

01

AEG - The applicant

ABOUT US

AEG is the world leader in sports and live entertainment, operating all over the globe. AEG owns or operates over 150 of the world's leading venues, hosting over 22,000 events each year and entertaining more than 100 million fans.

We are passionate about creating memorable moments that give the world reason to cheer. Specialising in building communities, places, and spaces that deliver unforgettable sports and live entertainment experiences, our ambition is to be best-in-class, always.

Live entertainment never stands still, and neither do we. This is why we have the most iconic venues, record-breaking tours, crowd-roaring festivals, title-winning sports franchises, buzzing entertainment districts, market-leading partnerships and an award-winning ticketing platform. We take pride in connecting artists with their fans and working closely with our partners to create an unforgettable experience for everyone.

VISION & VALUES

We are passionate about creating memorable moments that give the world reason to cheer. Specialising in building communities, places, and spaces that deliver unforgettable sports and live entertainment experiences, our ambition is to be best-in-class, always.

AEG create outstanding arenas, venues, clubs, theatres and entertainment districts, with a main goal of transforming spaces into best-in-class experiences.

Our projects include renovating and leasing existing buildings, acquiring land, and overseeing the entitlement, design, and construction of sports and entertainment districts, hotels, arenas, stadiums and theatres.

AEG Presents International Touring is at the forefront in delivering international tours with world-renowned artists including Taylor Swift, Ed Sheeran, Justin Bieber, BLACKPINK, Shawn Mendes, Khalid, and many more. The London-based team, in collaboration with AEG Presents Global Touring, Messina Touring Group, Concerts West, and AEG Asia, deliver best-in-class live entertainment experiences in venues ranging from clubs to stadiums across Europe, Asia, Middle East, Africa, and South America.

AEG Presents UK is one of the world's leading companies in live entertainment, promoting memorable sell-out tours for the world's biggest artists, including Justin Bieber, Shawn Mendes, Nick Cave, Rammstein, The Rolling Stones and many more. A core part of the touring team's work is also focused on finding emerging talent and growing new artists.

OUR ANNUAL IMPACT

20M+

...guests raising the roof of our venues

1M+

...fans partying within our festival walls

1,500+

...live events taking to the stage

1,300+

...shows promoted in the spotlight

Our European arenas and venues include:



ACCOR ARENA

The Accor Arena is Paris' premier entertainment venue, host to an array of high-profile events, from Harry Styles and Elton John to the ATP Masters 1000 Paris.



BARCLAYS ARENA

Since its opening in November 2002, more than 2,100 concerts, shows and sports events have taken place at the Barclays Arena Hamburg.



MERCEDES BENZ ARENA

One of Europe's most successful multipurpose venues, the Mercedes-Benz arena is also Berlin's premier destination for concerts.



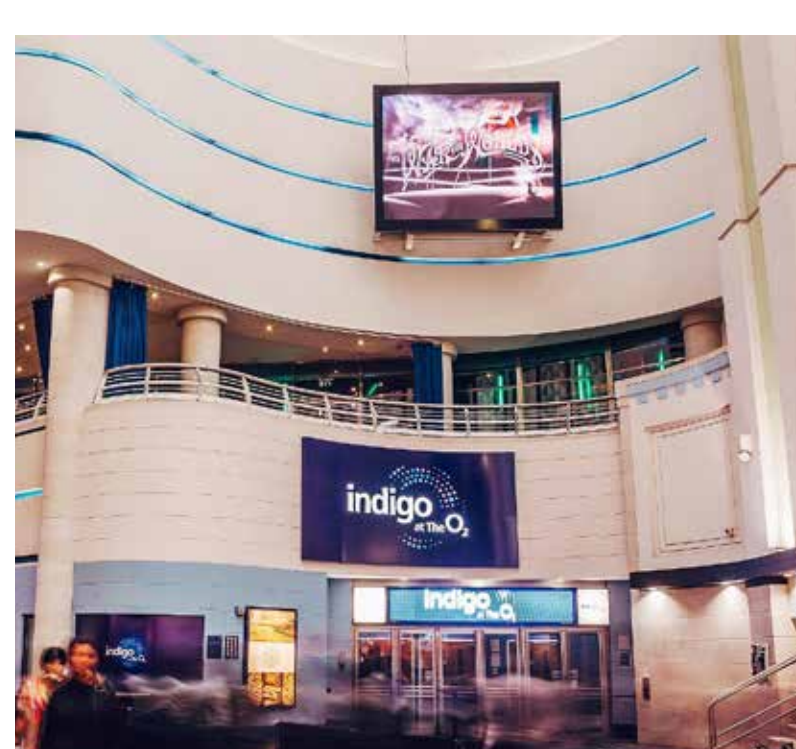
THE O2 ARENA

The O2 arena is the world's most popular music and entertainment venue, located on the Greenwich Peninsula in London.



EVENTIM APOLLO

Eventim Apollo is the home for comedy, hosting a variety of acts including Jimmy Carr, Mo Gilligan, Alan Carr, Sarah Millican, Michael McIntyre and the celebrated comedy show Live at the Apollo.



INDIGO AT THE O2

Indigo at The O2 hosts a variety of events including a 2020 album premiere listening event with Justin Bieber.



OLYMPIA LONDON

The purpose-built music venue will be located above the existing west exhibition hall at Olympia London. Construction work is underway on the 14-acre site and the project is slated for completion in 2024.



THE HALLS WOLVERHAMPTON

Opening its doors to the public mid-2023 and bringing live music back to the Midlands.



VERTI MUSIC HALL

With a capacity of 2,250 seats and up to 4,500 standing, the Verti Music Hall sets exemplary standards in terms of customer experience and production value.



MERCEDES PLATZ

In the heart of Berlin, Mercedes Platz comes alive with music, cinema, dining, and hotels, creating a dynamic urban hub by the iconic Mercedes-Benz arena.



THE ENTERTAINMENT DISTRICT & OUTLET SHOPPING AT THE O2

25 bars and restaurants, 70 Outlet Retail stores and a number of leisure anchors, including a 19 screen cinema, Toca Social, Mama Mia! The Party, Hollywood Bowl and Indigo

We are also behind many of the premier music events and festivals in Europe, including:



AMERICAN EXPRESS PRESENTS BST HYDE PARK

American Express presents BST Hyde Park has become a favourite staple of the London summer calendar as fans return year after year for a premium festival experience.



COUNTRY 2 COUNTRY

Fans enjoy performances from the world's best country stars, as well as emerging talent from Nashville, the UK, and Europe.



EDEN SESSIONS

The Eden Sessions are a series of live music festivals held in the summer in the spectacular setting of the Eden Project.



FORWARDS

The two-day festival aims to harness the power of live events to bring people together for incredible music moments and positive change.



UBER ONE PRESENTS ALL POINTS EAST

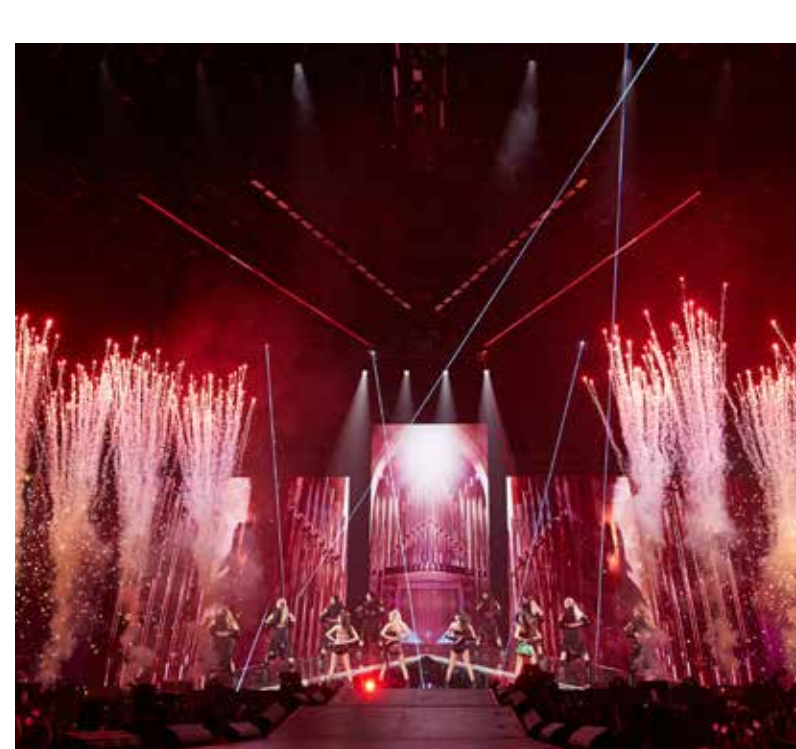
Uber One presents All Points East is a music festival held over multiple weekends once a year in London's Victoria Park.



ROCK EN SEINE

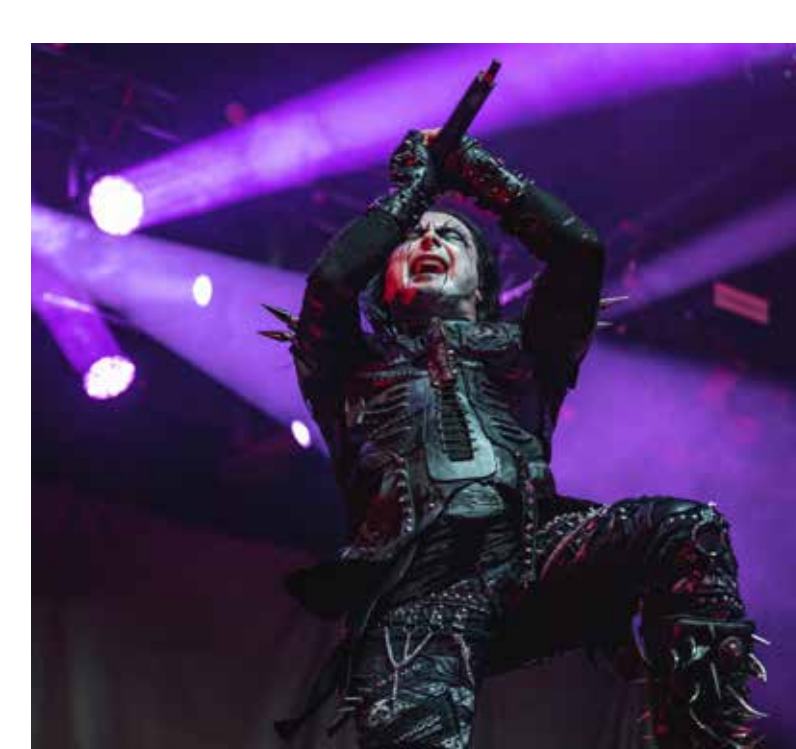
The open-air festival takes place the last weekend of August in the Domaine National de SaintCloud, located just outside Paris.

AEG also specialise in delivering major tours:



AEG PRESENTS INTERNATIONAL TOURING

Based in London, AEG presents International Touring is at the forefront in delivering international tours with world renowned artists.



AEG PRESENTS UK

AEG Presents UK is one of the world's leading companies in live entertainment.

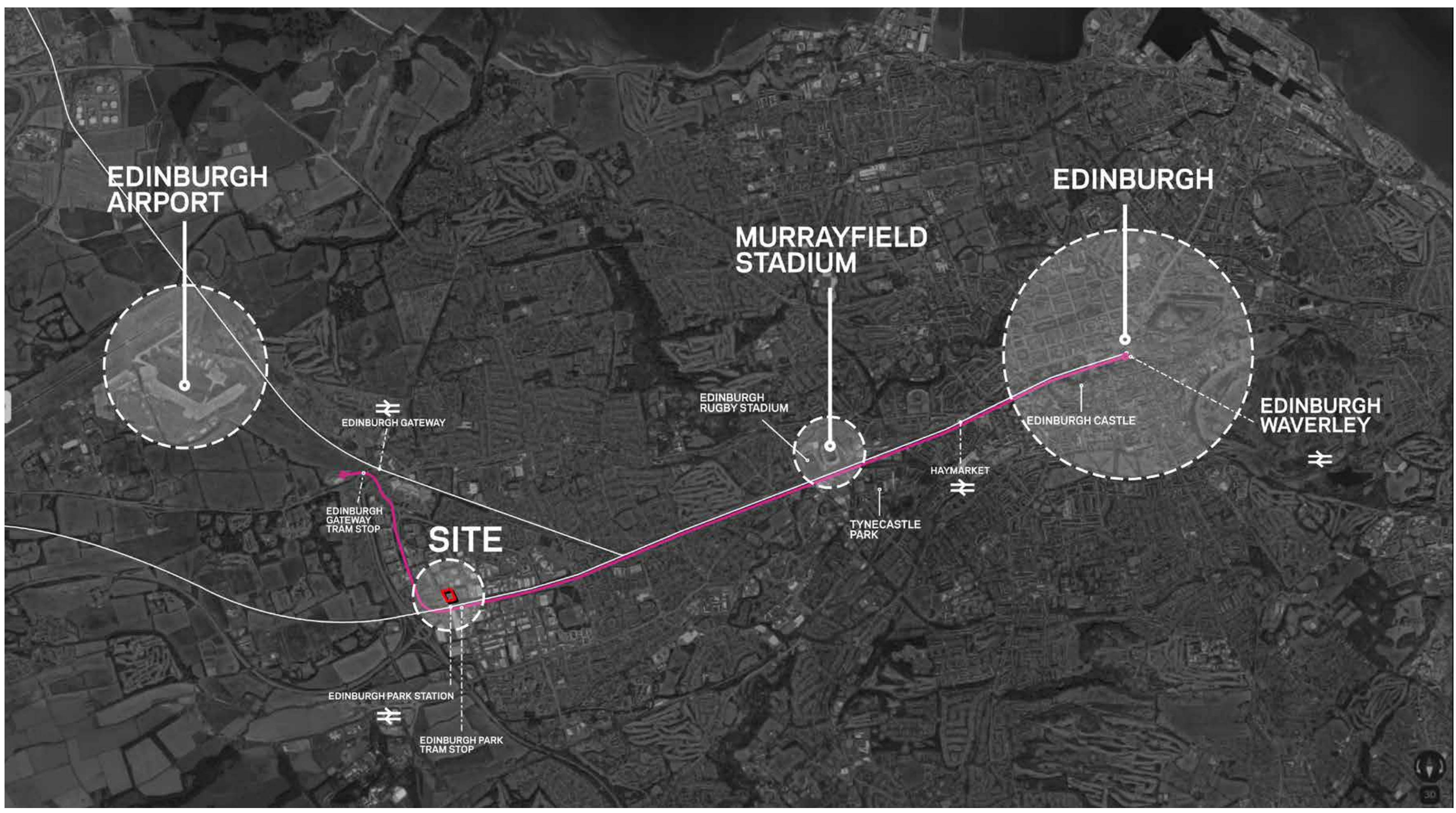
02

The site

PROJECT SITE

The application site is located in the west of Edinburgh within the wider Edinburgh Park area. The site consists of rough scrubland and is bounded by a railway line/Edinburgh Park Rail & Tram Station to the south, a hotel to the west, scrubland/offices to the north and an electricity substation to the east.

The proposals are highly sustainable in access terms, being located adjacent to a tram and rail station interchange, as well as linking with established cycle/pedestrian routes.

