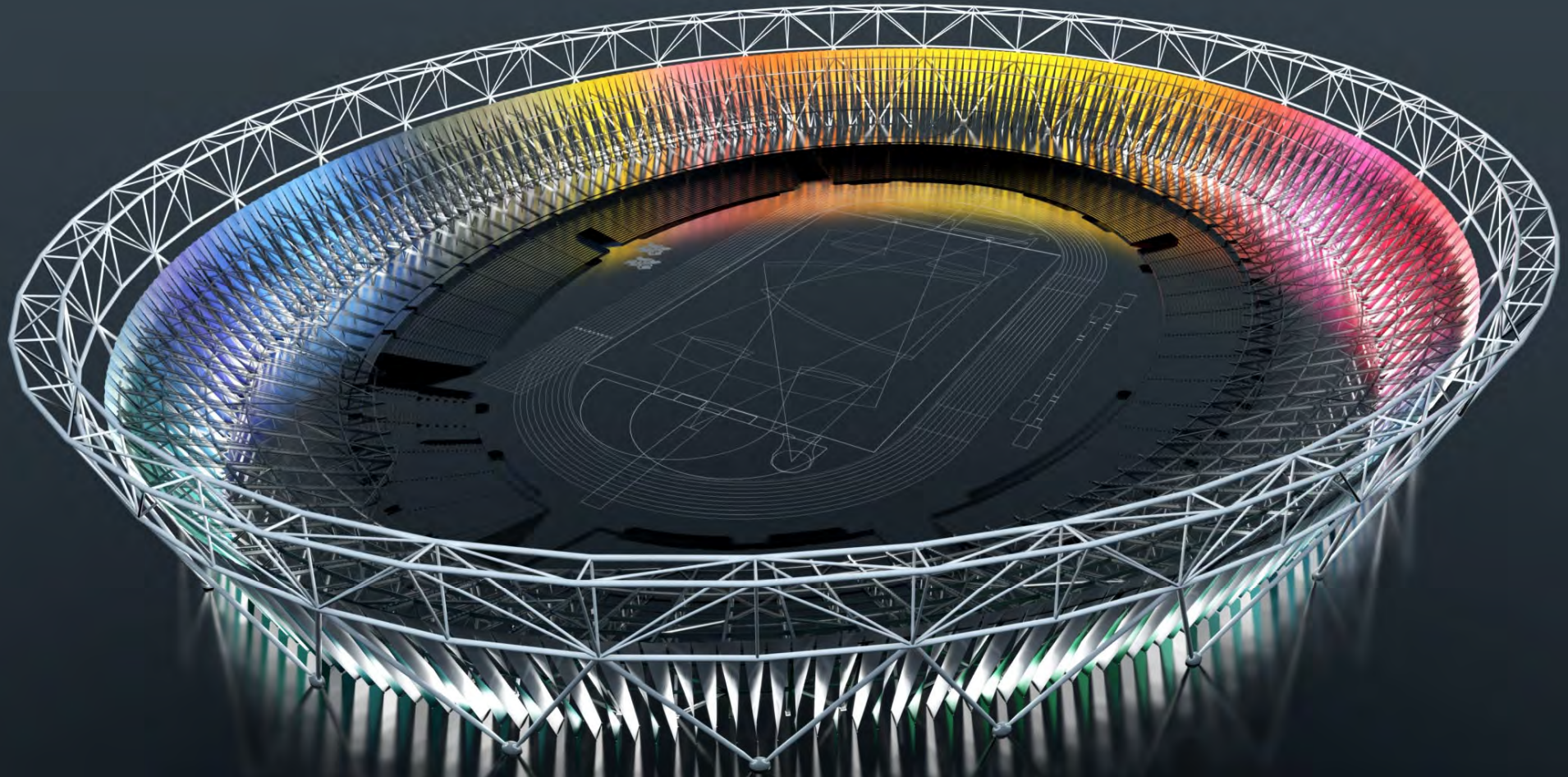
STADIUM ISLAND



STADIUM ISLAND



THE WRAP: COLOUR STRATEGY WITH ARTIST SOPHIE SMALLHORN



THE WRAP



WEST STAND PAVILION



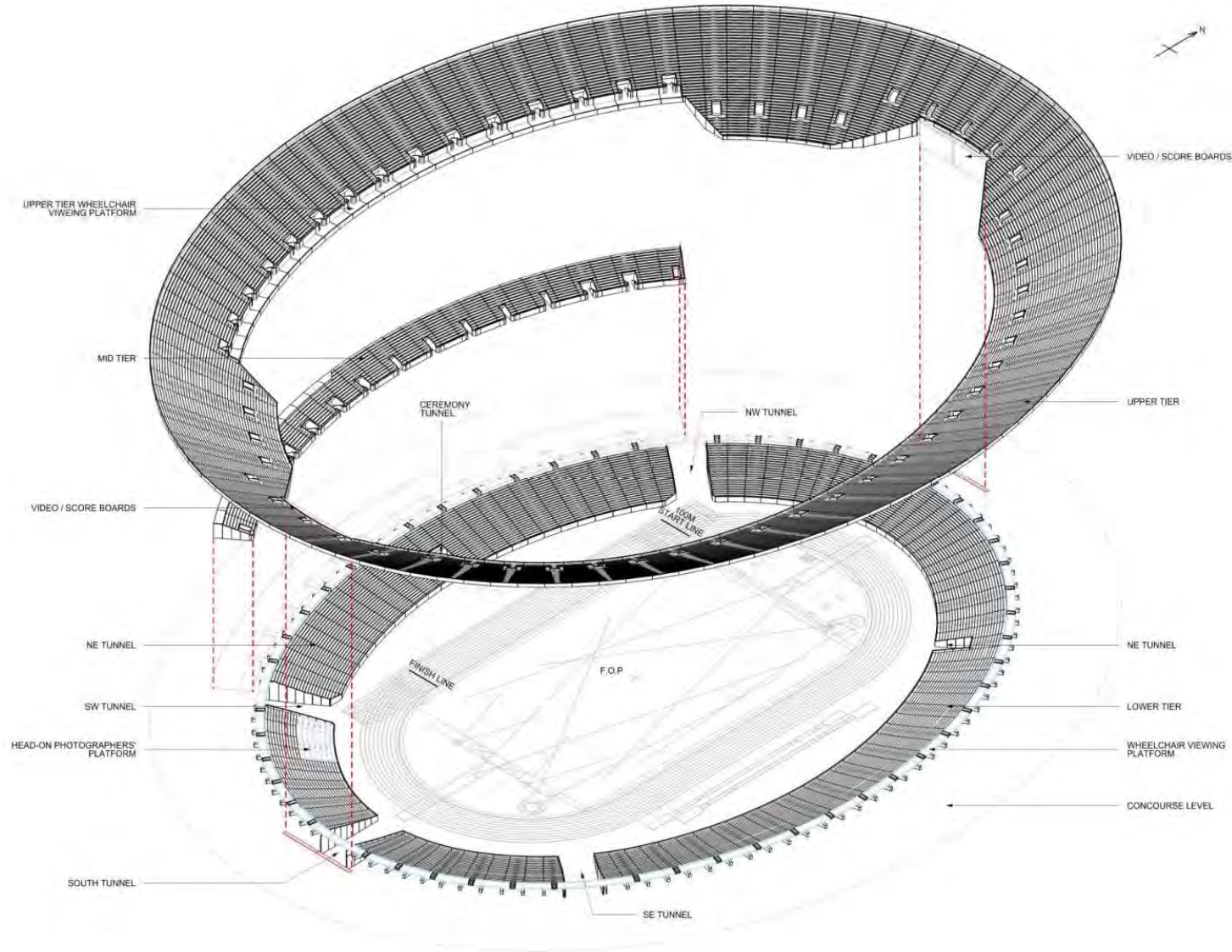
ROOF: COMPRESSION TRUSS STRUCTURE



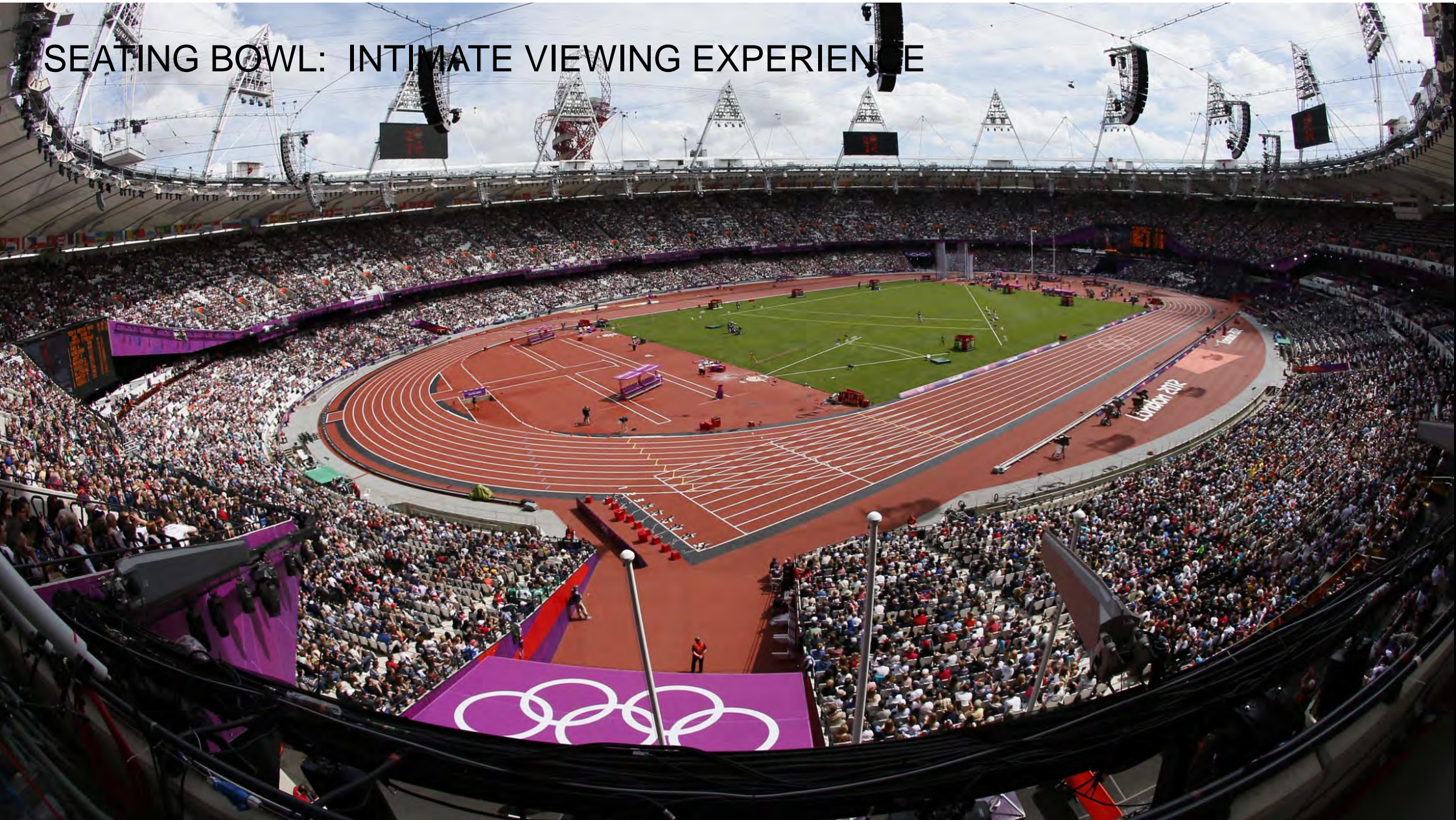
ROOF: ACCOMODATING CEREMONIES AND THEATRICAL EFFECTS



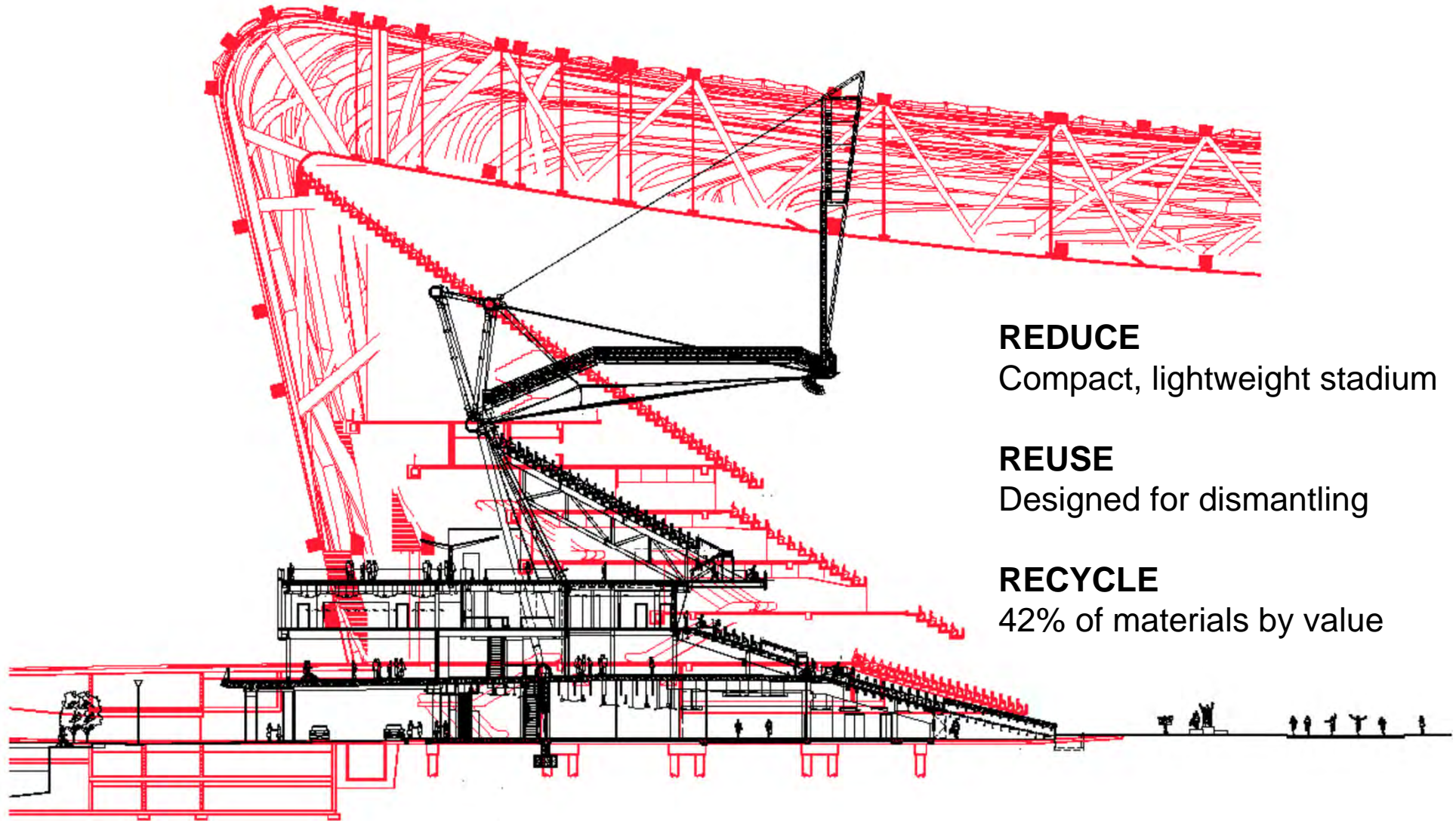
SEATING BOWL: 25,000 PERMANENT SEATS + 55,000 TEMPORARY SEATS