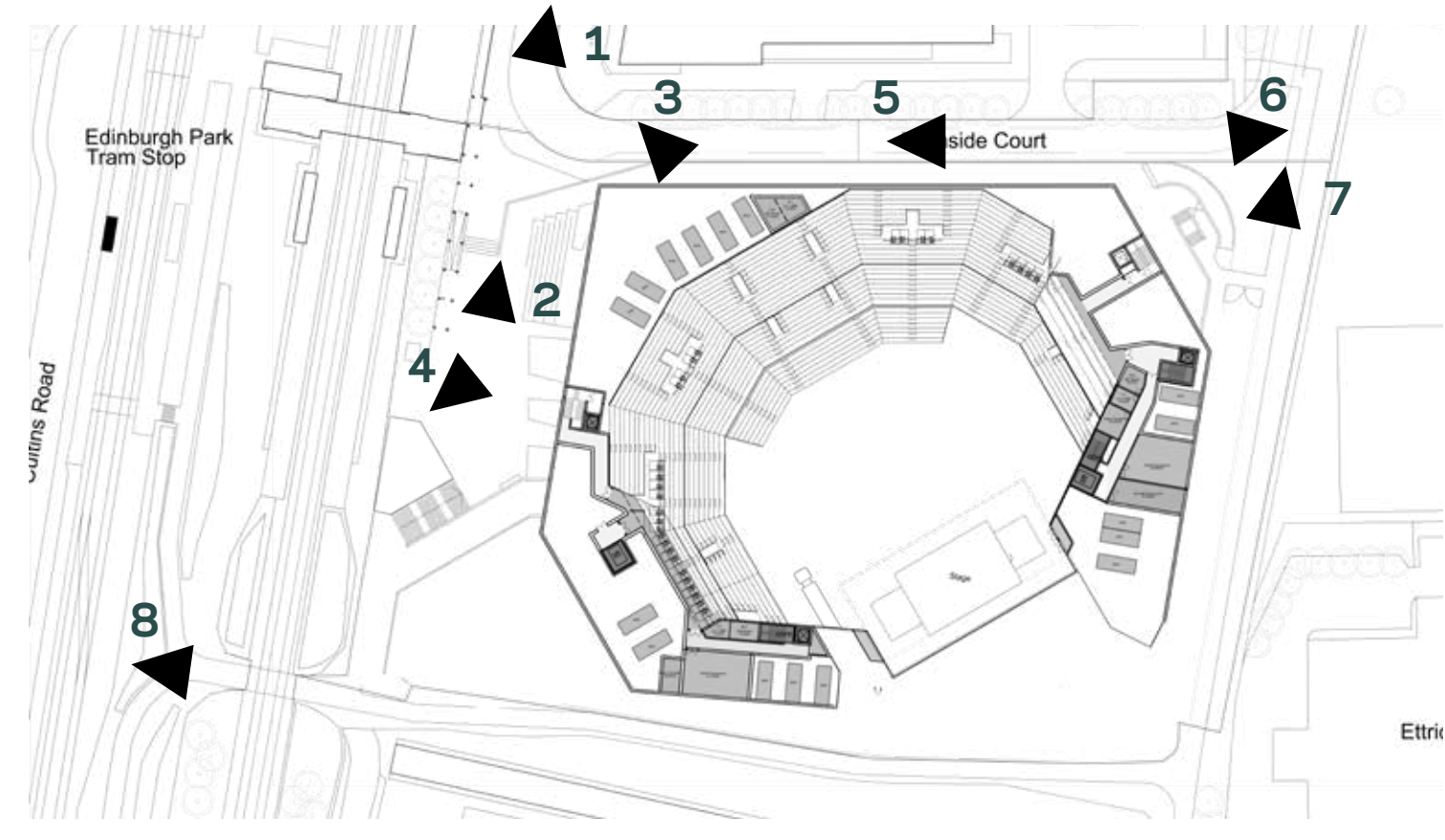


01 City context



02 Venue site

SITE VIEWS



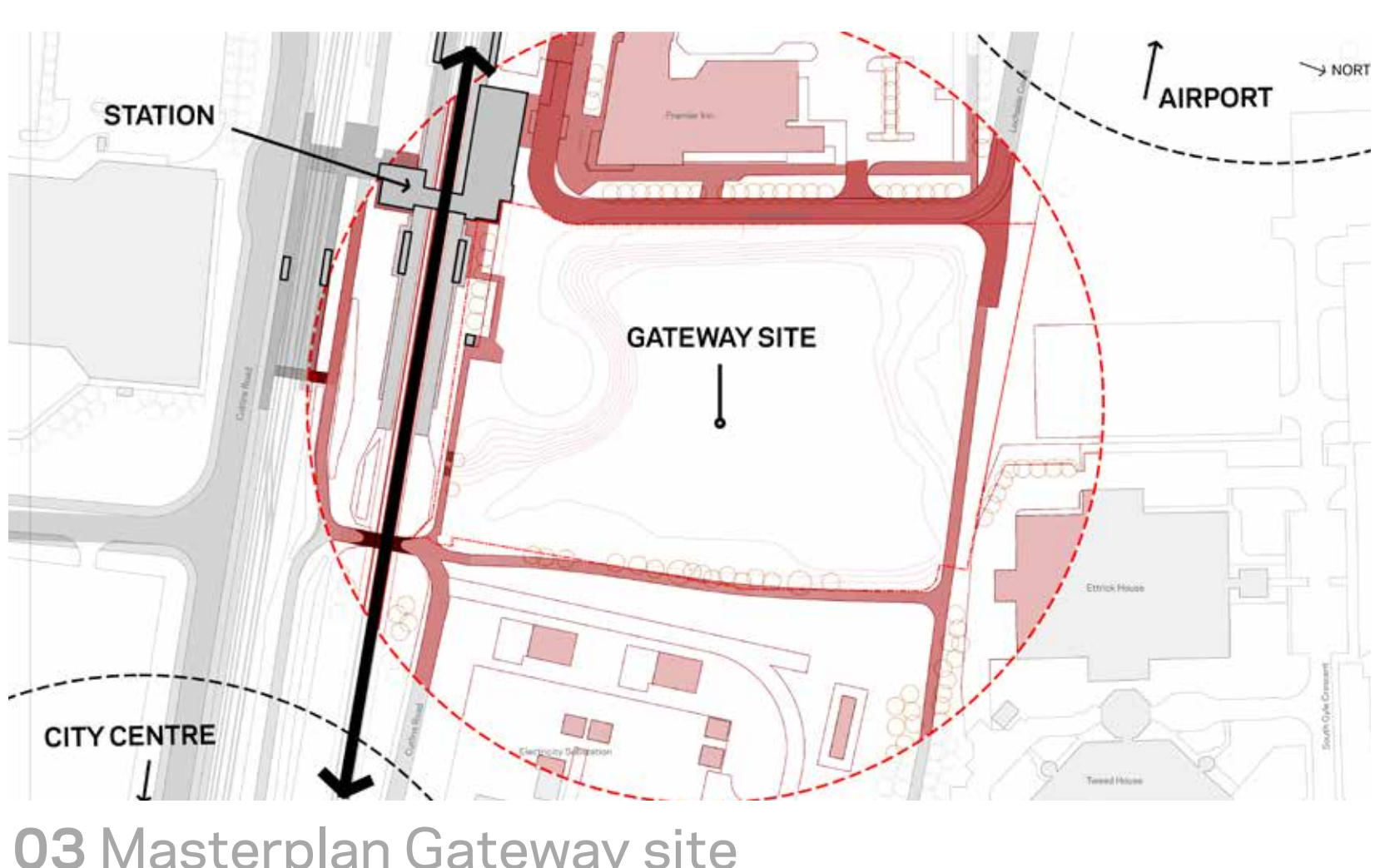
SITE CONSTRAINTS & OPPORTUNITIES

The site and proposed venue forms the gateway to the district enhancement proposed within the Parabola masterplan (refer to board 03 for further information) to the northwest of the site.

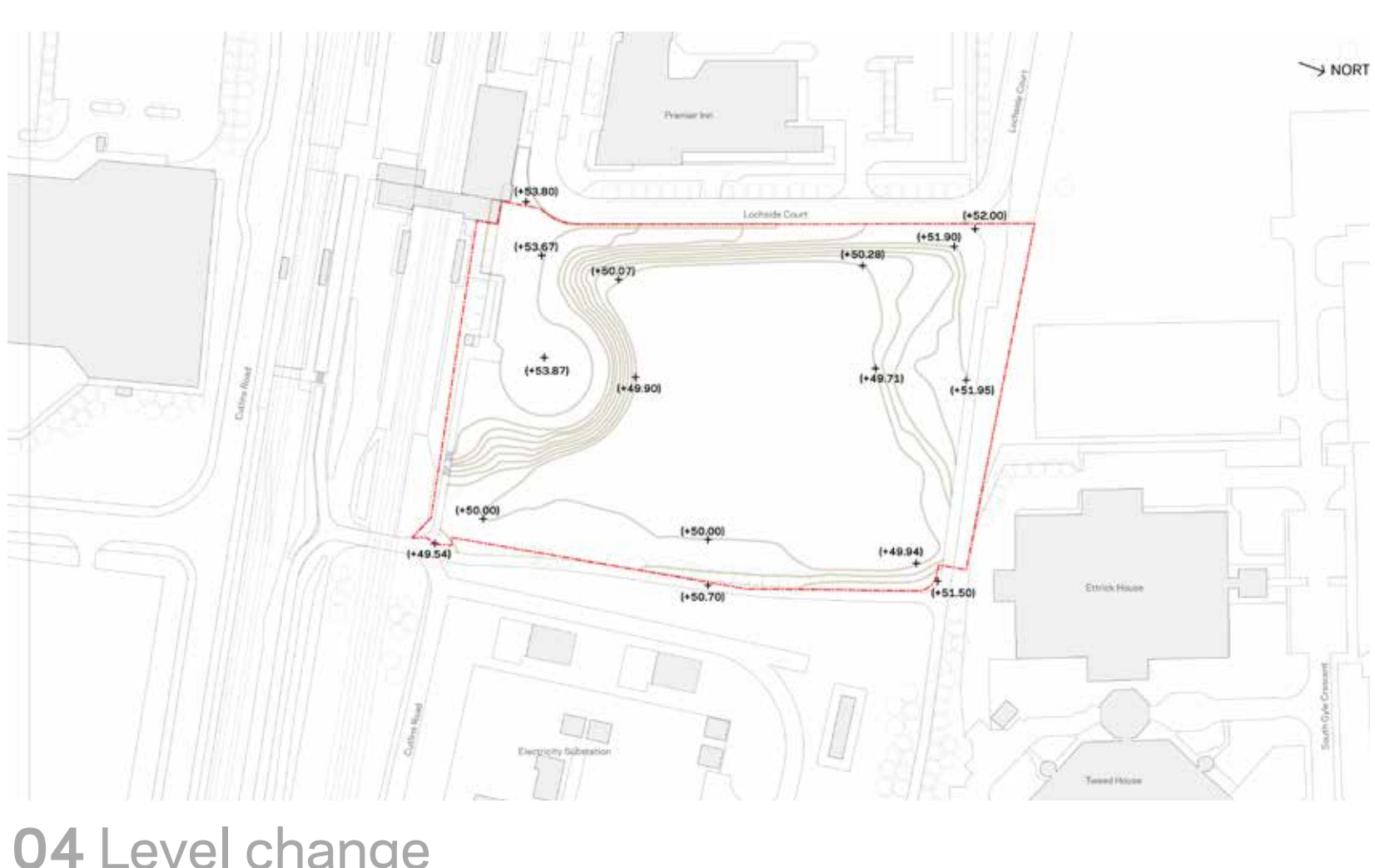
The level change across the site (c.4m) is a result of a general raising that occurred in line with the original masterplan. The majority of the site sits at the original lower level, with the southern and western edges raised to a high point at the Station entrance. This change in level facilitates the separation of public and private functions by enabling the the venue servicing to be discreet from the main patron areas.

A gas main running through the site along the southern edge restricts significant built elements and creates an effective build line, broadly in line with the adjacent Premier Inn, which in turn enables space for a main arrival plaza.

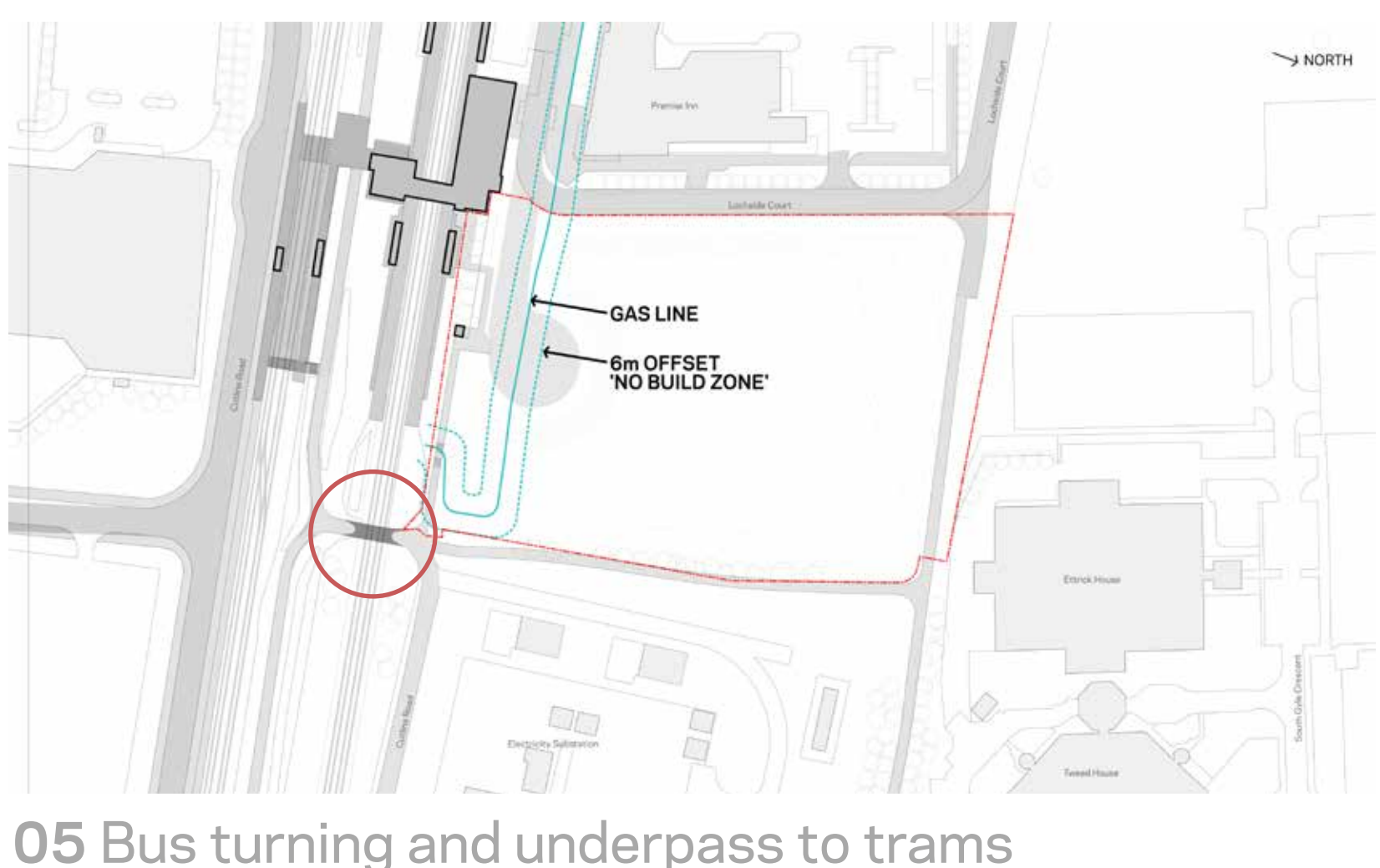
The Premier Inn car park is currently accessed via Lochside Court along the western edge of the site.



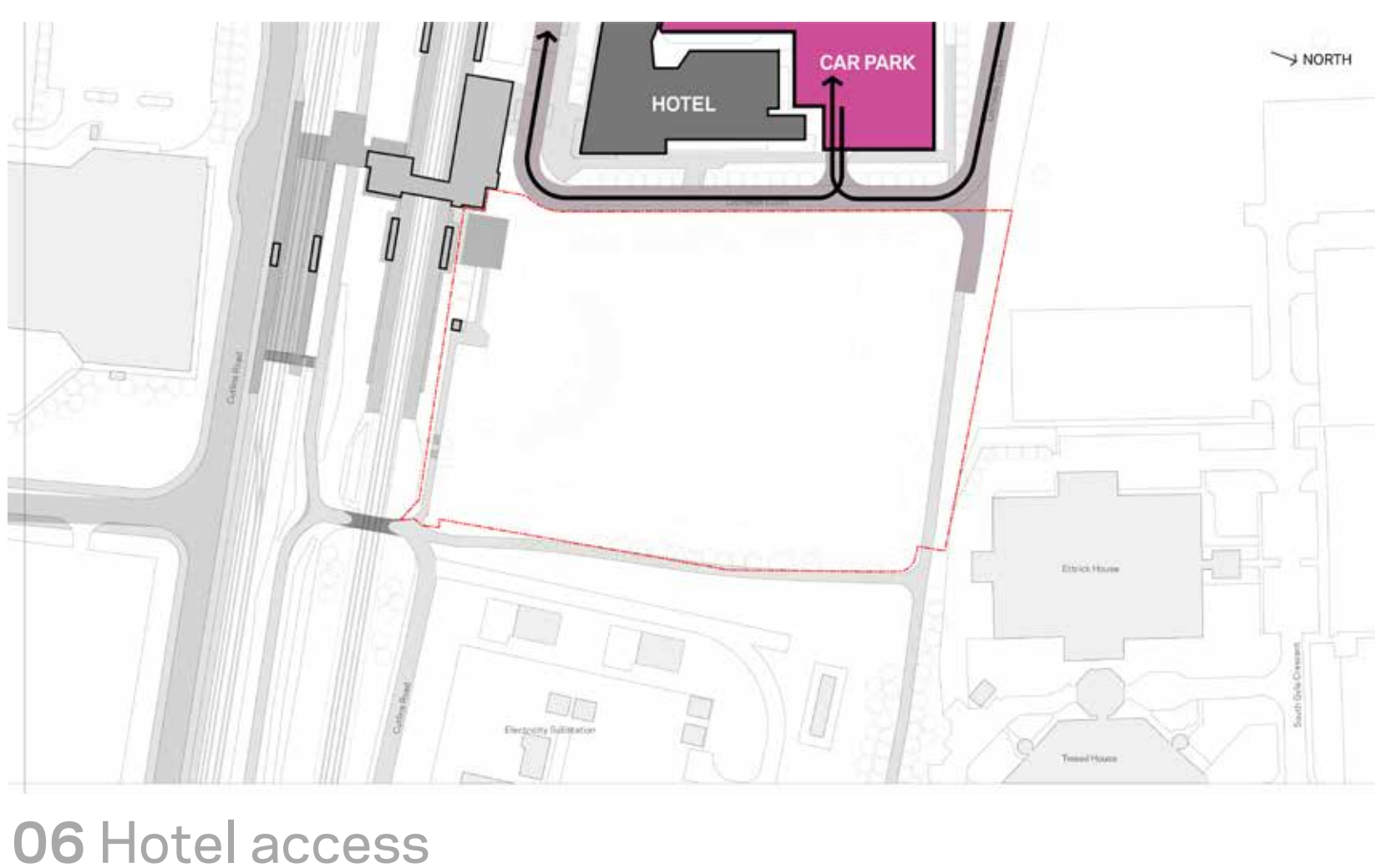
03 Masterplan Gateway site



04 Level change



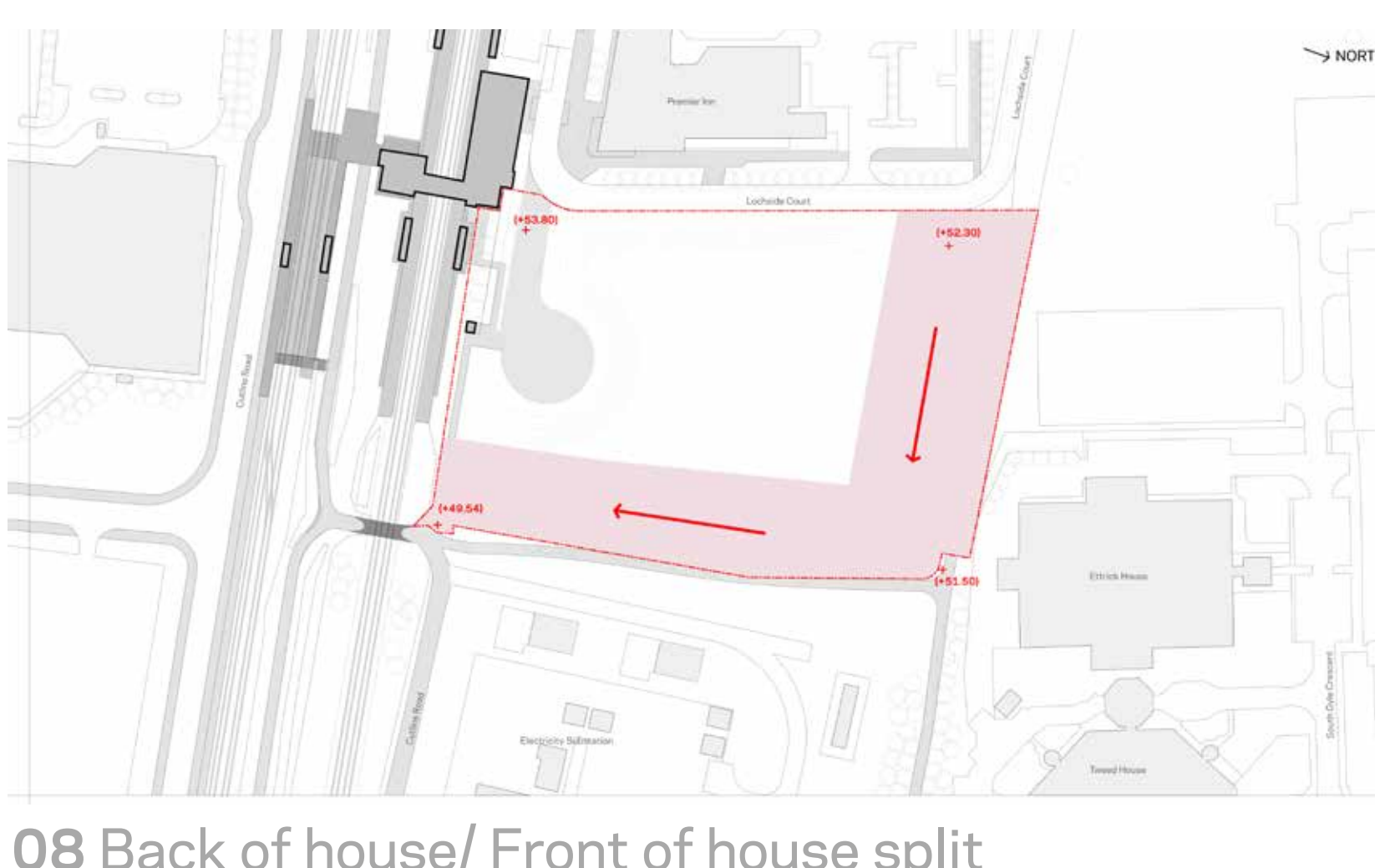
05 Bus turning and underpass to trams



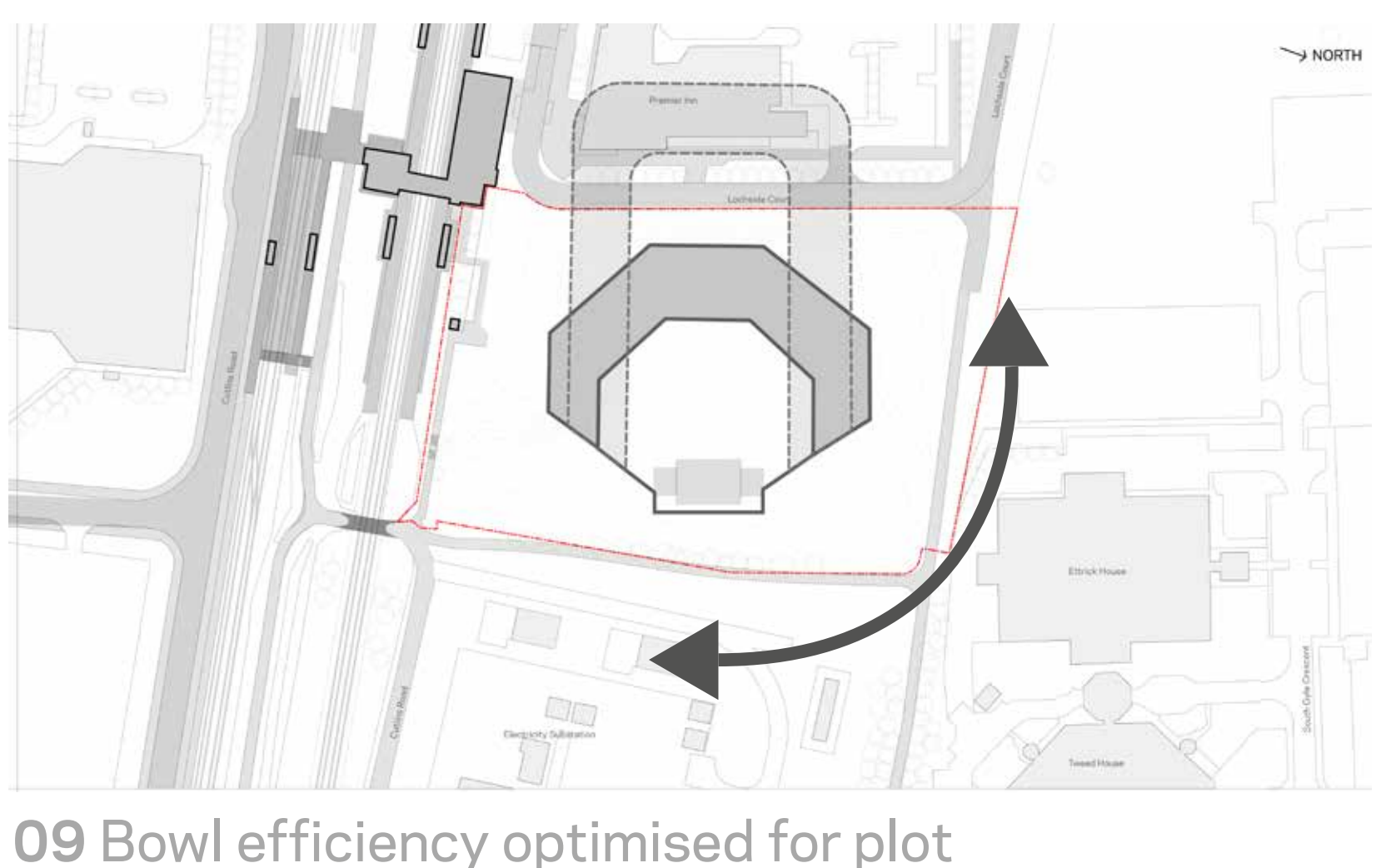
06 Hotel access



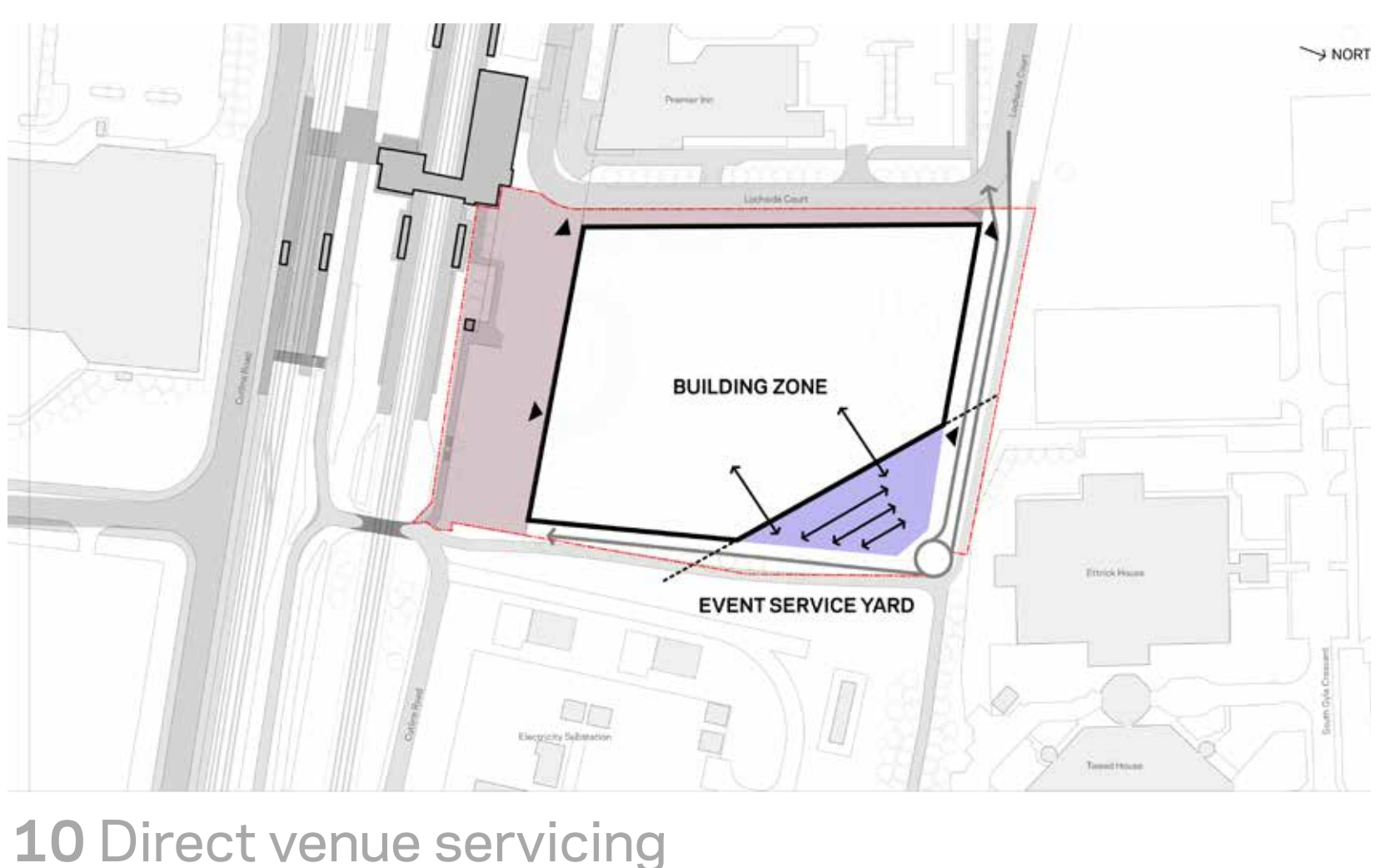
07 Maximising public realm



08 Back of house/ Front of house split



09 Bowl efficiency optimised for plot



10 Direct venue servicing

03

Planning context

ADOPTED EDINBURGH LOCAL DEVELOPMENT PLAN 2016

Within the context of the adopted Edinburgh Local Development Plan (2016), the subject site falls within the wider Edinburgh Park Area EP 1 allocation.

The Vision for the Edinburgh Park area is to create a thriving business and residential community, well integrated with the rest of the city through good public transport, pedestrian and cycle connections i.e. fundamentally a more balanced mix of uses and facilities. The 'EP1' subsector recognises that the development opportunities in this area include undeveloped land such as the subject site.

NATIONAL PLANNING FRAMEWORK 4

The proposals will meet NPF4 aspirations directing development to sustainable locations that are accessible by a range of sustainable transport modes and provide communities with easy access to the recreational opportunities they need.

Due justification will be provided showing acceptability in terms of the town centre first approach (Policy 27). The arena will comprise sustainable development which both attracts visitors and benefits local people (Policy 30); and, local economic development that has clear community and place benefits (Policy 25). The energy strategy is in accordance with the various carbon reduction measures in NPF4. fundamentally a more balanced mix of uses and facilities. The 'EP1' subsector recognises that the development opportunities in this area include undeveloped land such as the subject site.

Policy Ret 8 applies to entertainment and leisure developments whereby the policy requirement is to discount any available City Centre / Town Centre alternative sites; demonstrate the site's accessibility by a choice of means of transport; demonstrate that the proposal design integrates well with surroundings and safeguards character; and, does not lead to a significant increase in noise, disturbance and on-street activity at unsocial hours to the detriment of living conditions for nearby residents.

These elements will each be addressed in detail within the forthcoming planning application submission.

EMERGING PROPOSED EDINBURGH CITY PLAN 2030

The Edinburgh Park allocation is largely replicated in the emerging Edinburgh City Plan 2030, which is currently under Examination by the Scottish Government and is expected to replace the current LDP by early 2024).

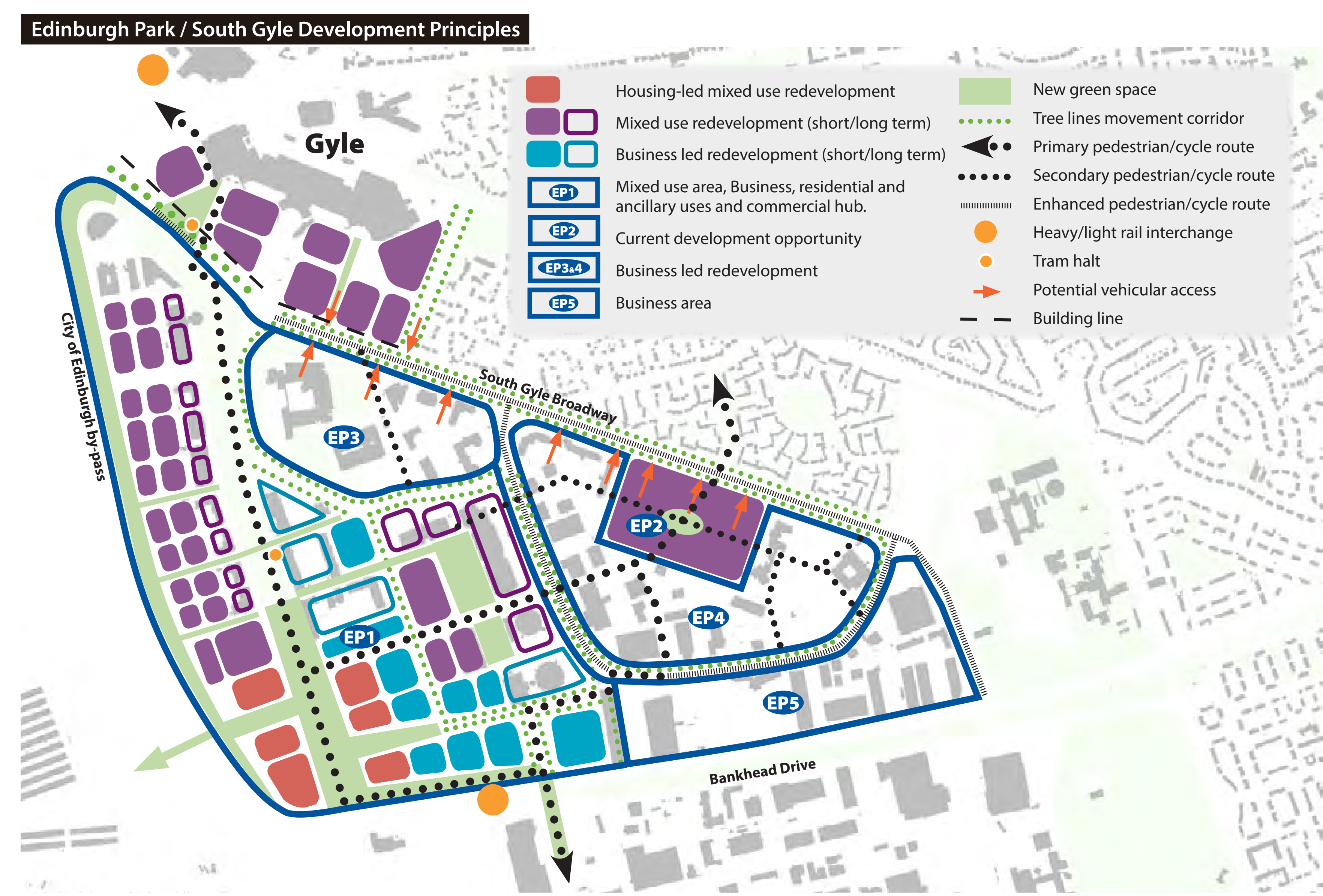
This policy similarly aims to promote a better mix of uses in Edinburgh Park/South Gyle whilst retaining its important role as a strategic business location. The vision is to "change the character of the Edinburgh Park/South Gyle area over time from a business dominated environment with limited evening and weekend activity to a thriving mixed use and well-integrated part of the city".

CONSENTED MASTERPLAN

The proposals would supplement the wider residential led mixed use Edinburgh Park consent achieved by Parabola in December 2022 (Ref: 20/02068/FUL), providing an alternative use for sites 'EE1a' and 'EE1b'.