SEATING BOWL: INTIMATE VIEWING EXPERIENCE



A DIFFERENT KIND OF STADIUM



REDUCE

Compact, lightweight stadium

REUSE

Designed for dismantling

RECYCLE

42% of materials by value

OPENING CEREMONY: STADIUM TRANSFORMED INTO A FILM SET



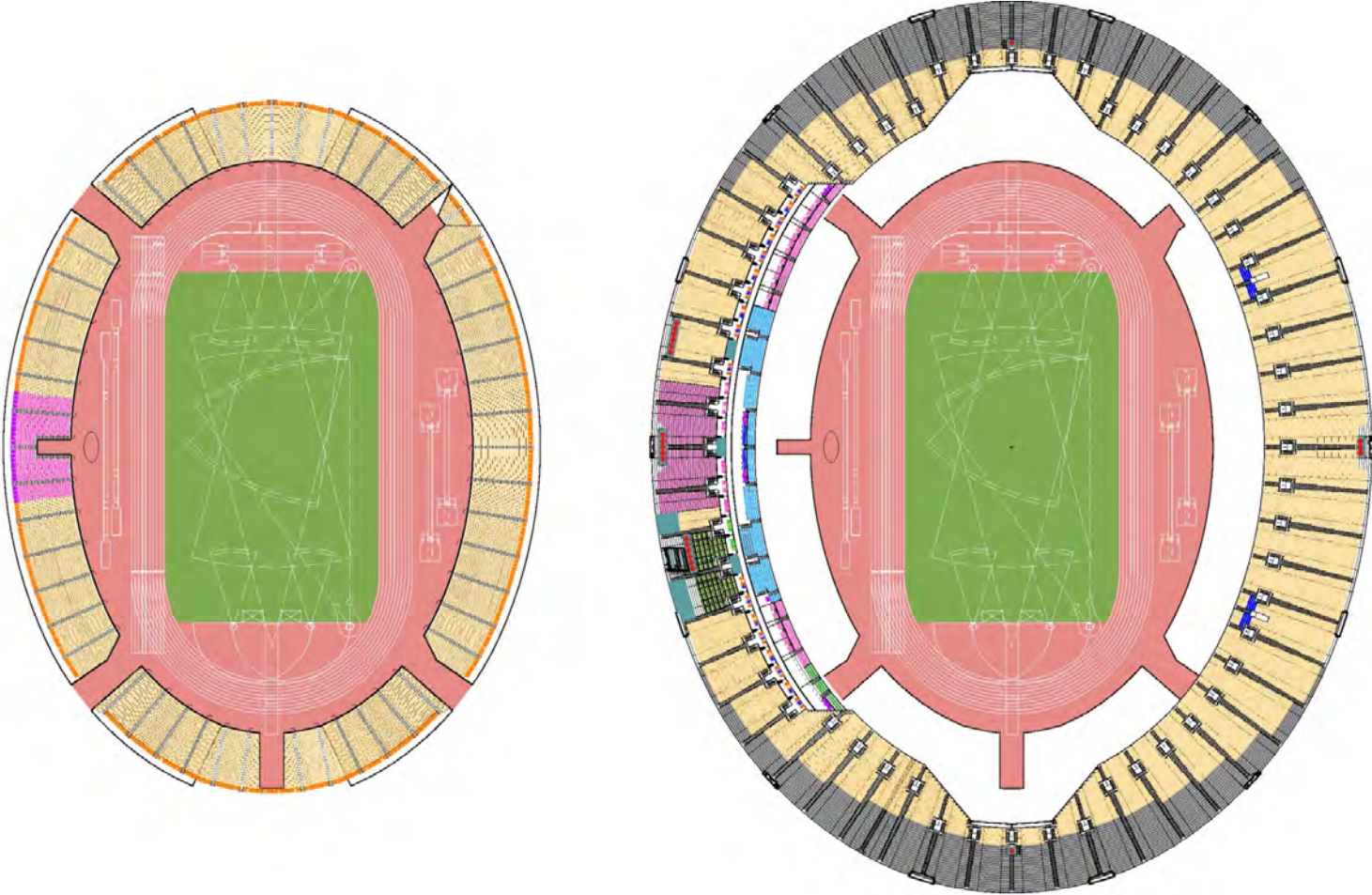
WORLD-CLASS ATHLETICS: STADIUM REVERTS TO SPORTING ARENA



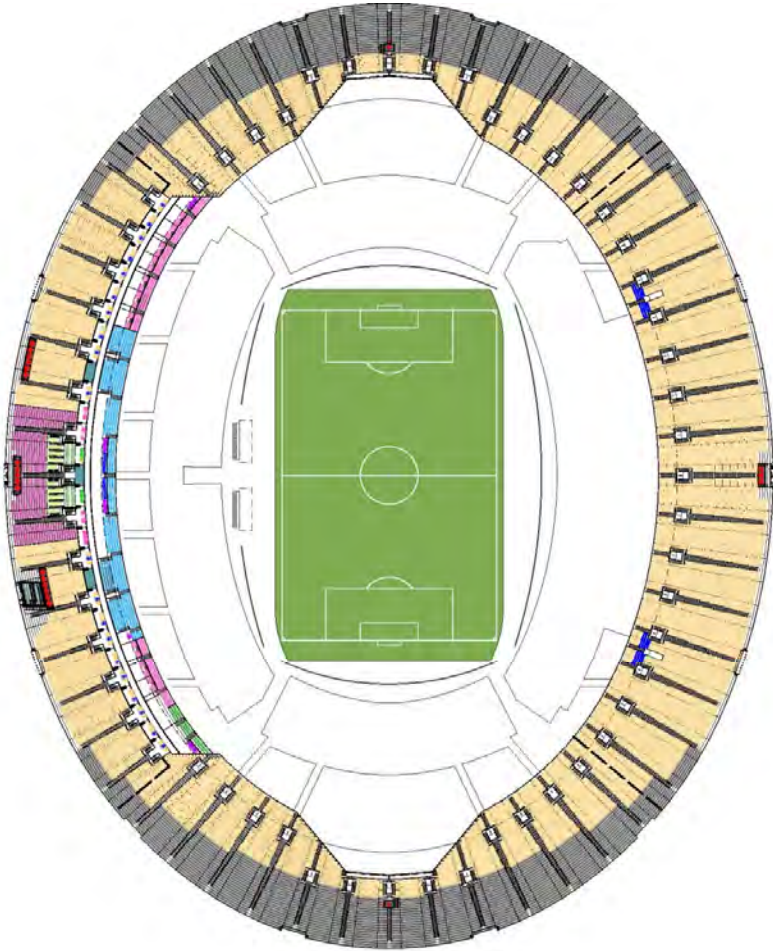
AFTER THE GAMES: TRANSFORMATION



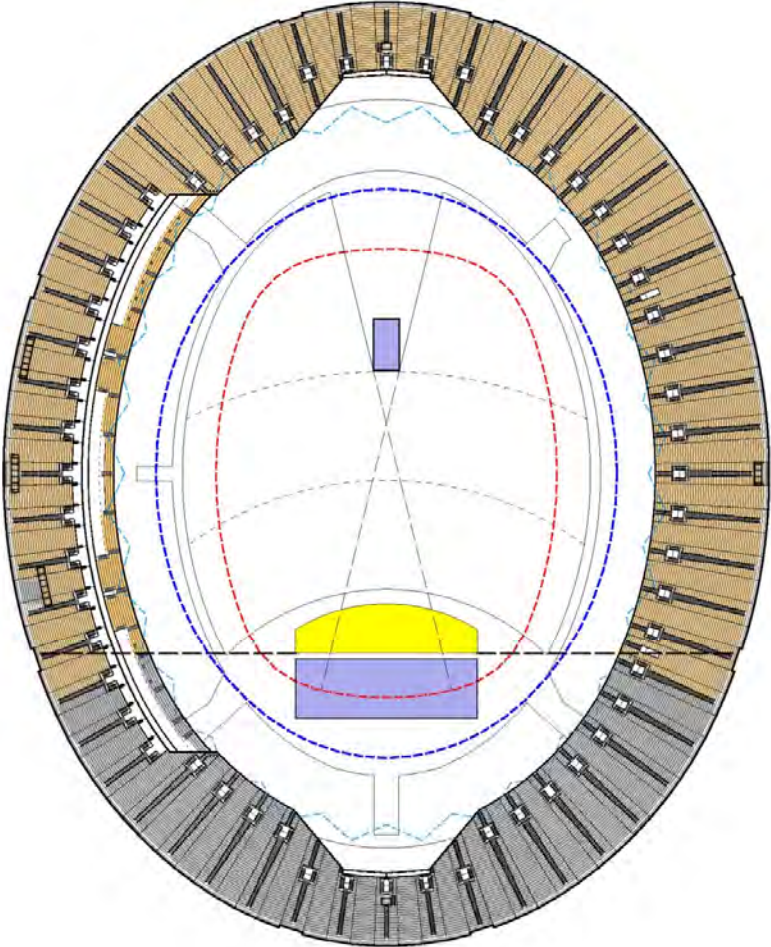
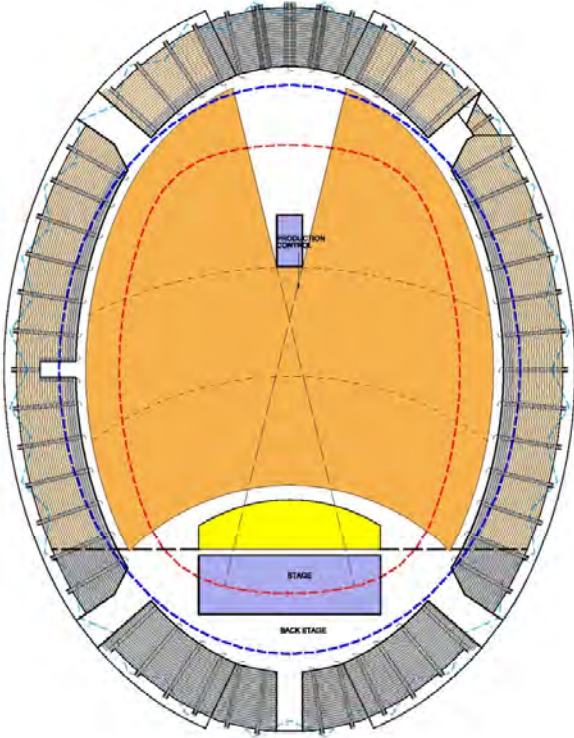
SEATING BOWL: TYPICAL ATHLETICS EVENT (54,000 CAPACITY)



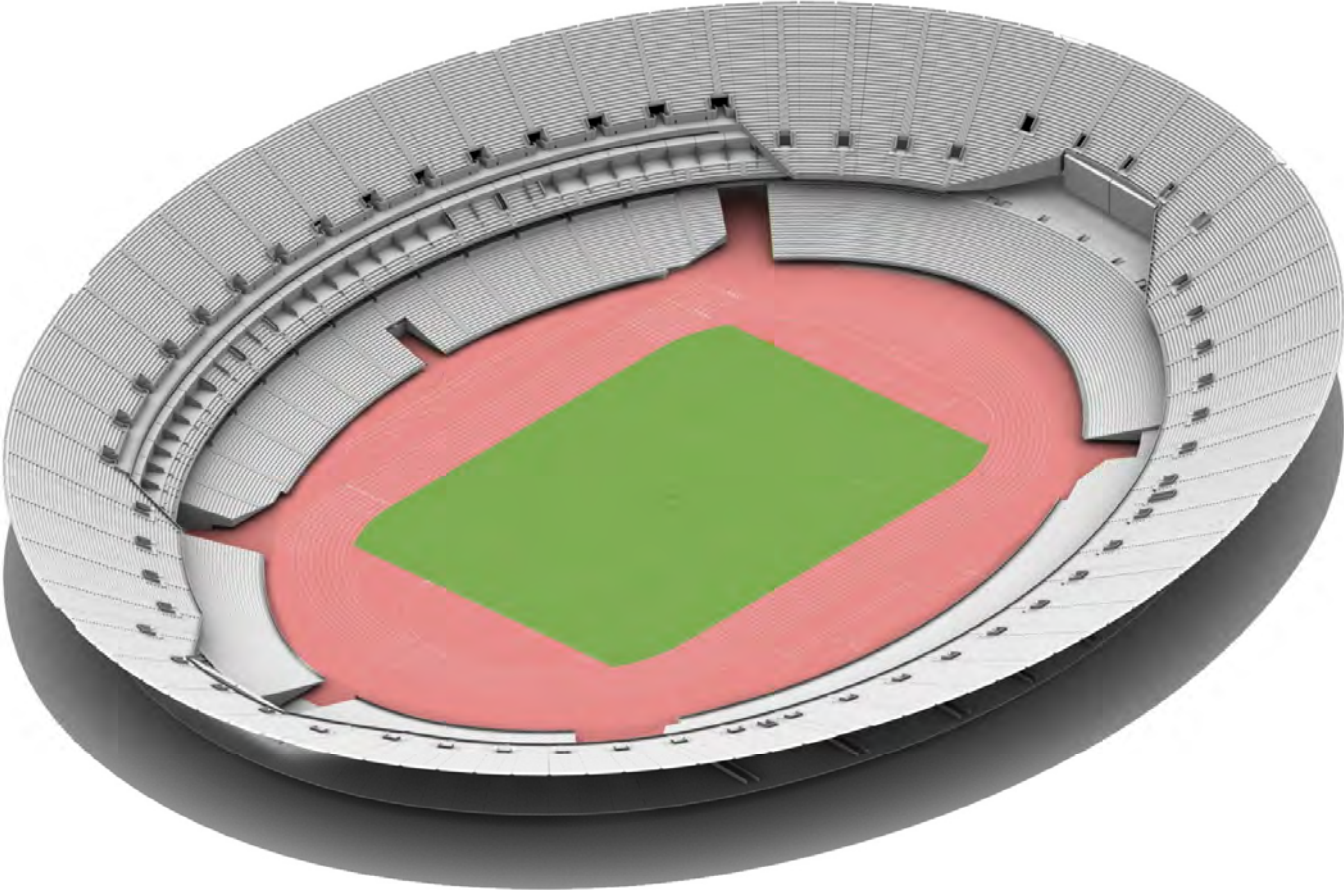
SEATING BOWL: TYPICAL PITCH SPORT EVENT (54,000 CAPACITY)



SEATING BOWL: TYPICAL CONCERT EVENT (80,000 CAPACITY)