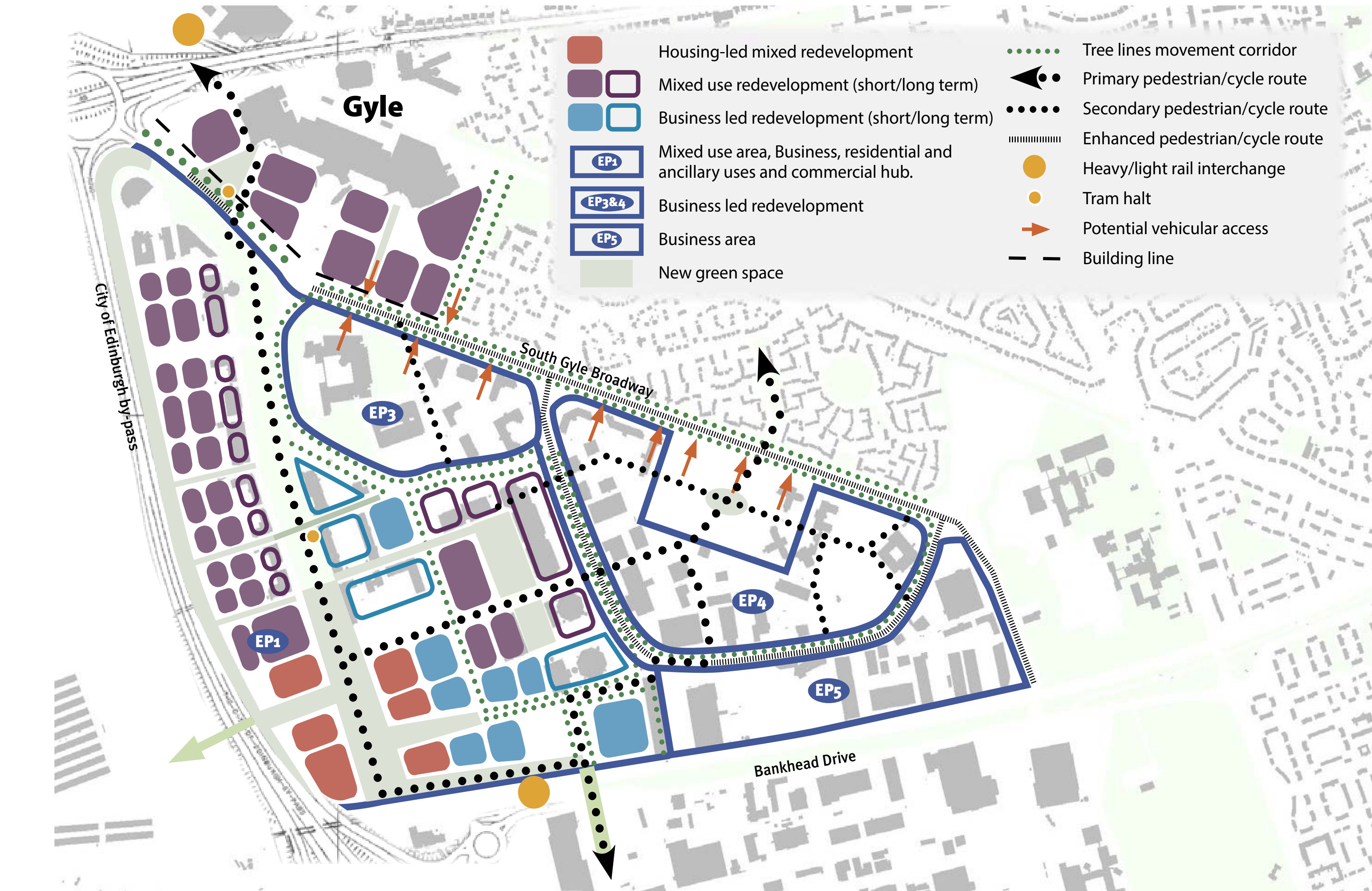
The Parabola masterplan is supported by a high quality arts strategy which includes artist in residence, photographers and poets to follow the development of the neighbourhood, and a sculpture strategy.

EDINBURGH LOCAL DEVELOPMENT PLAN NOVEMBER 2016

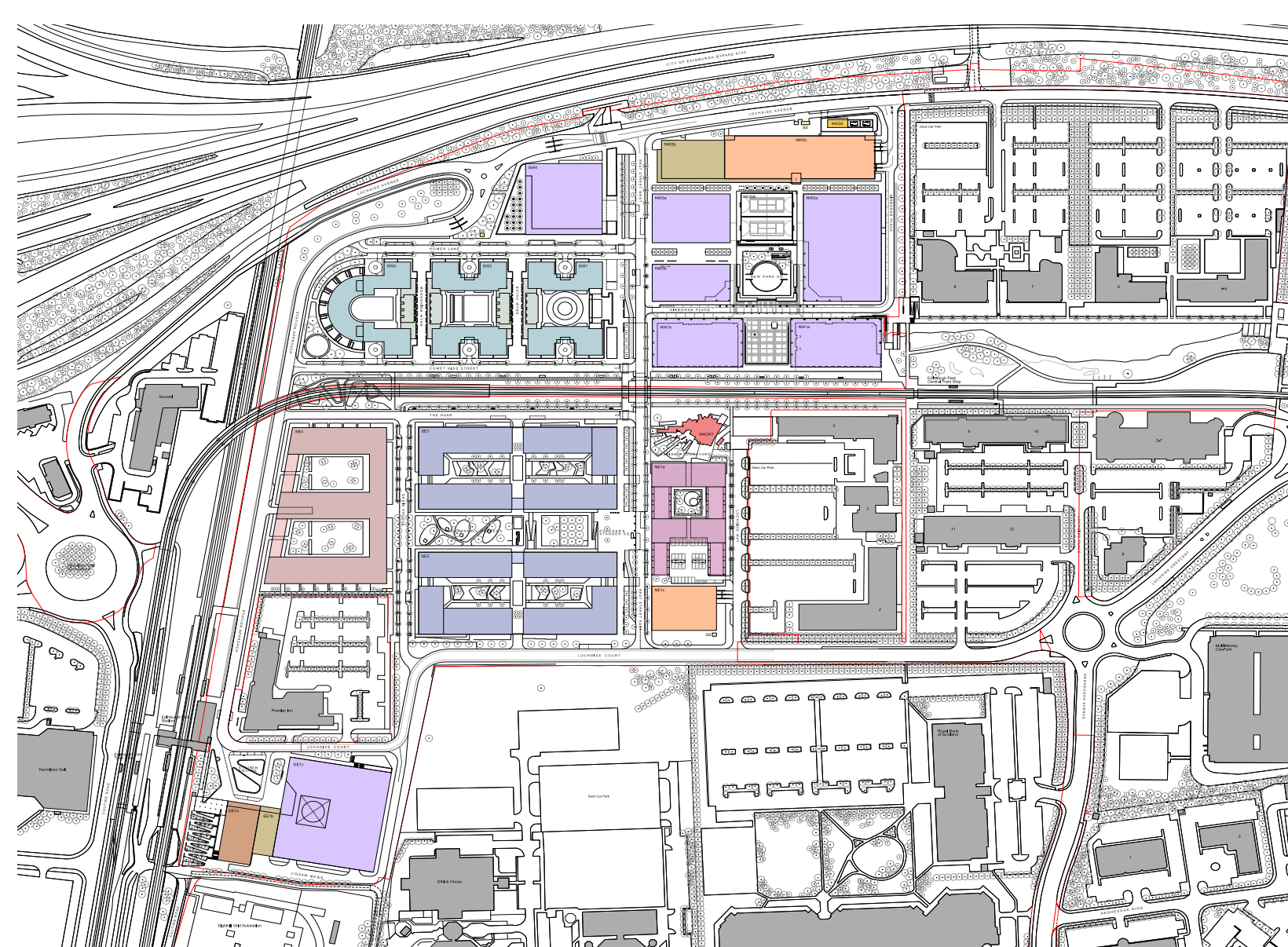


(extract from page 62 of the Adopted Edinburgh Local Development Plan 2016)

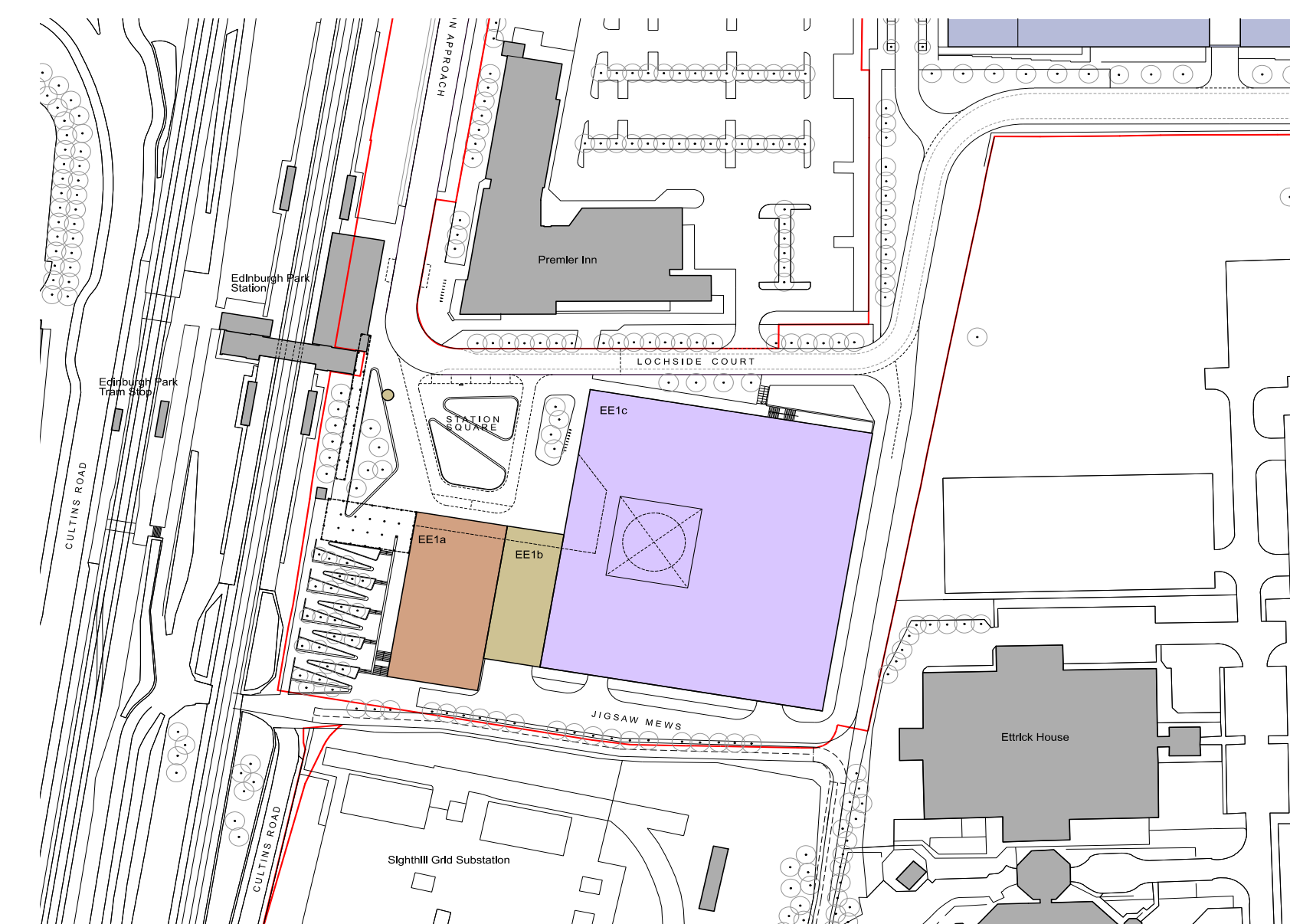
CITY PLAN 2030 - Proposed plan September 2021



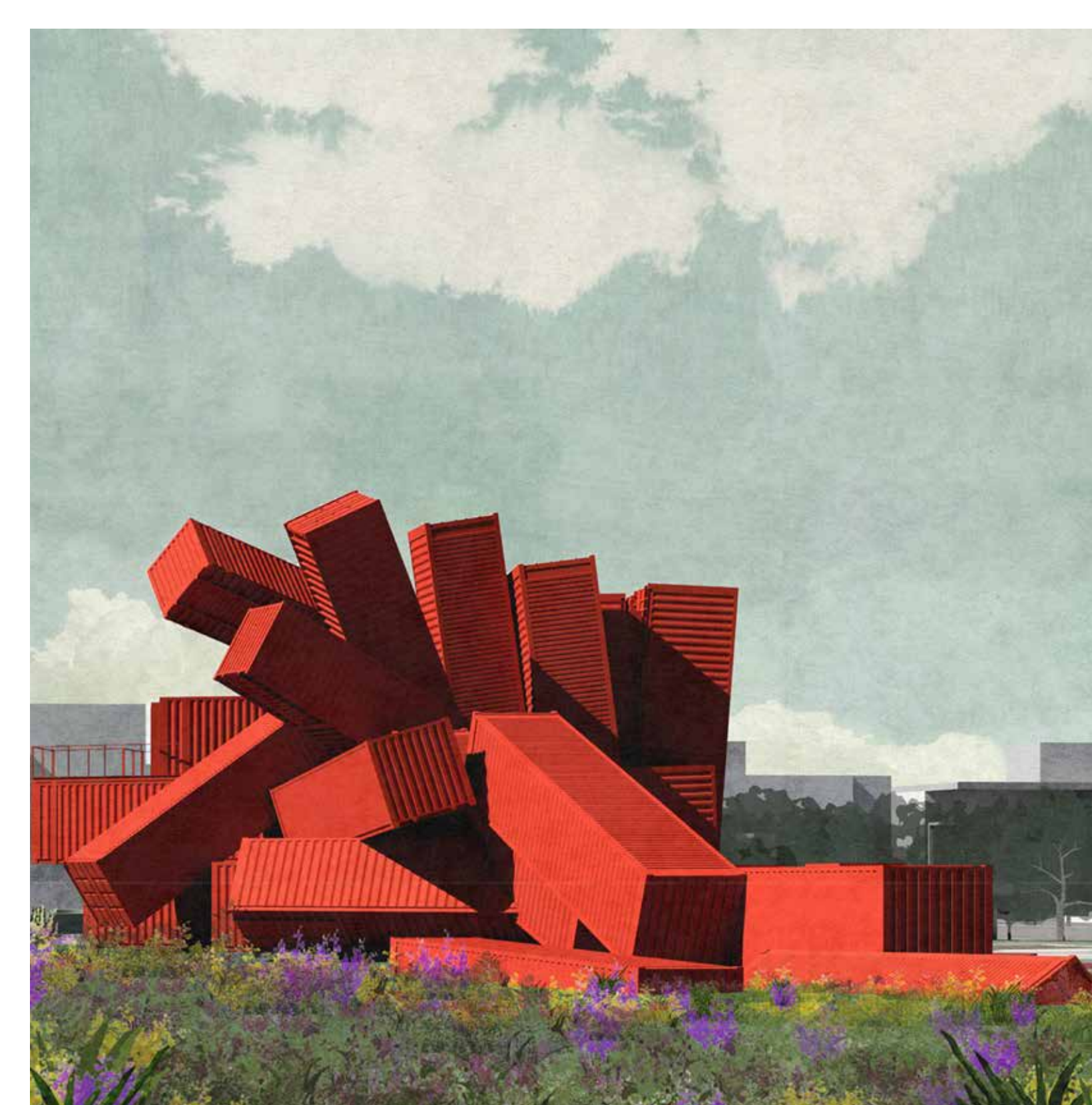
(extract from page 78 of the emerging Edinburgh City Plan 2030)