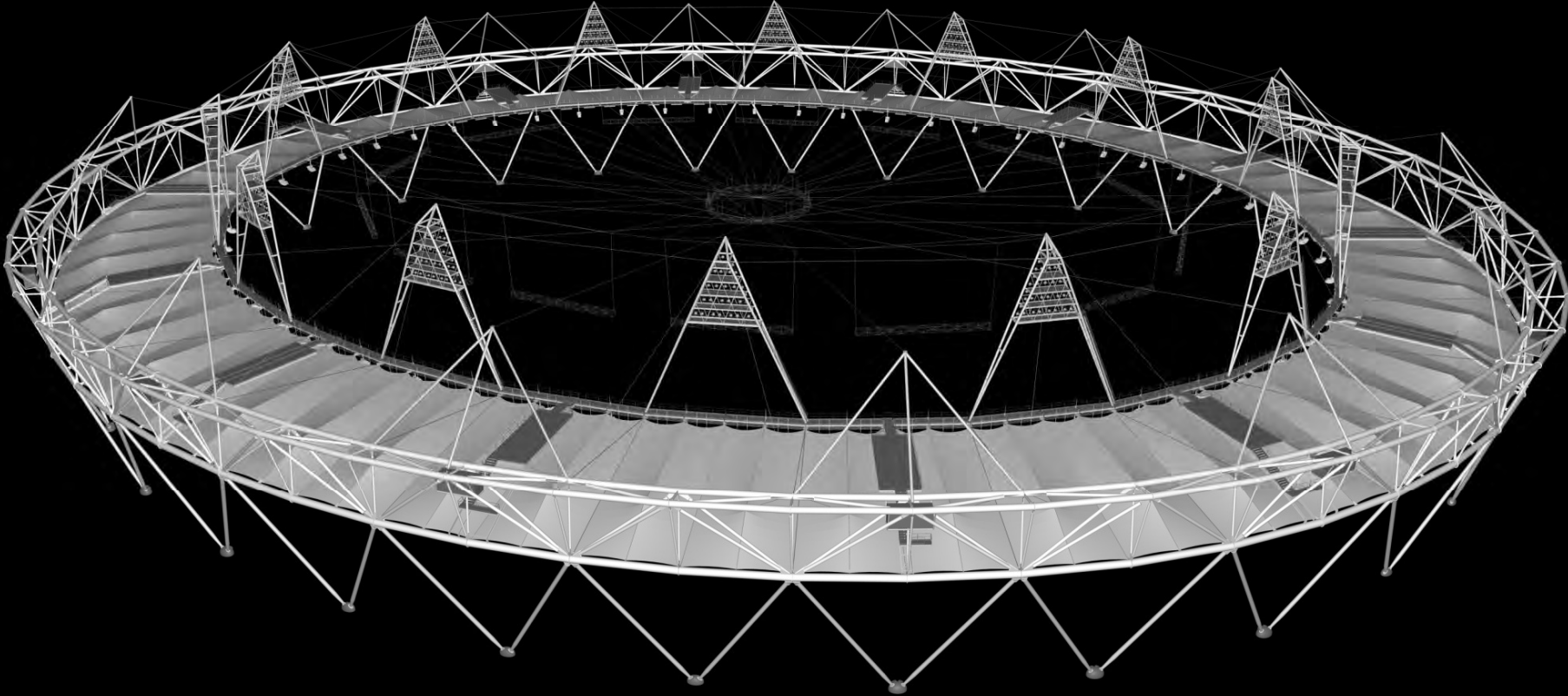
SEATING BOWL: RETRACTABLE LOWER TIER (ATHLETICS MODE)



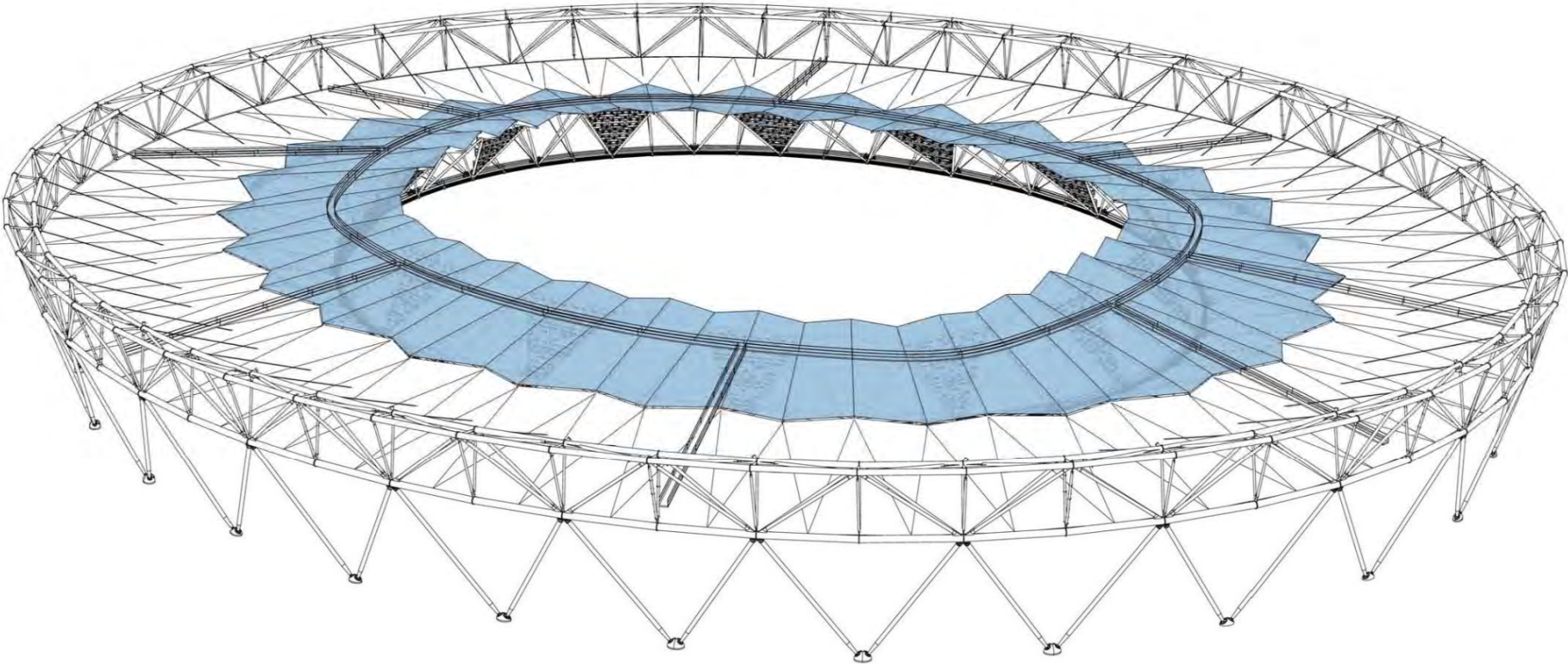
SEATING BOWL: RETRACTABLE LOWER TIER (PITCH SPORT MODE)



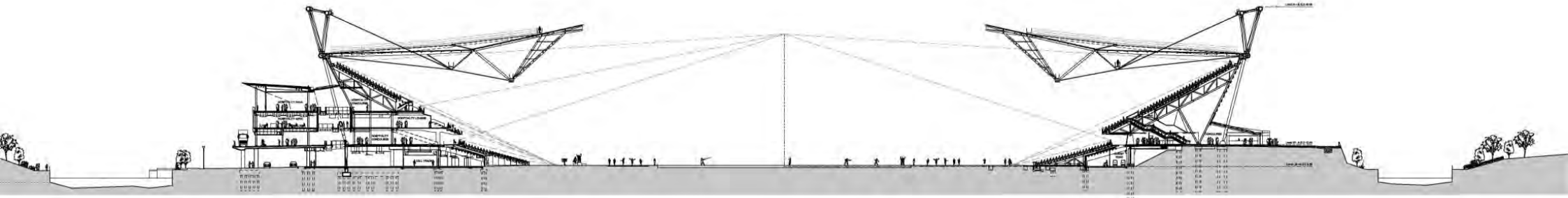
COMPRESSION TRUSS STRUCTURE (OLYMPIC)



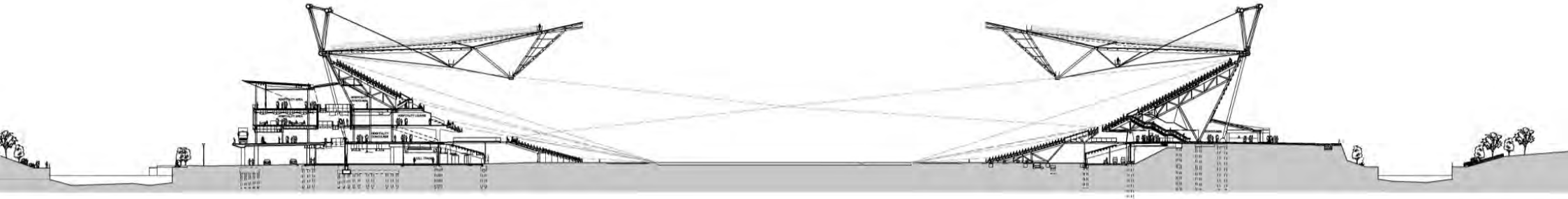
COMPRESSION TRUSS STRUCTURE (TRANSFORMATION)



CROSS SECTIONS: WEST-EAST



ATHLETICS MODE



FOOTBALL / RUGBY MODE

LEGACY EVENTS: 2015 RUGBY WORLD CUP



LEGACY EVENTS: 2016 PREMIER LEAGUE FOOTBALL



LEGACY EVENTS: 2016 CONCERT



LEGACY EVENTS: 2017 IAAF WORLD CHAMPIONSHIPS



LEGACY EVENTS: 2019 MAJOR LEAGUE BASEBALL





TOTTENHAM

MASTERPLAN VISION



PROPOSED SCHEME - DAYTIME



PROPOSED SCHEME – NIGHTTIME





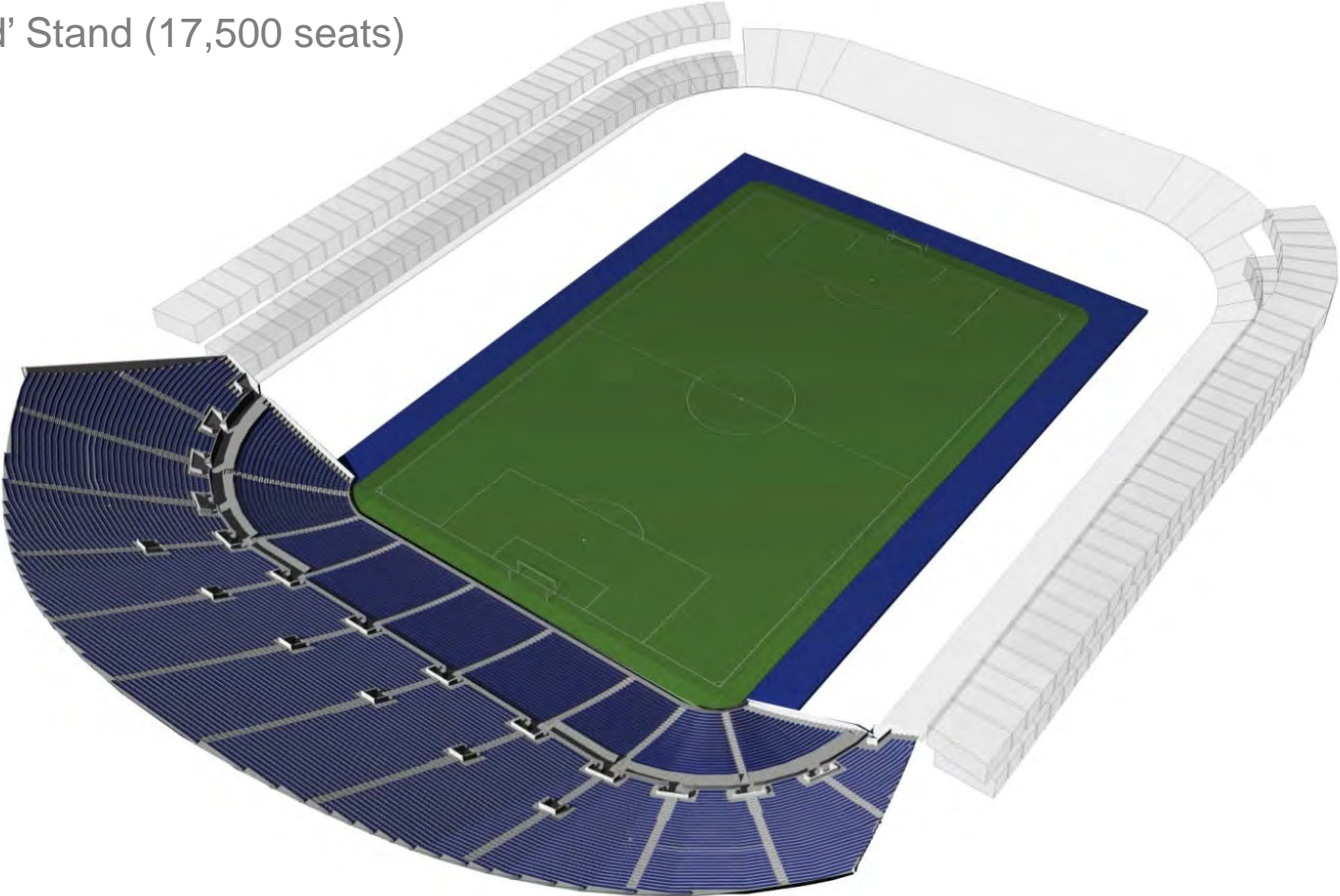


SEATING BOWL



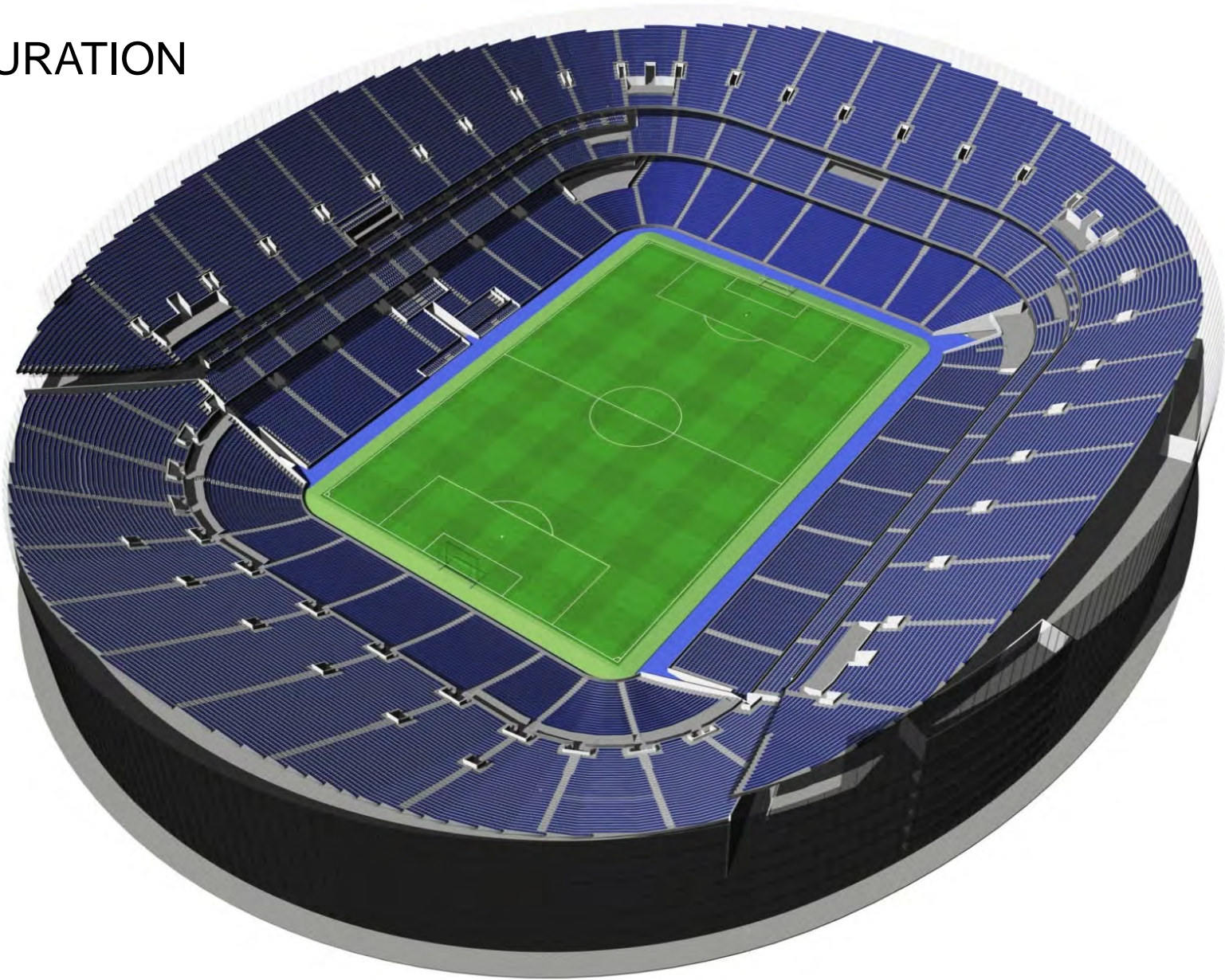
BOWL CONFIGURATION

Single-tier 'Home End' Stand (17,500 seats)