01 Consented masterplan



02 Consented venue site



03 Edinburgh Park visitor centre



04/05 Edinburgh Park sculptures

04

The proposals - functionality

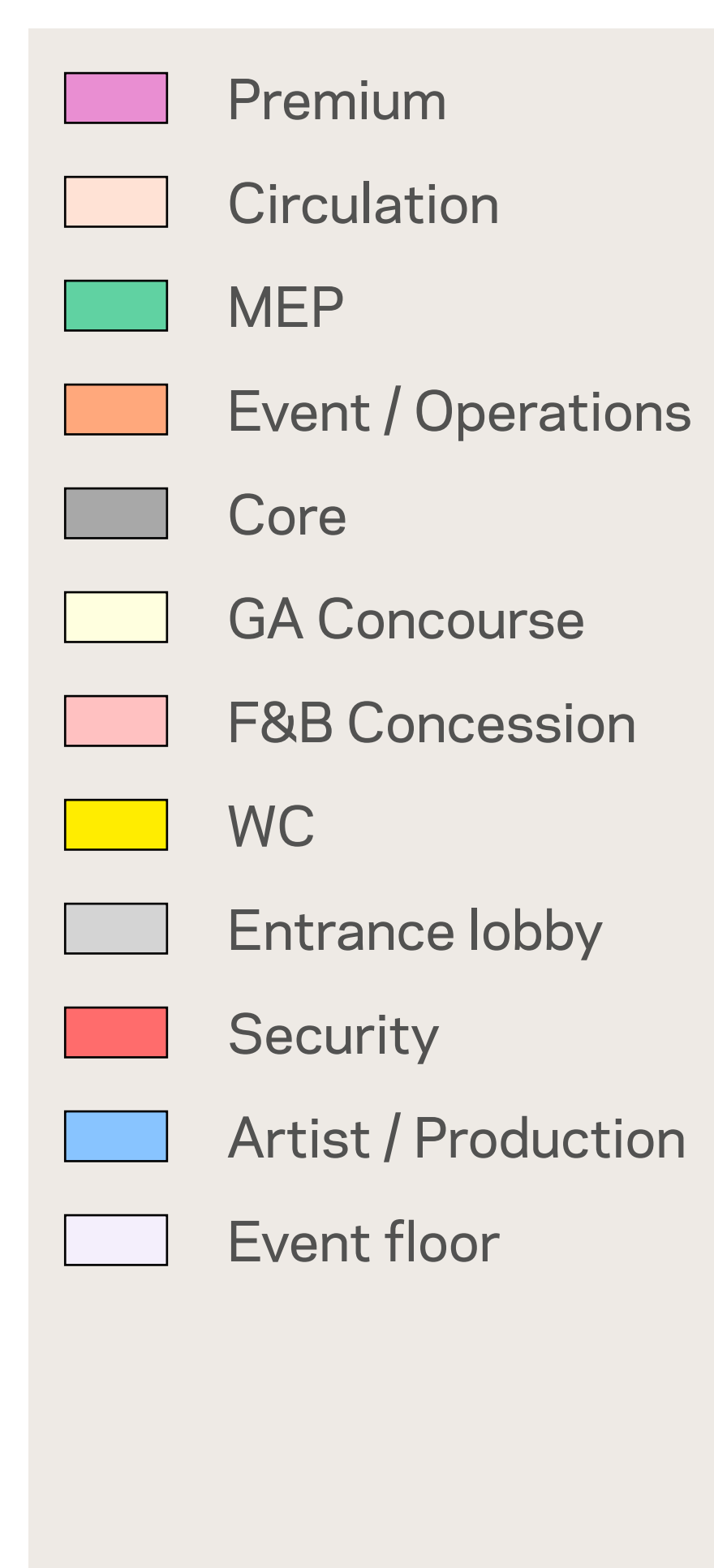
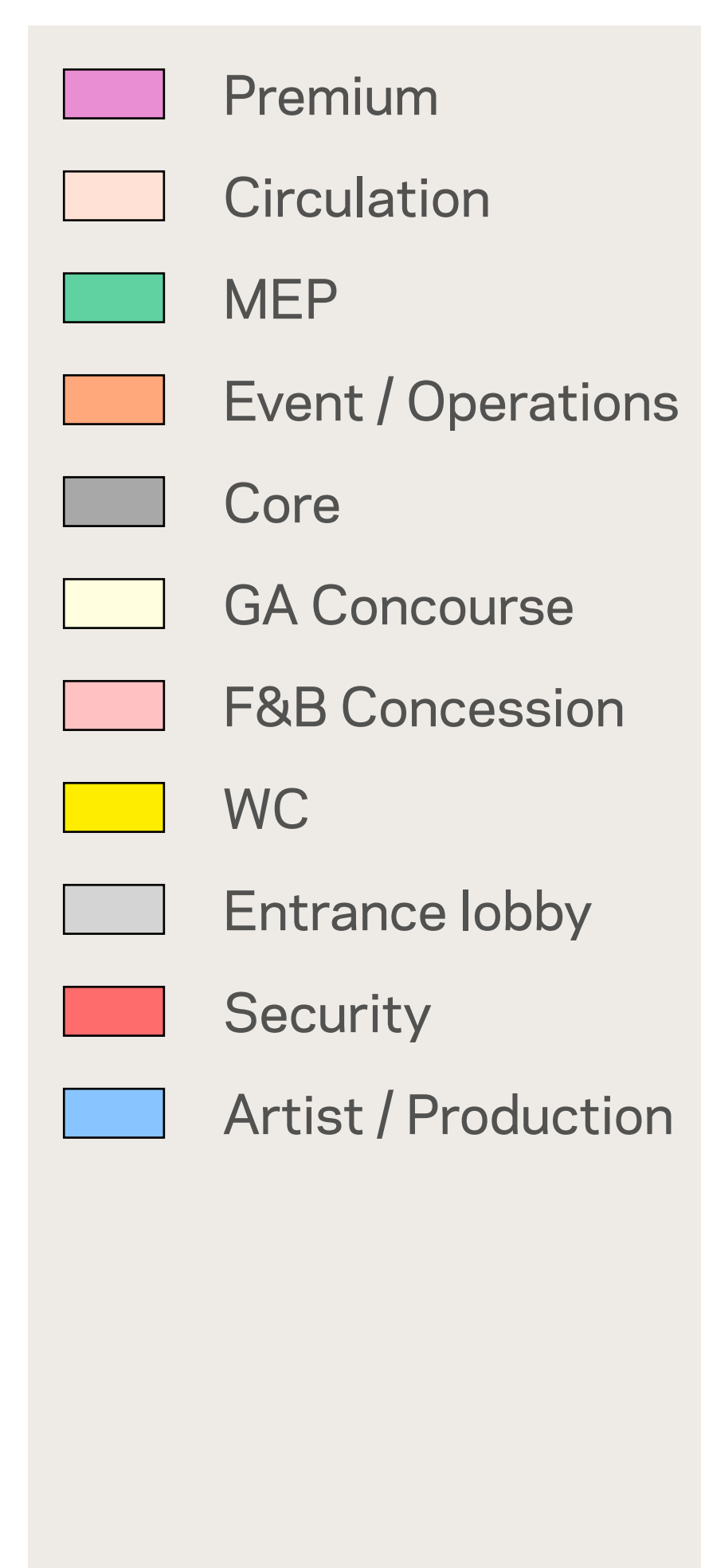
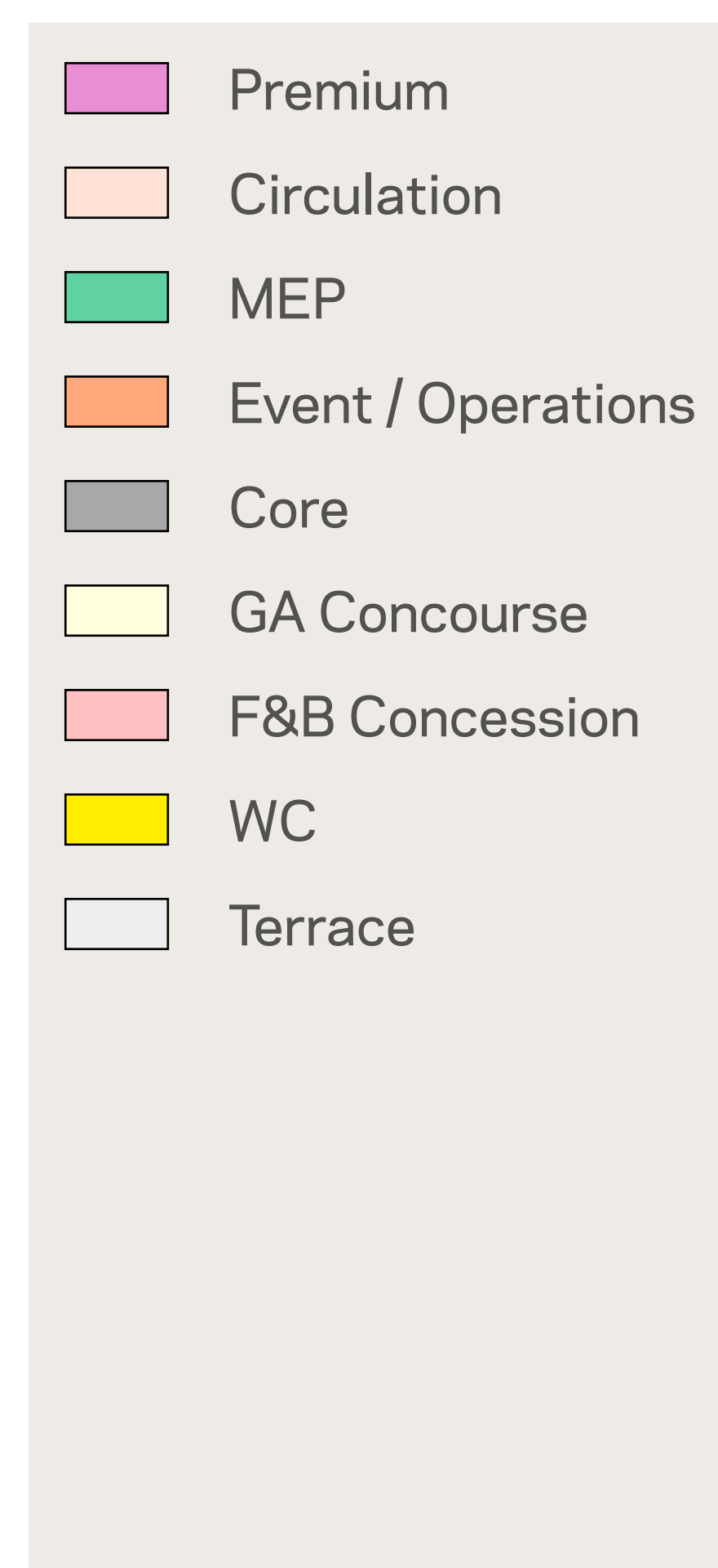
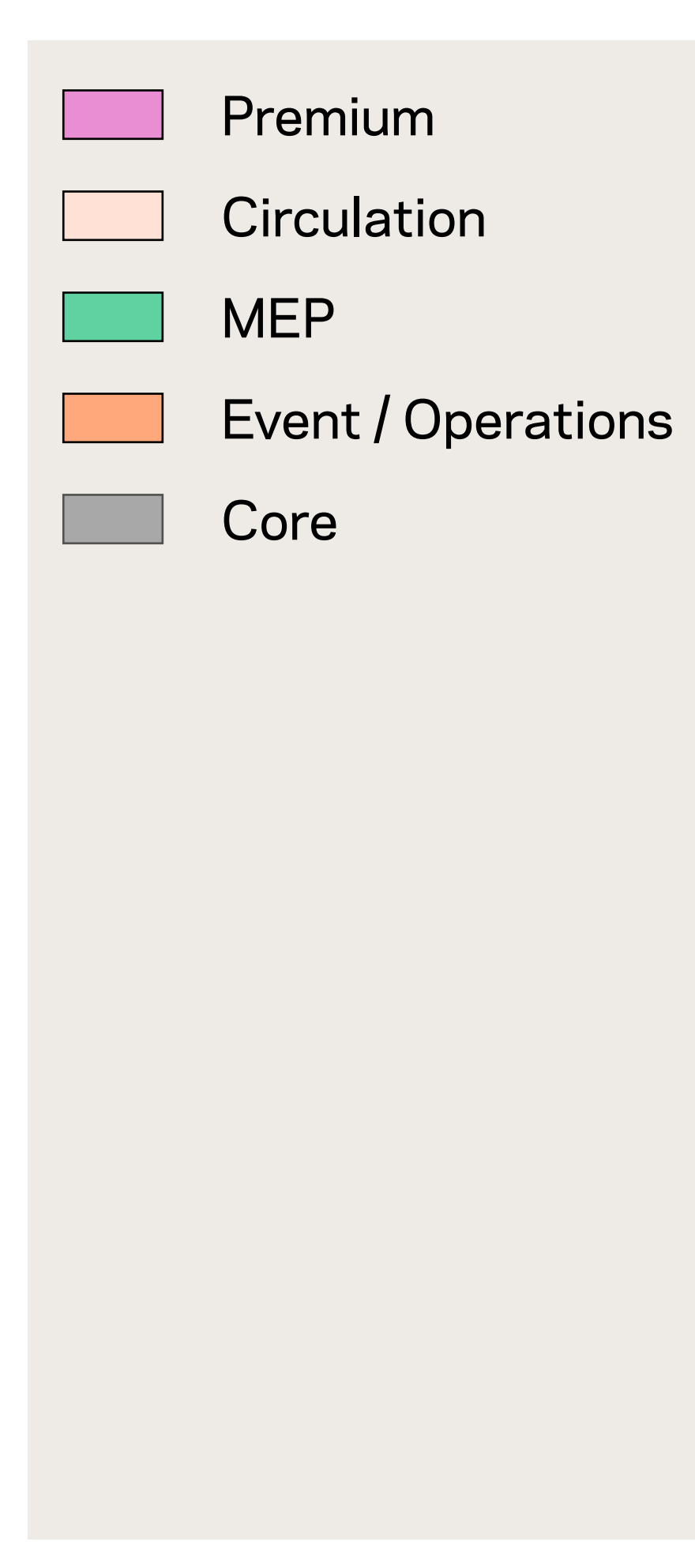
OVERVIEW

The proposed development comprises a modern events arena of approximately 18,500 sq.m floorspace over a development footprint of approximately 14,900 sq.m.

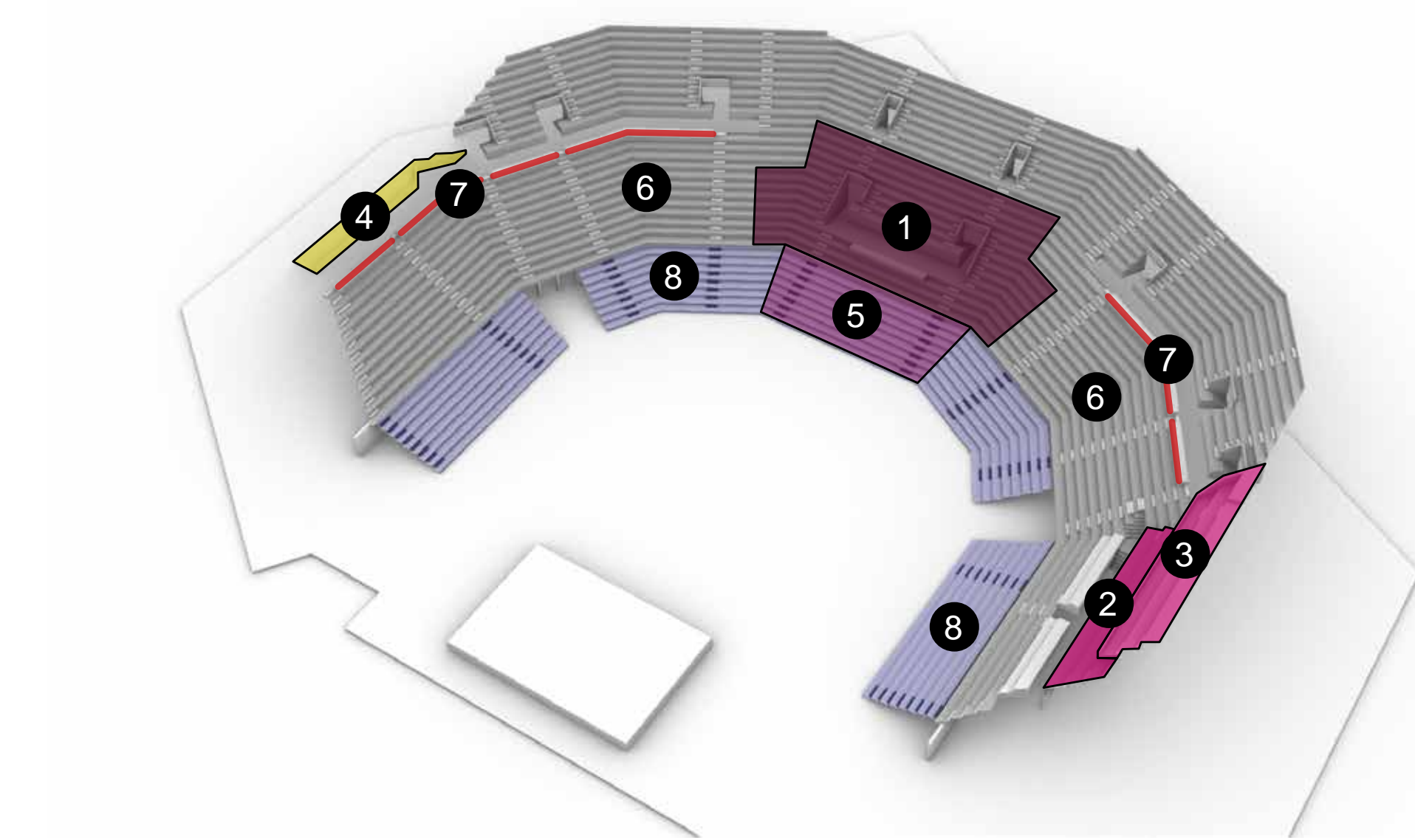
The arena has been designed to be fully flexible and will focus on hosting the best in large scale entertainment including concerts, shows, sports and comedy.

The venue would have a maximum capacity of around 8,500 people, with mixed seating / standing configuration flexibility. A new arena typology with a market leading viewing experience in all modes of operation.