BOWL CONFIGURATION

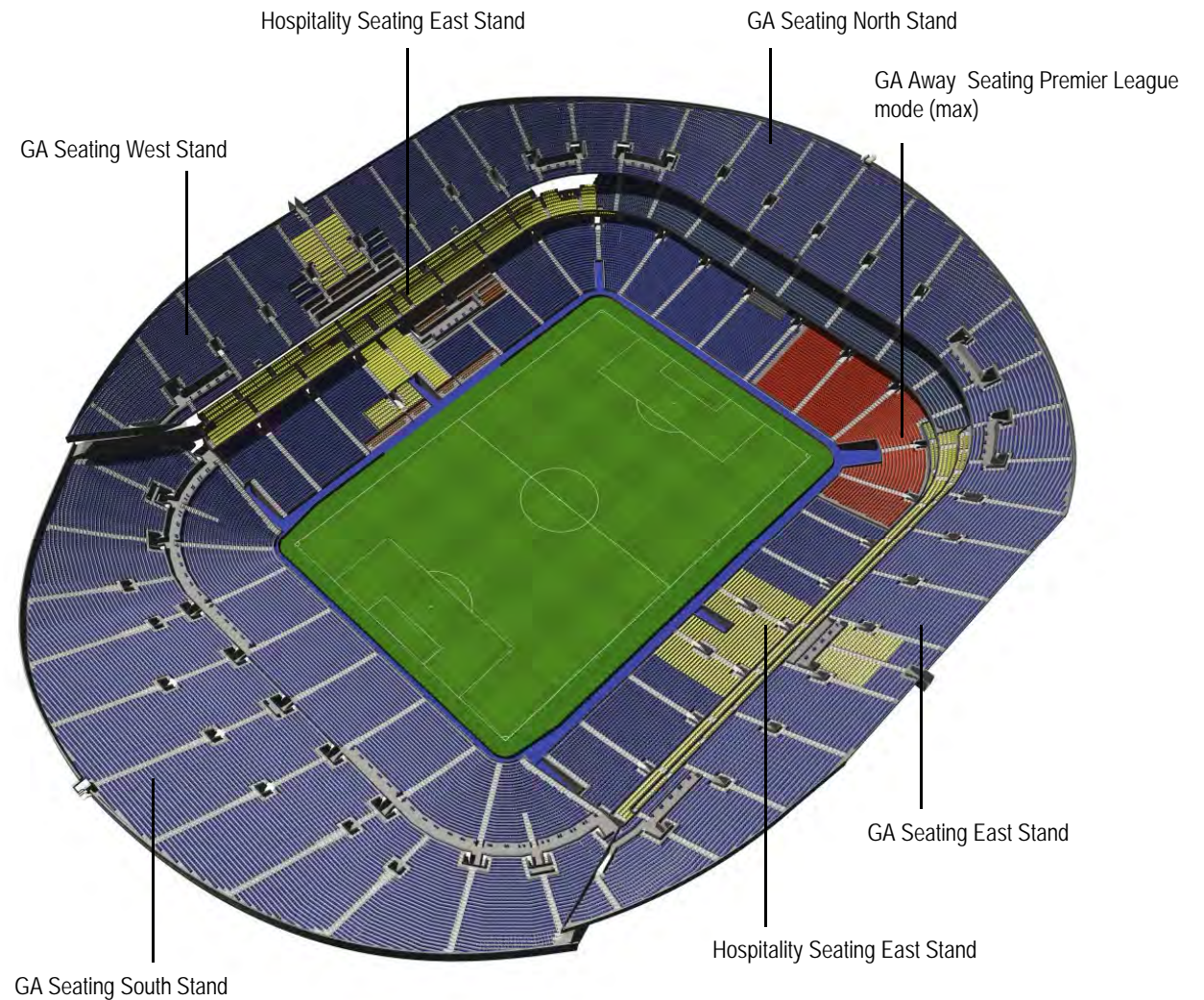
Overall seating bowl



STADIUM CAPACITY

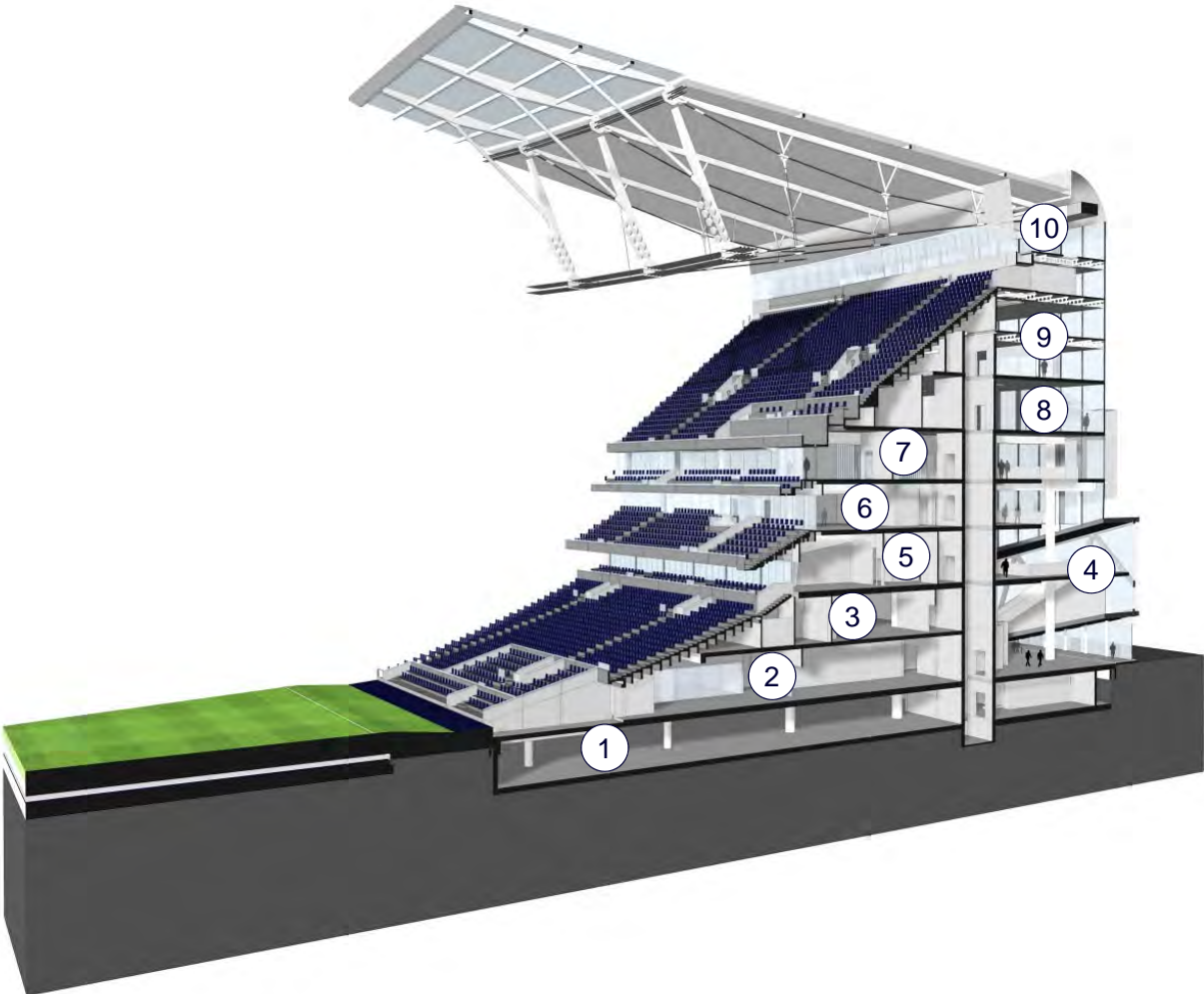
Breakdown of seating bowl

GA South Stand	17,109
GA Lower Tier (Other stands)	13,135
GA Mid Tier (Other stands)	3,494
GA Upper Tier (Other stands)	19,092
Hospitality West Stand	3,356
Hospitality East Stand	5,027
Other (Players, Media)	316
Overall Net Capacity	62,000



3D SECTION

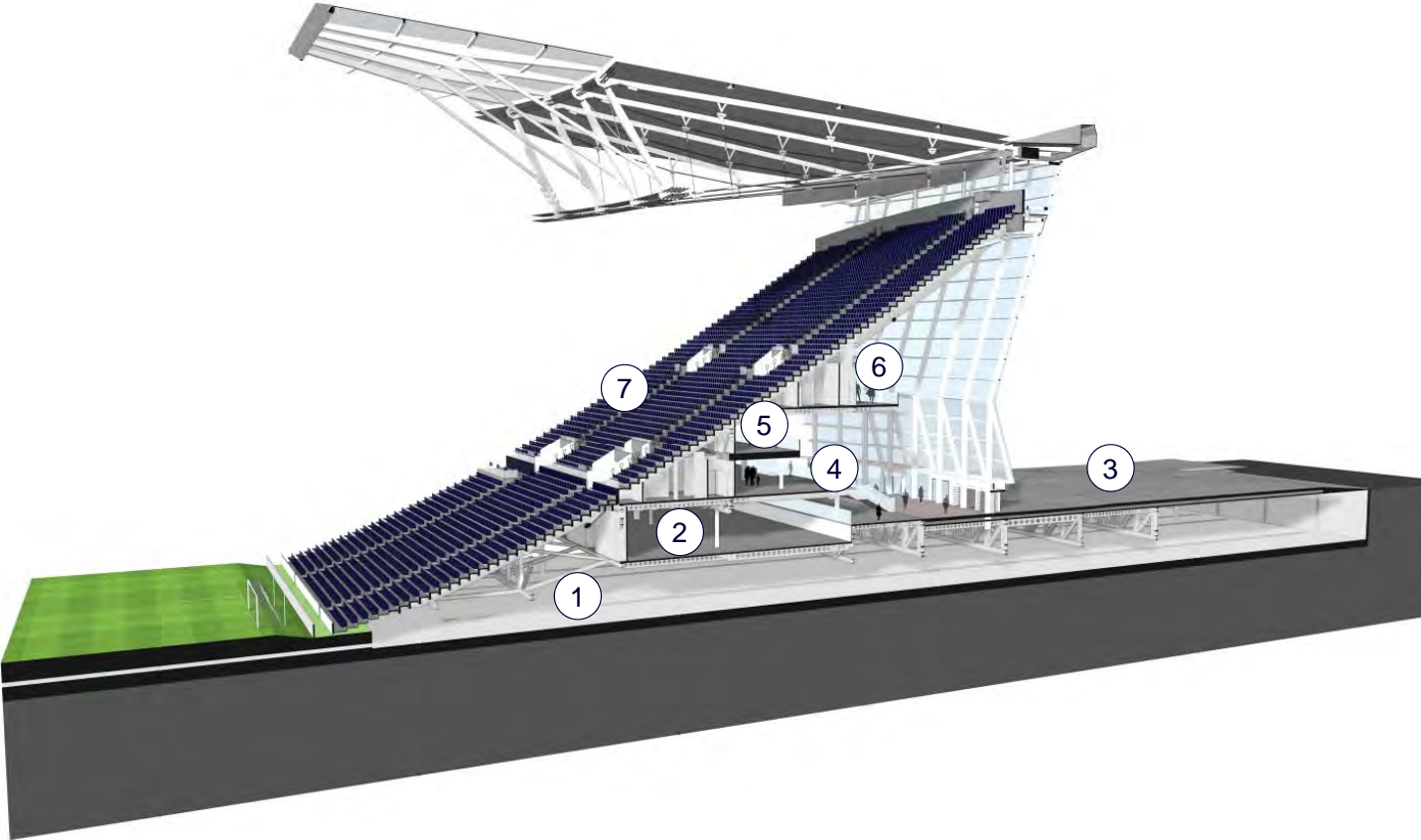
West Stand



- 1 Level -1 Car Park
- 2 Level 0 Players
- 3 Level 1 Lower GA Concourse
- 4 West Atrium
- 5 Level 2 Lower Club and Box
- 6 Level 3 Upper Club
- 7 Level 4 Upper Box
- 8 Level 5 Upper GA Concourse
- 9 Level 6 and 7 THFC Offices
- 10 Level 9 Sky Lounge

3D SECTION

South Stand



- 1 Level 0 Car Park
- 2 Level 1 Food Court
- 3 Southern Podium
- 4 Level 2 GA Concourse
- 5 Level 3 GA Concourse
- 6 Level 4 GA Concourse
- 7 Single Tier Terrace 17,000 seats