VENUE LAYOUTS

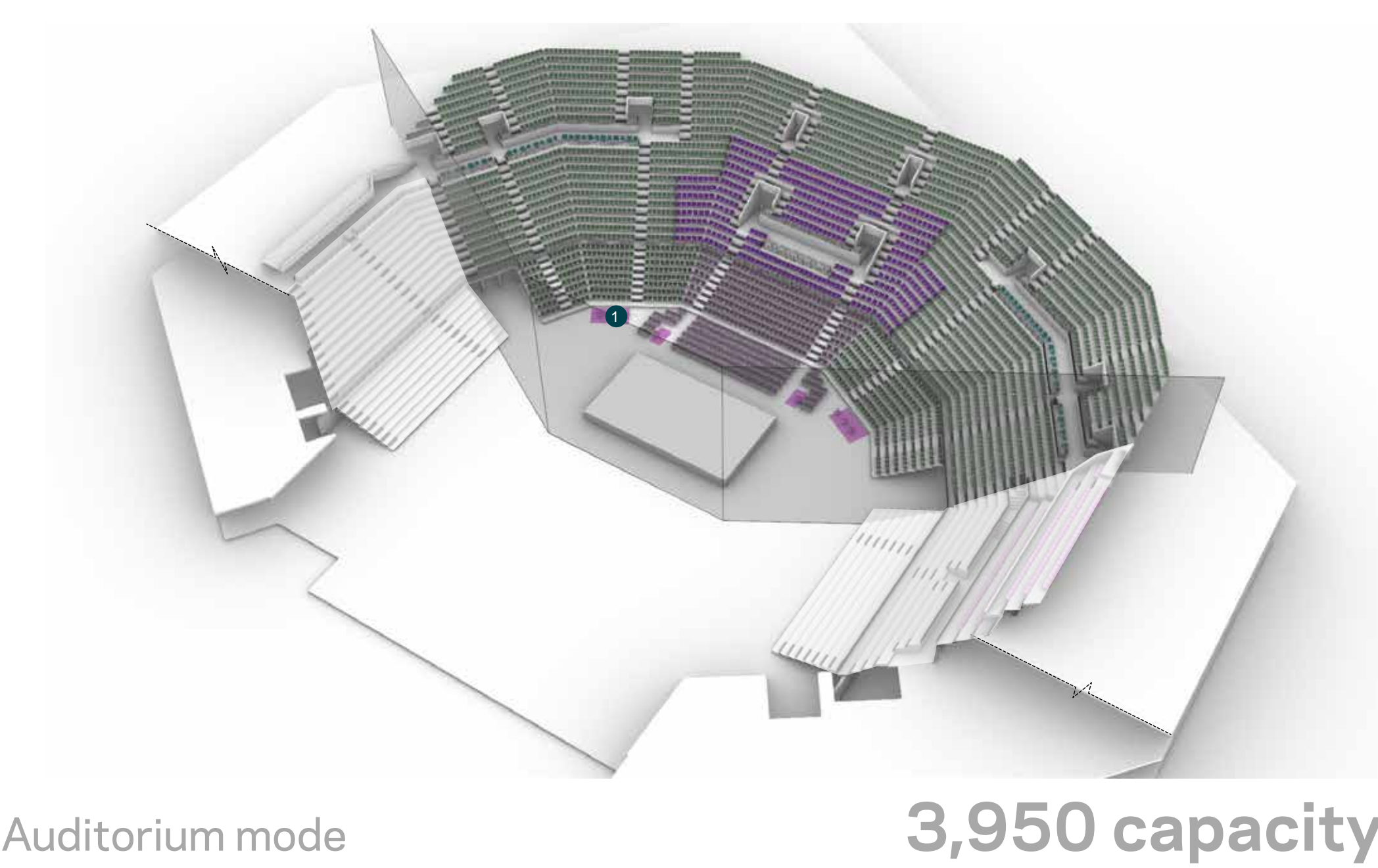
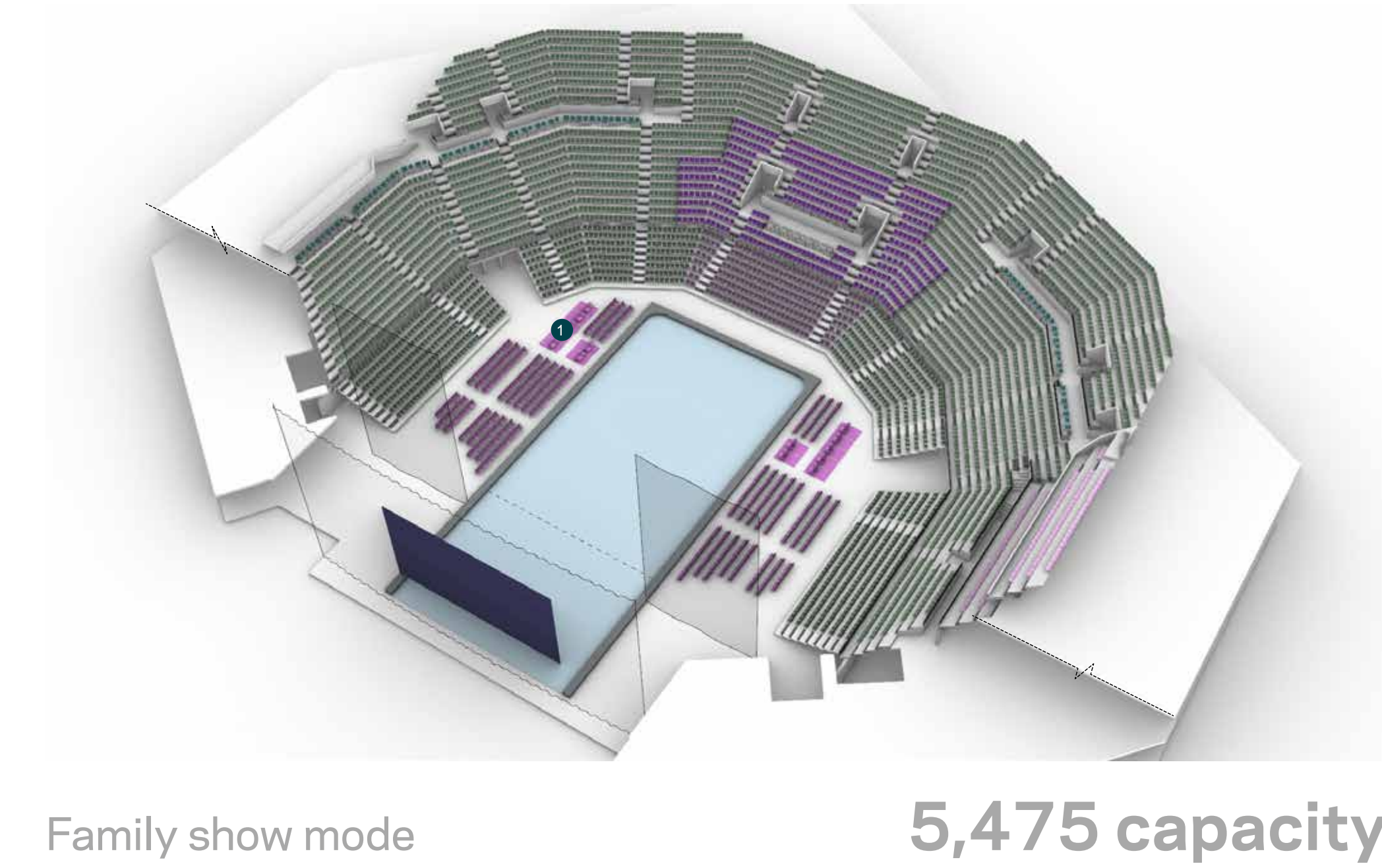
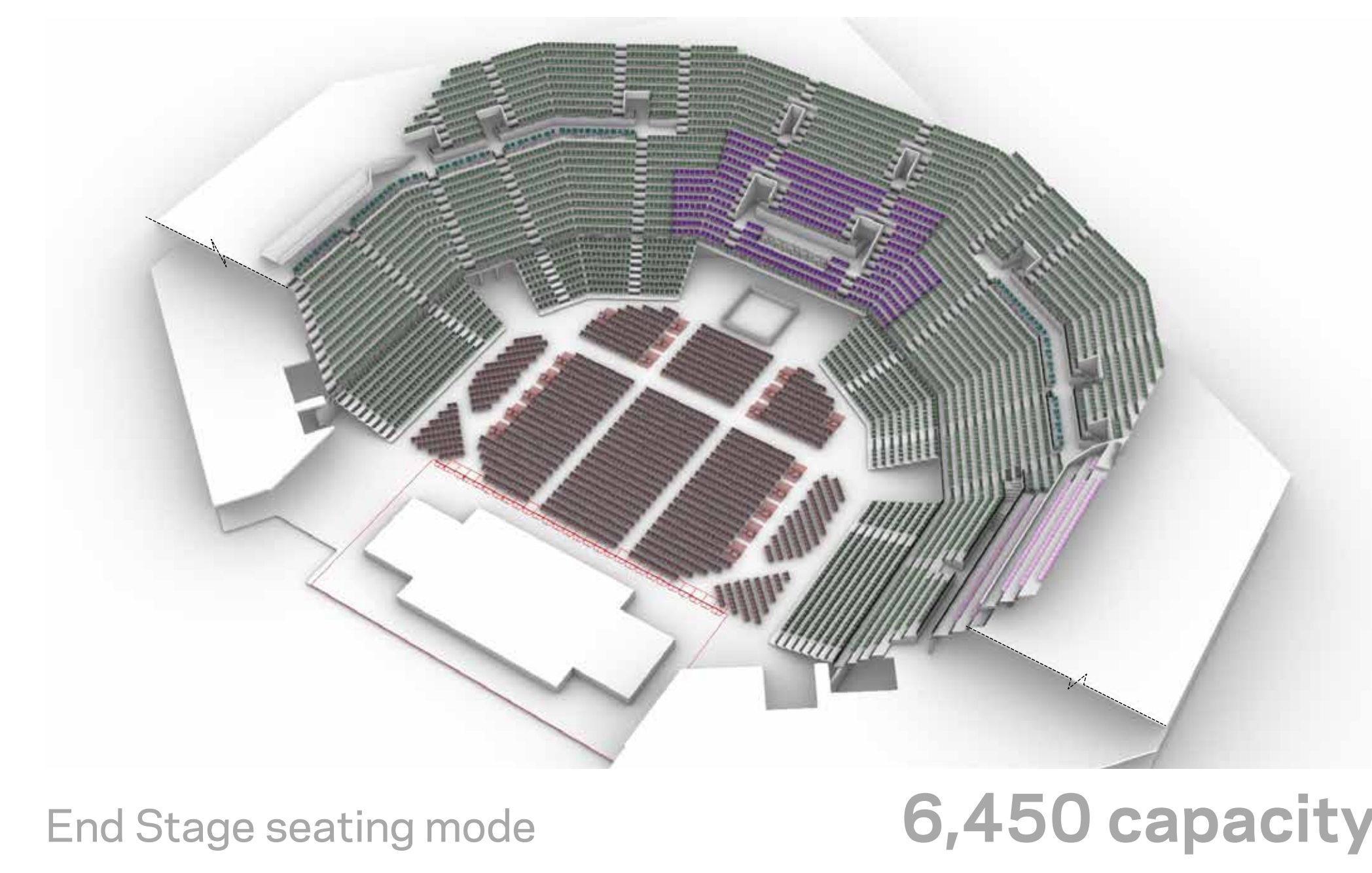
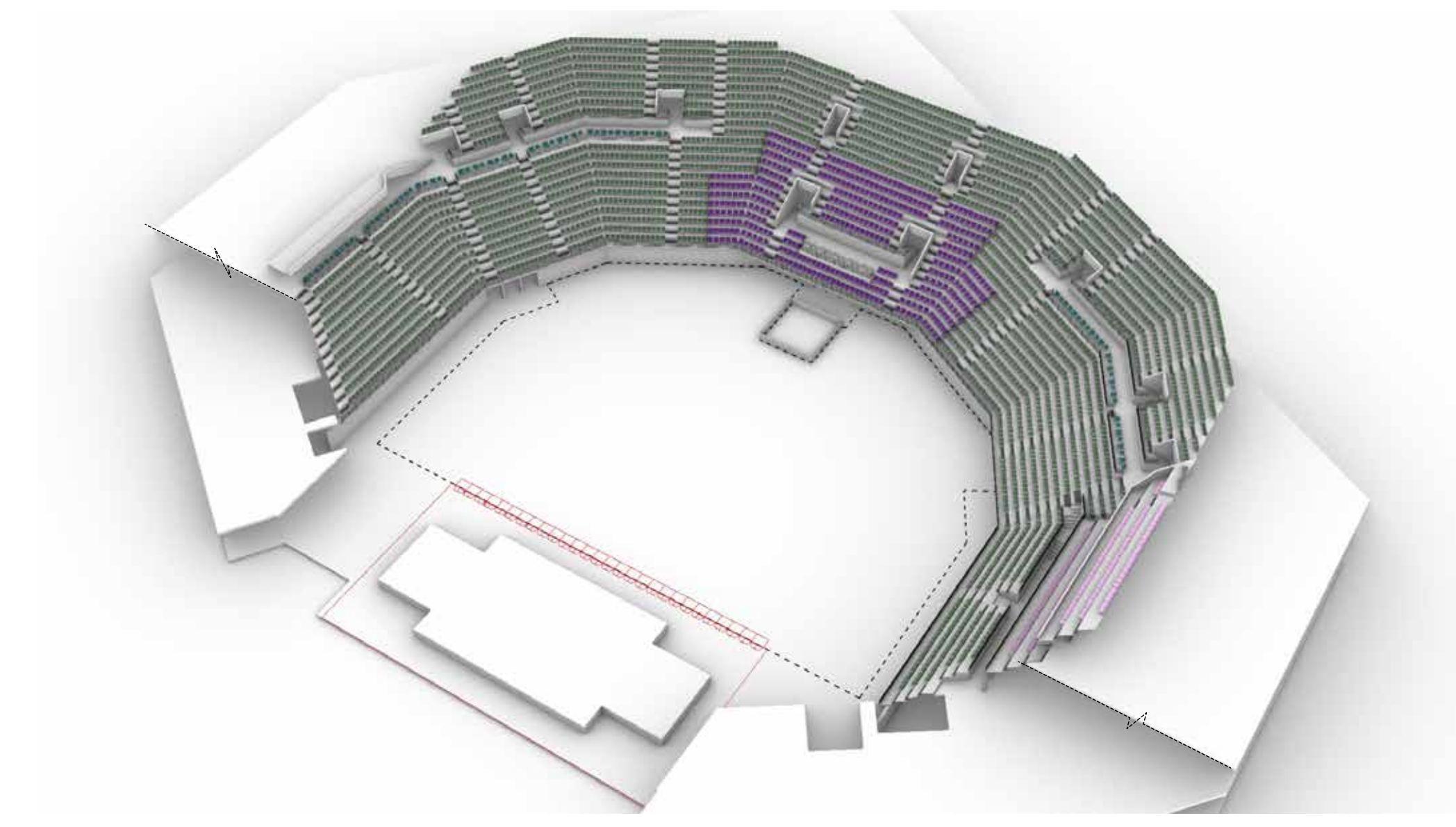


VENUE FLEXIBILITY & CAPACITIES

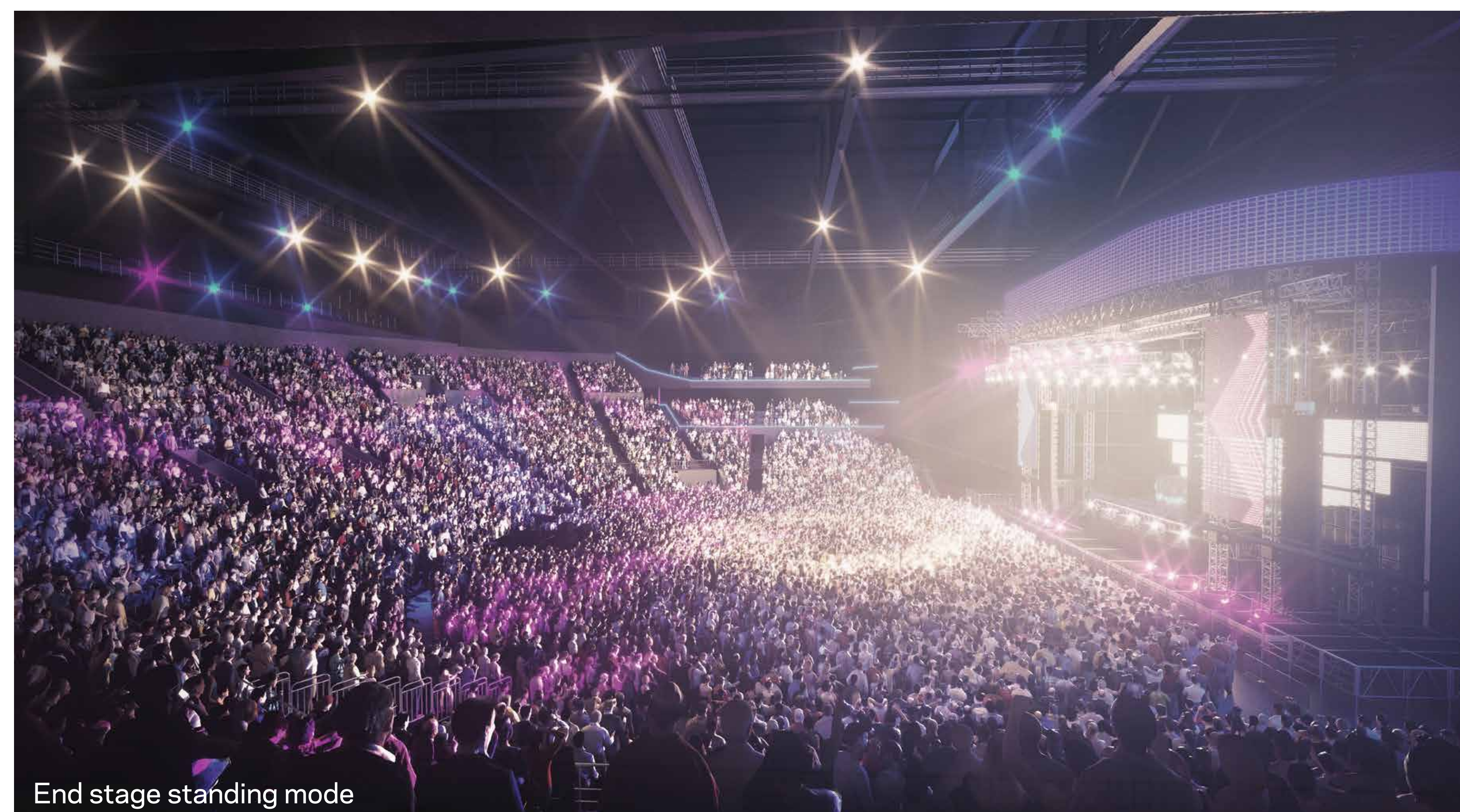
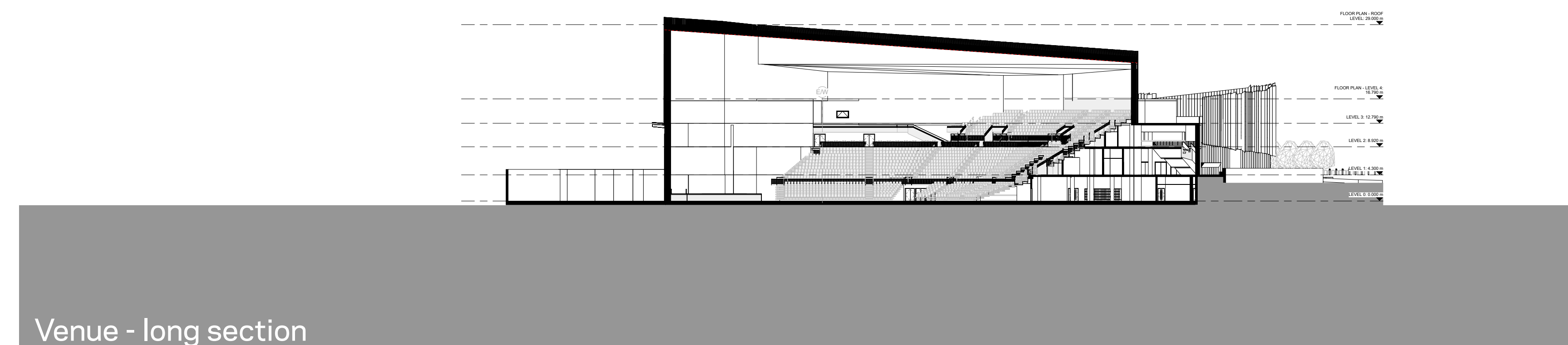
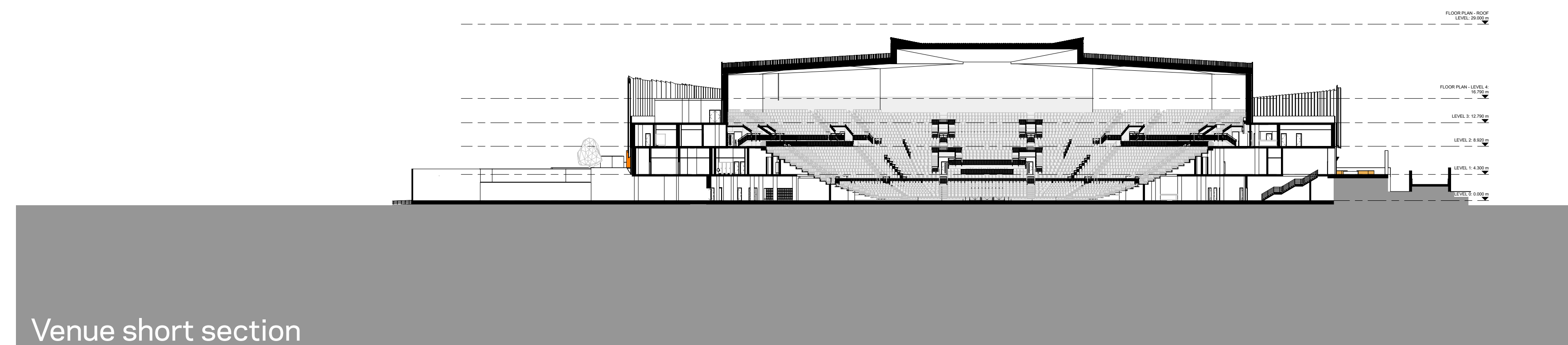