SOUTH STAND ATRIUM

A Stadium for all



THE MARKET PLACE



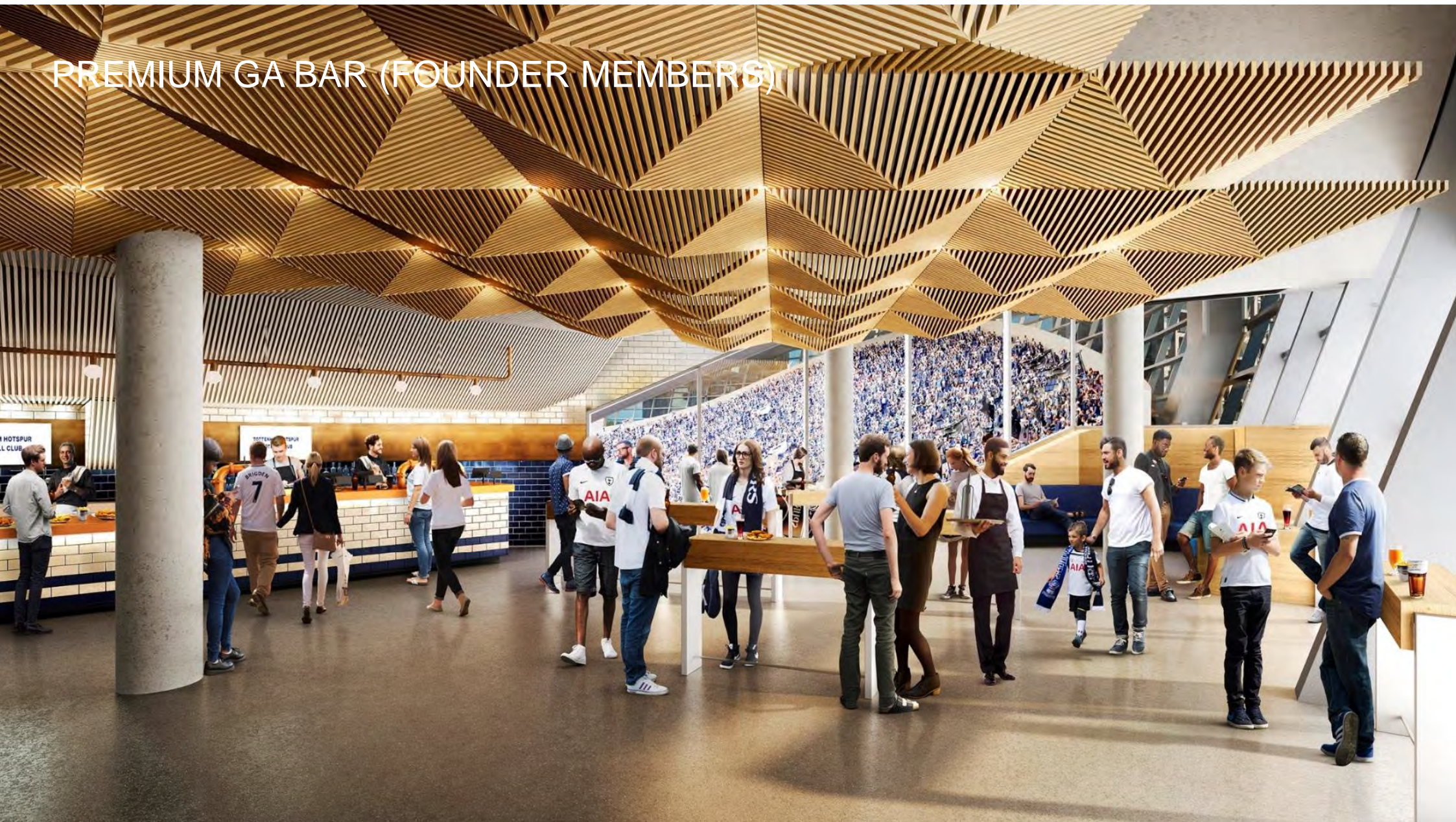
BEAVERTOWN MICROBREWERY



BEAVERTOWN TOTTENHAM



PREMIUM GA BAR (FOUNDER MEMBERS)