- 1 Premium lounge seats
- 2 Premium wings lower
- 3 Premium wings upper
- 4 GA Standing Terrace
- 5 Premium Retractable seats
- 6 General Admission seats
- 7 PRMs Spaces in GA
- 8 Retractable GA seats

Bowl seating overview



VENUE SECTIONS

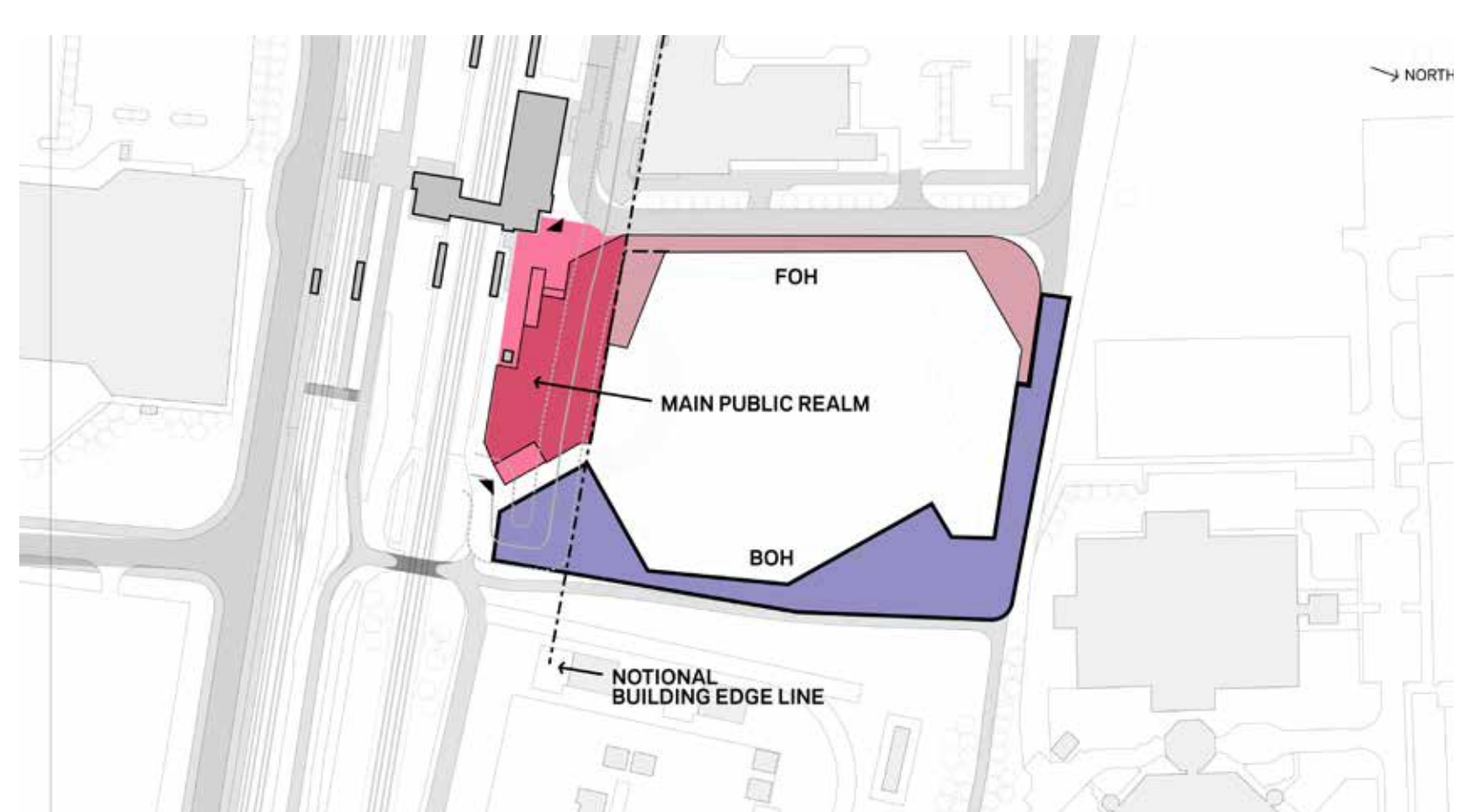


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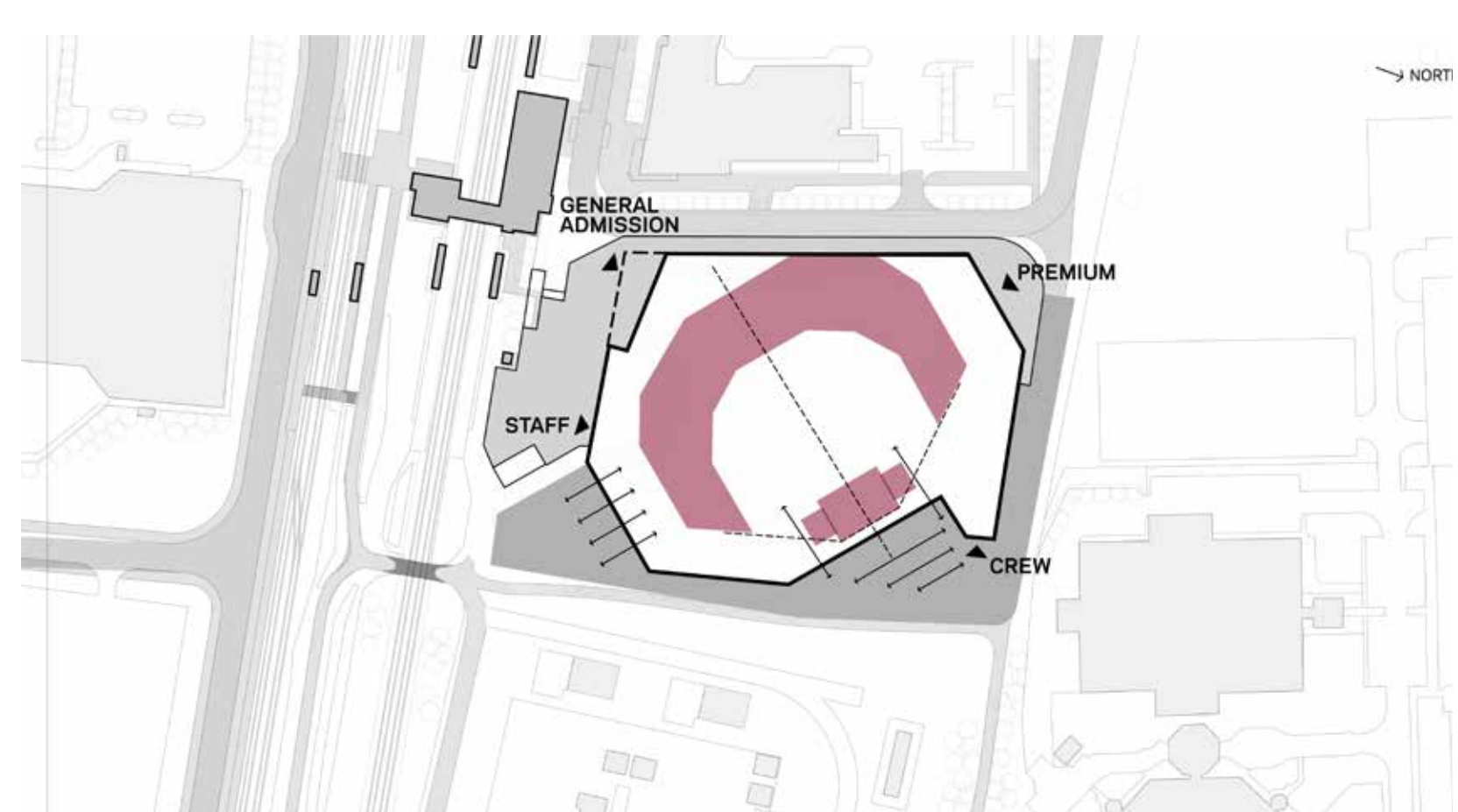
The proposals - Design & materiality

CORE DESIGN STRATEGIES & MASSING

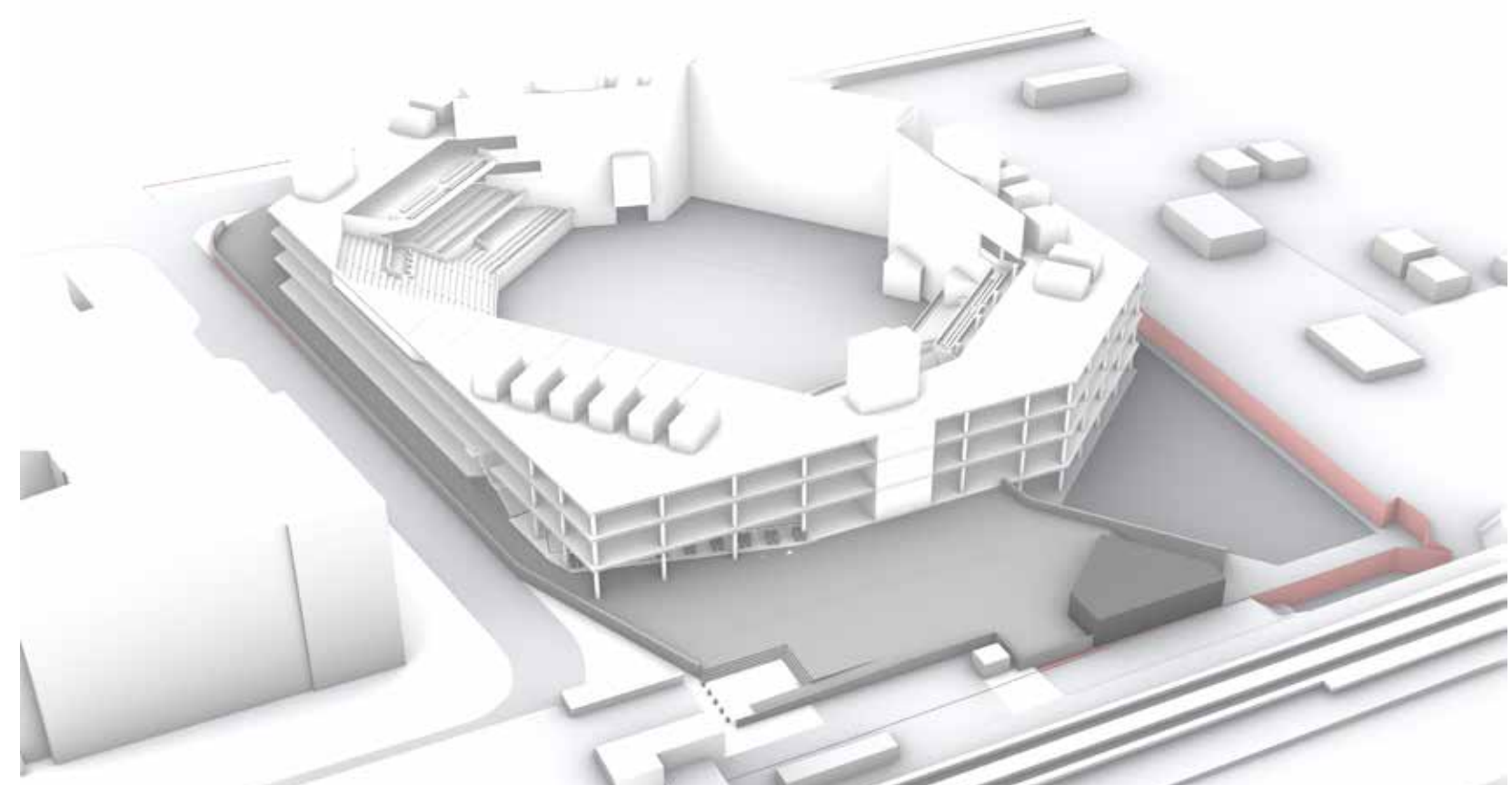
Efficient internal programming of the venue in response to the site's immediate neighbours and connections has been at the forefront of the design, and has enabled a reduction in its perceived scale. The larger auditorium volume in the main is set back from the lower and more public facing elevations. All roof mounted mechanical and electrical equipment is screened from public view by the main architectural 'wrap'.



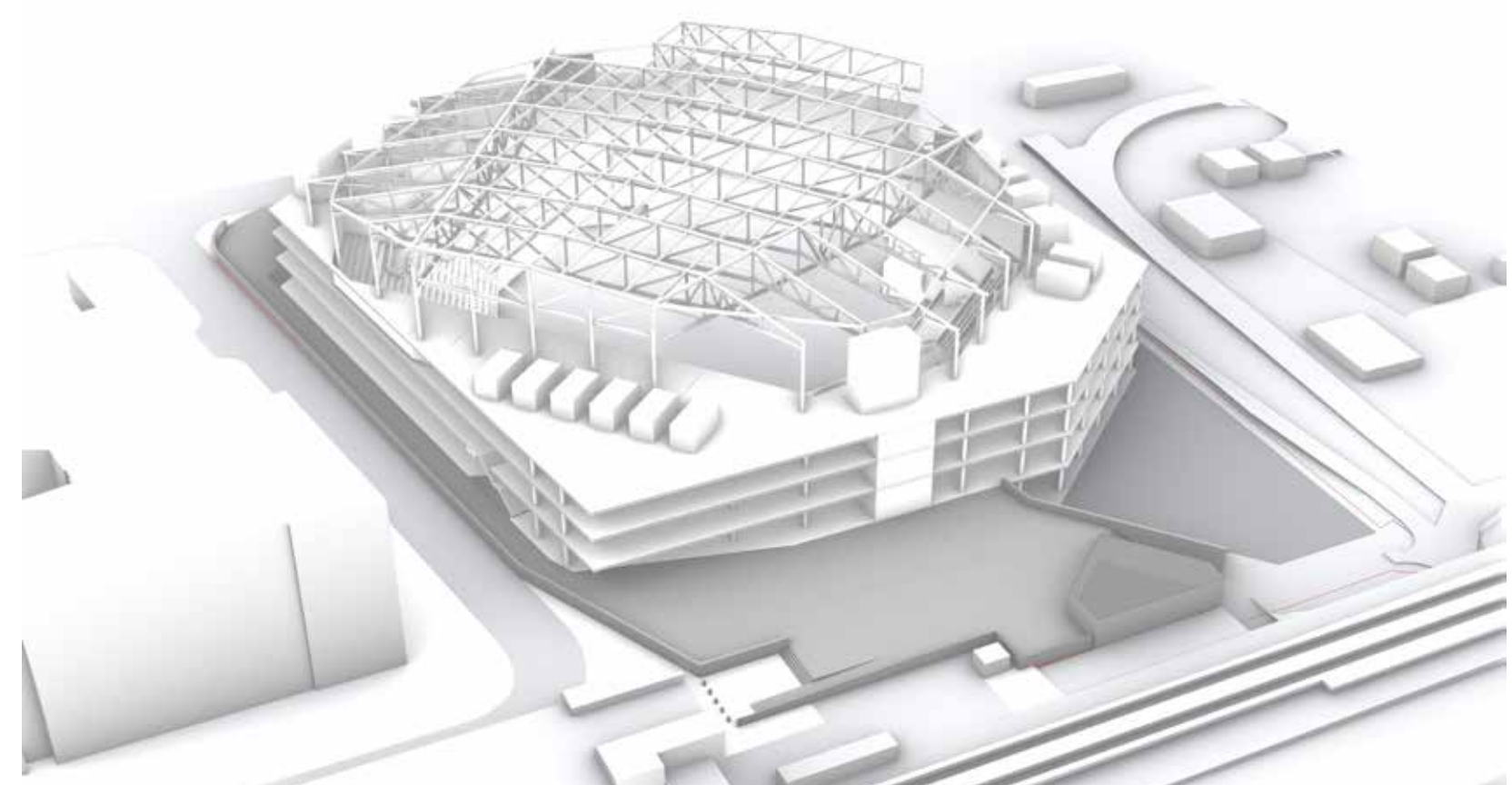
01 Optimisation of Back and front of house