TUNNEL CLUB



H CLUB RESTAURANT



SKY LOUNGE



FOOTBALL

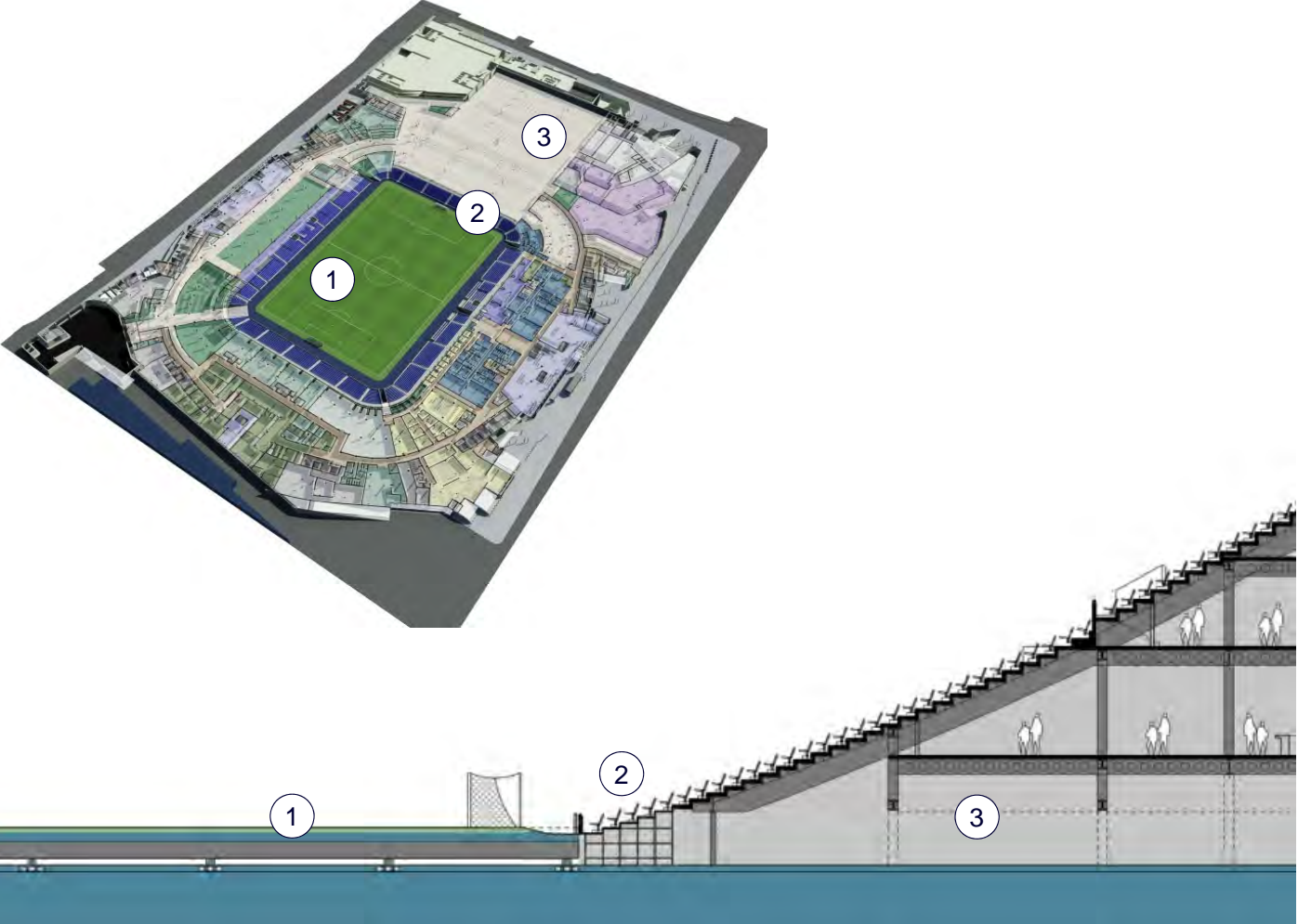


AMERICAN FOOTBALL



TRANSFORMING STADIUM

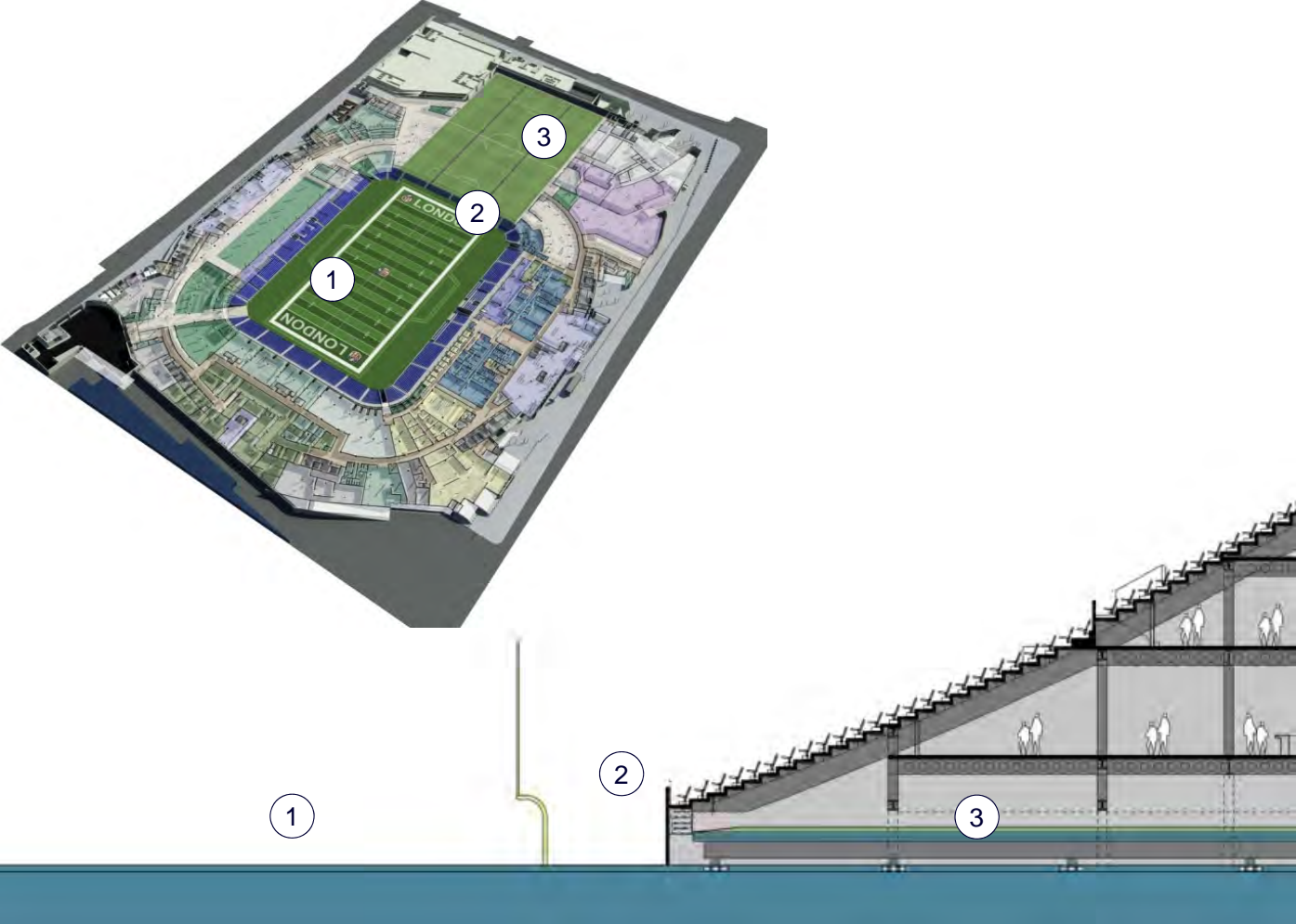
Football mode



- 1 Sliding natural pitch for football
- 2 Retractable terracing
- 3 Car Parking

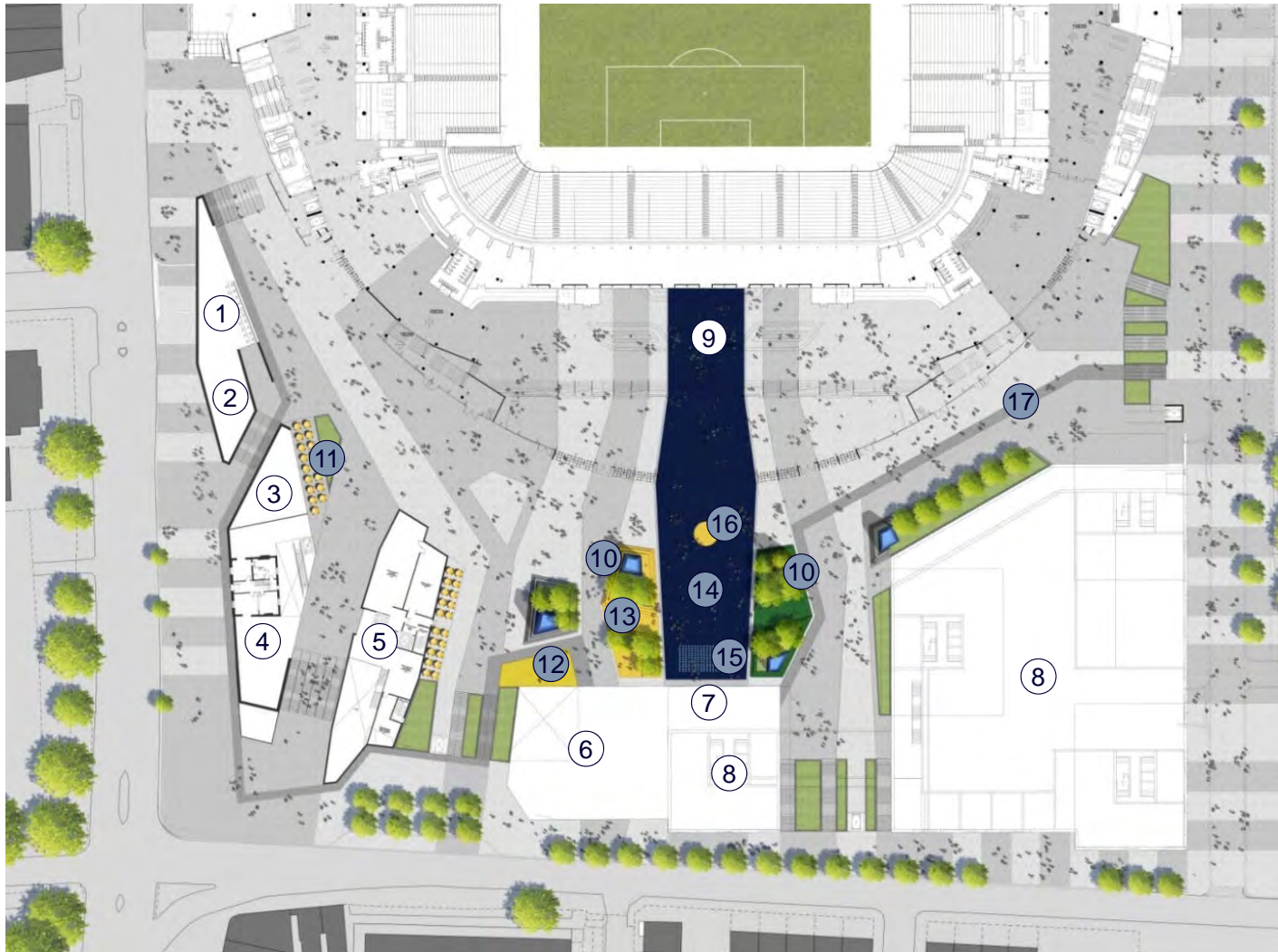
TRANSFORMING STADIUM

NFL mode



- 1 Artificial turf NFL pitch
- 2 Retractable terracing
- 3 Sliding natural pitch parked in car park

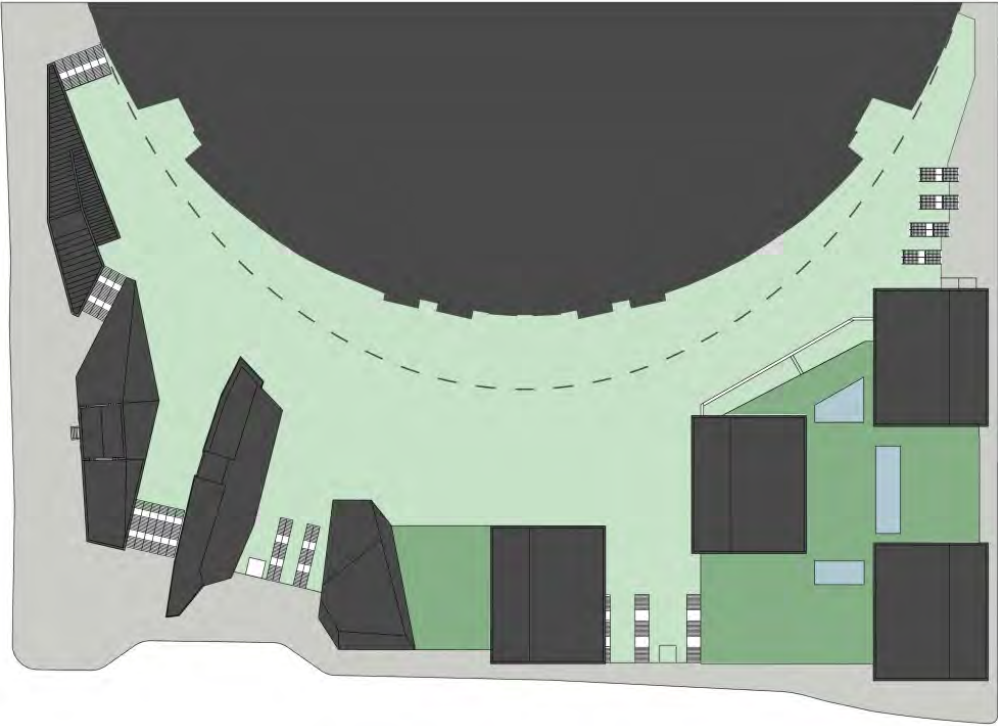
PUBLIC REALM



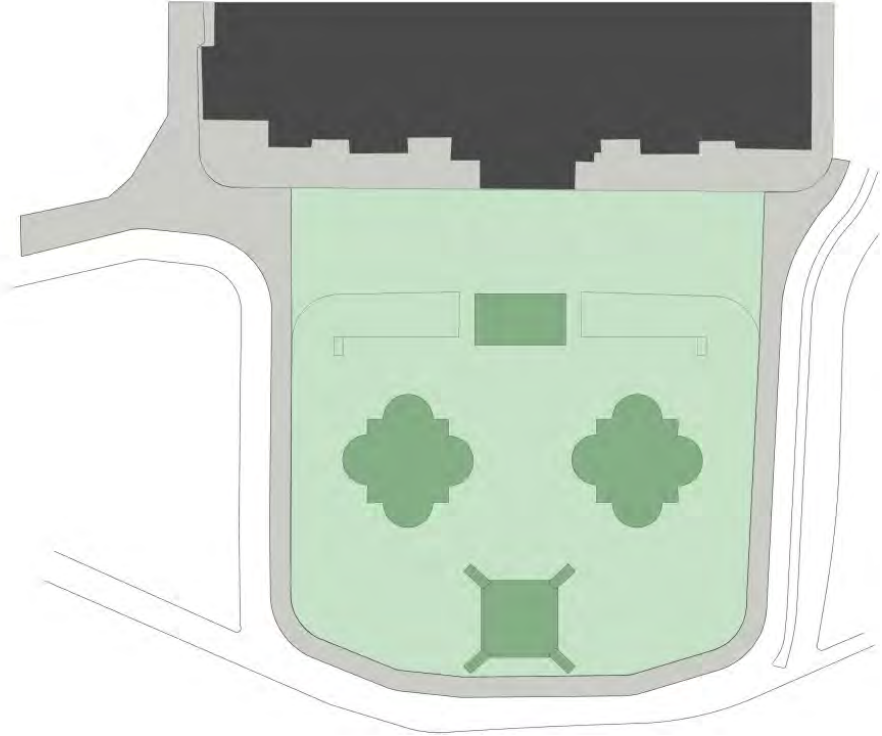
- ① Ticket office and tour
- ② Tour changing room
- ③ Cafe
- ④ Museum
- ⑤ Hotel
- ⑥ Extreme Sport
- ⑦ Extreme Sport Cafe
- ⑧ Residential and commercial development
- ⑨ Stadium Food Court
- ⑩ Outdoor seating
- ⑪ Outdoor café seating
- ⑫ Outdoor climbing wall
- ⑬ Outdoor gym
- ⑭ Outdoor 5-Aside pitch/crowd events
- ⑮ Water features
- ⑯ Drop point abseil
- ⑰ Running track

SOUTH PODIUM COMPARISON

Park Lane Square v Trafalgar Square



Park Lane Square



Trafalgar square

PUBLIC REALM



APPROACH FROM WORCESTER AVENUE



TOTTENHAM EXPERIENCE