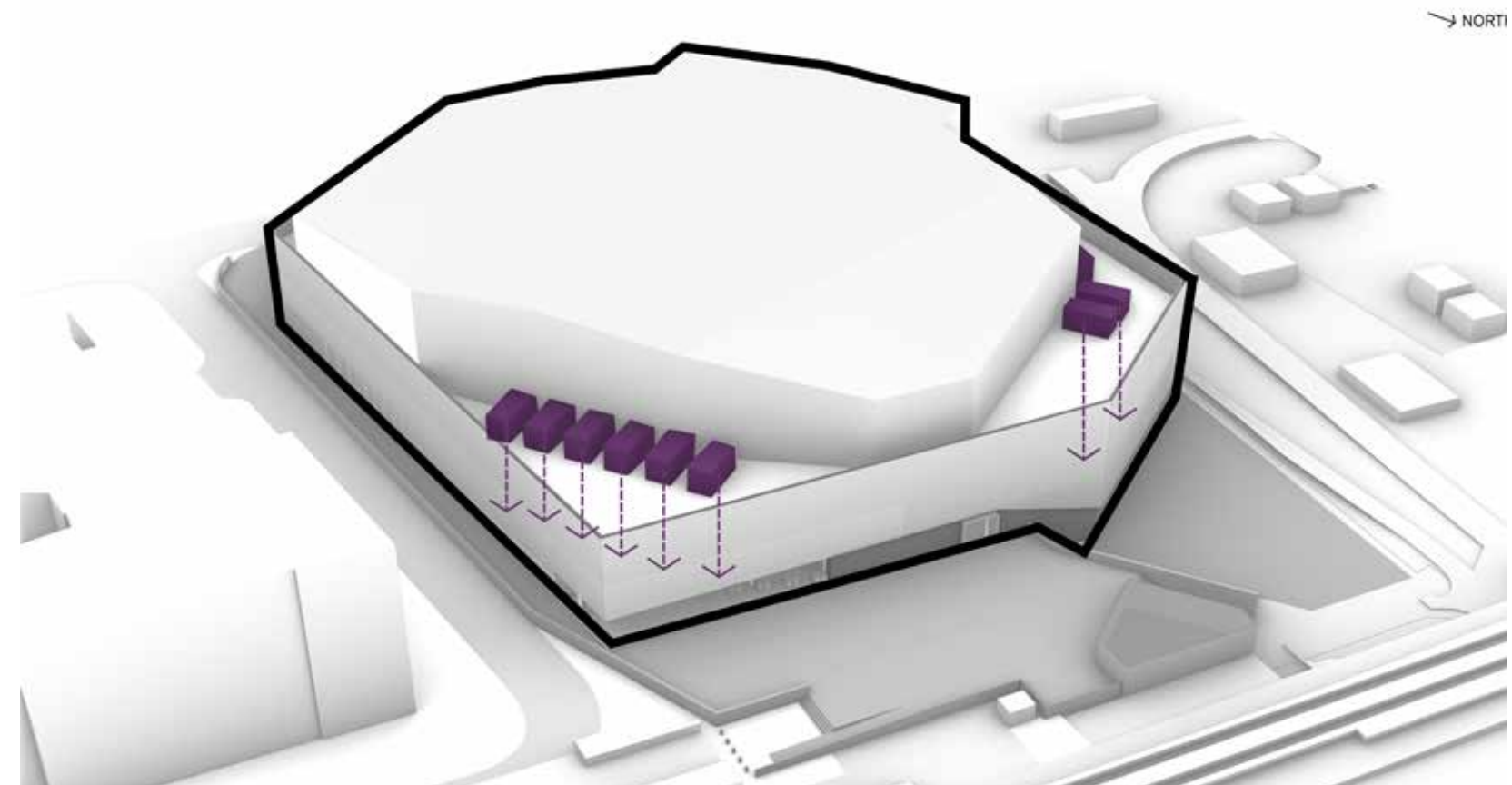
02 Efficient servicing and patron arrival



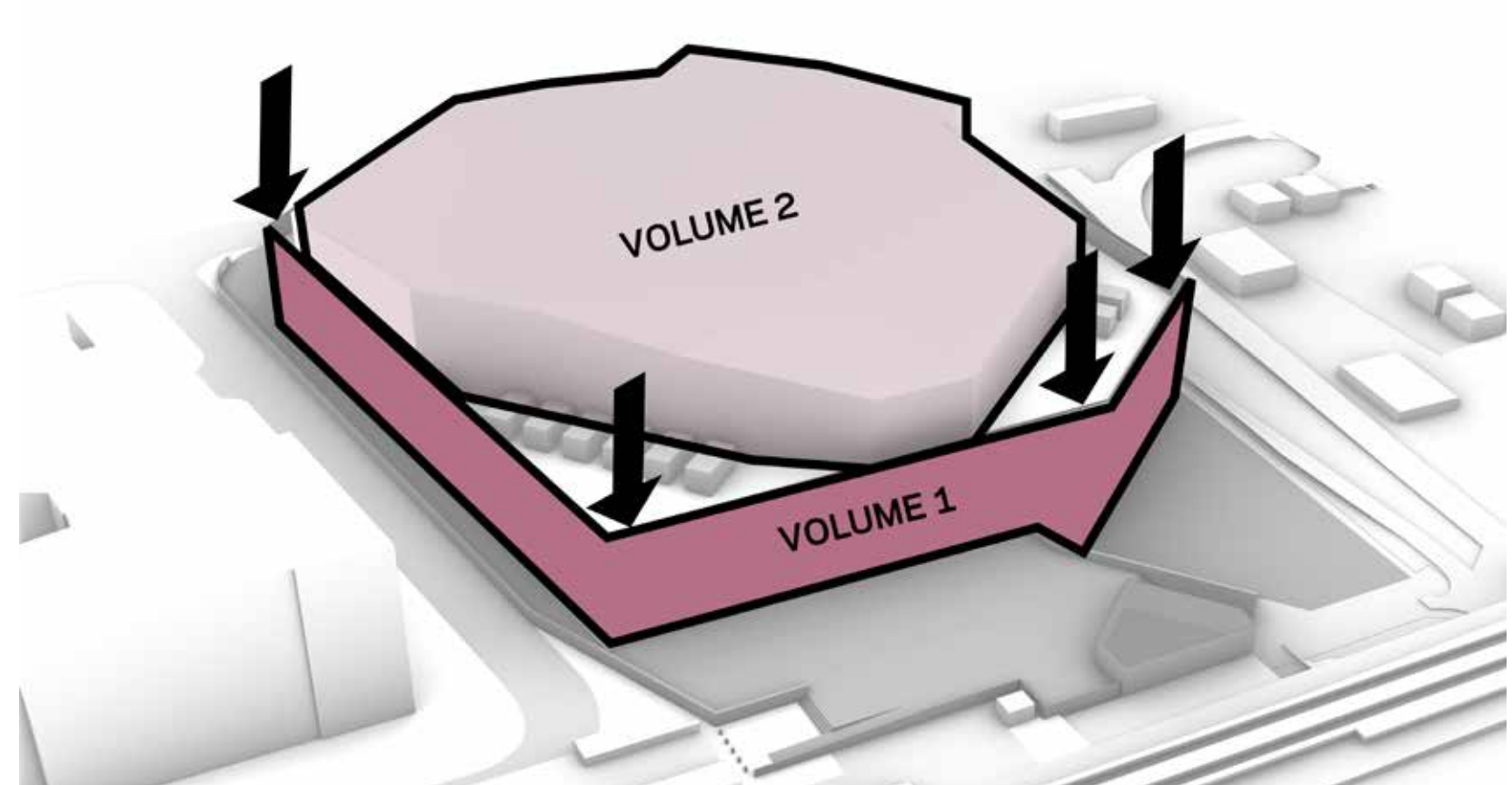
03 Optimisation of site & building programming



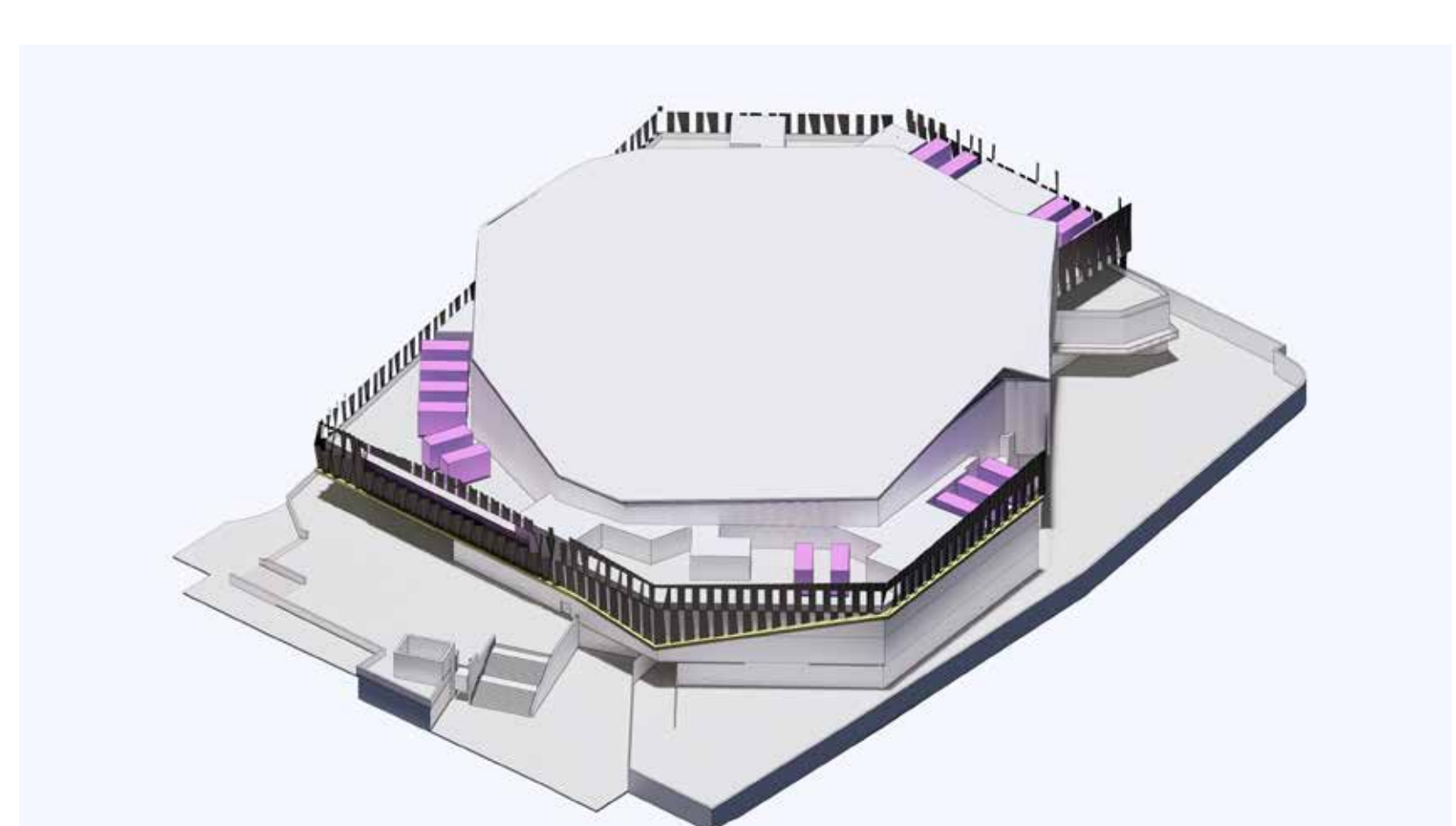
04 Minimised roof structure



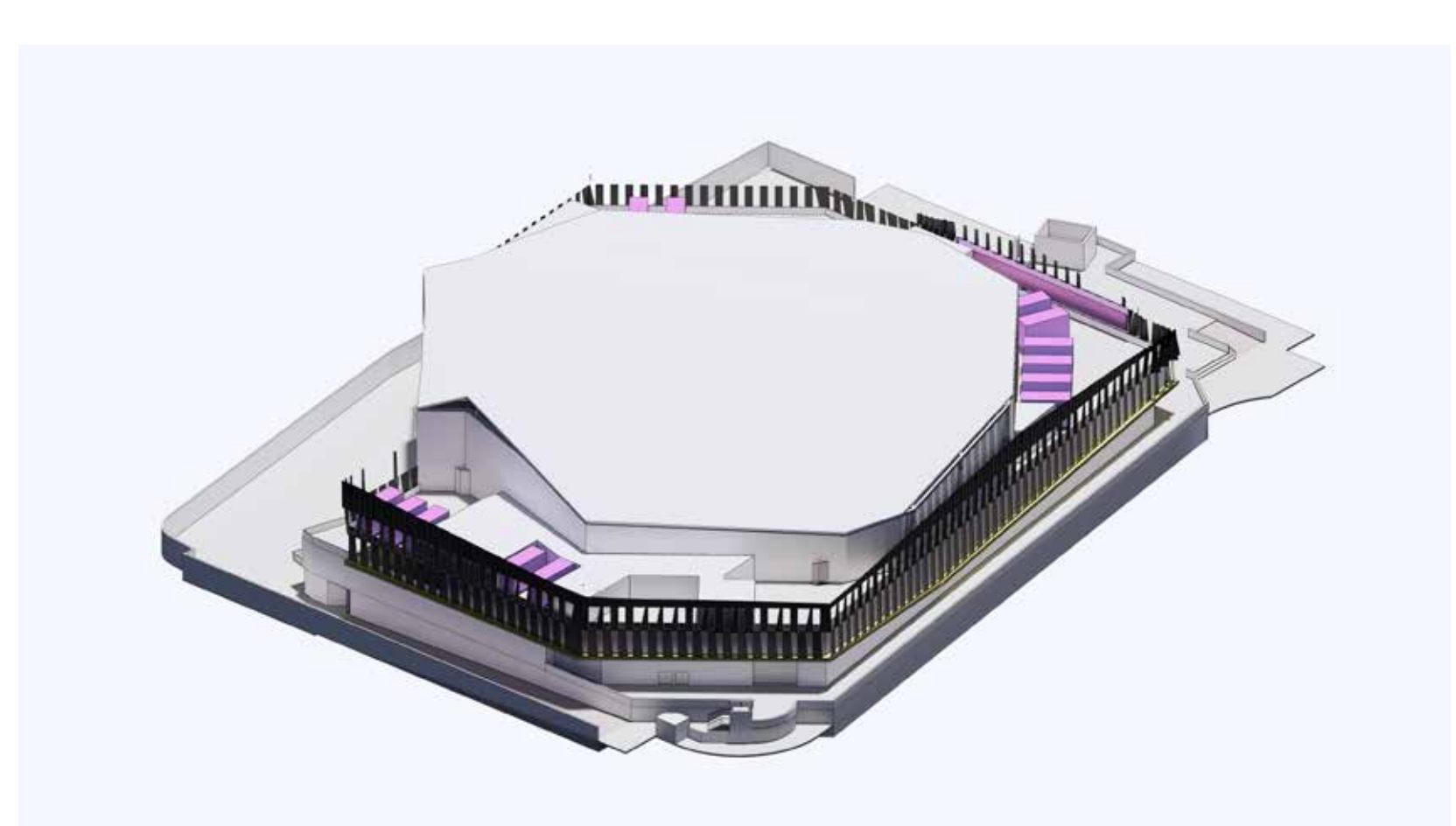
05 Direct M&E servicing



06 Perceived massing reduction



07 SE aerial massing



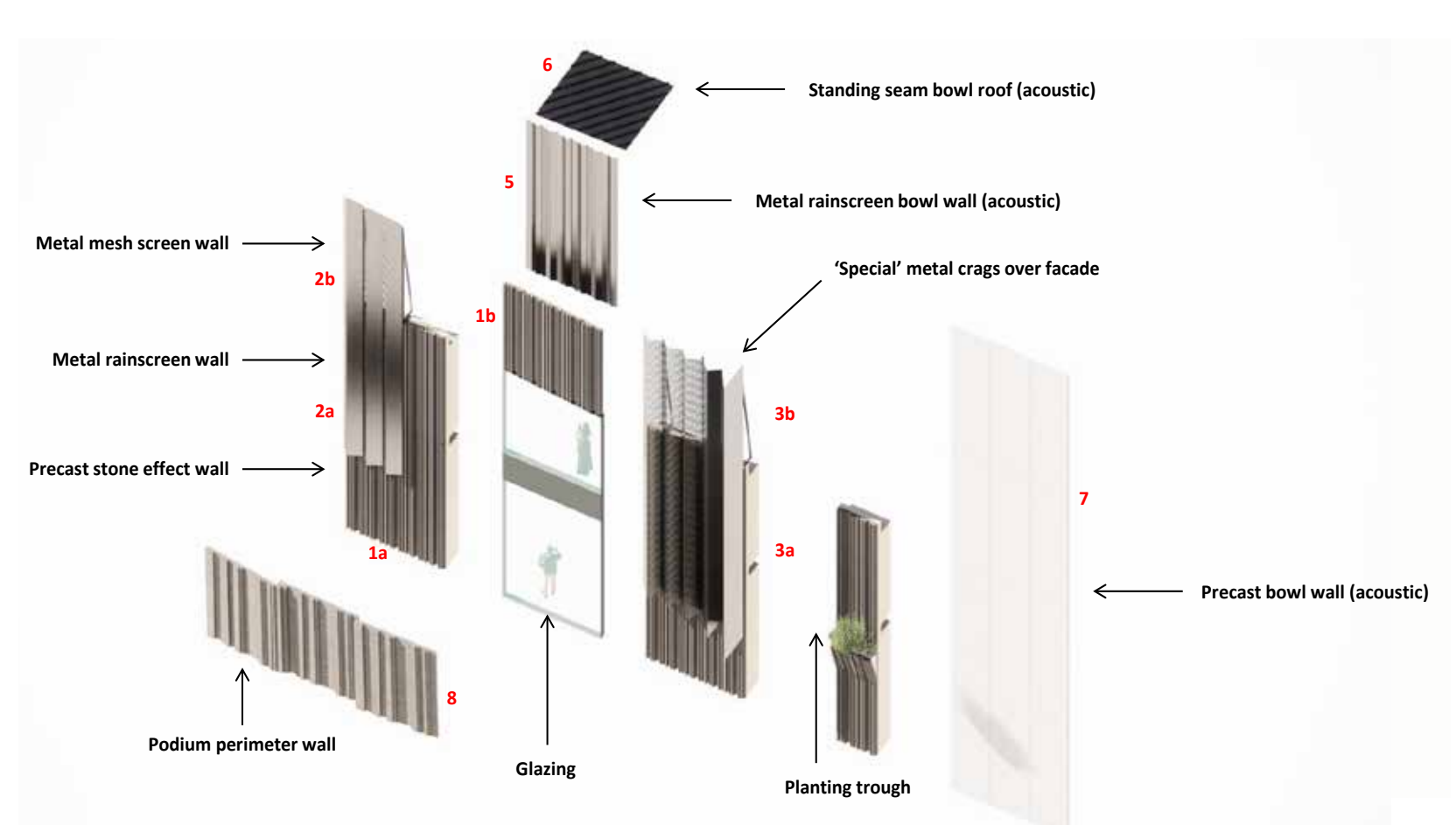
08 NW aerial massing

INSPIRATION & MATERIALITY

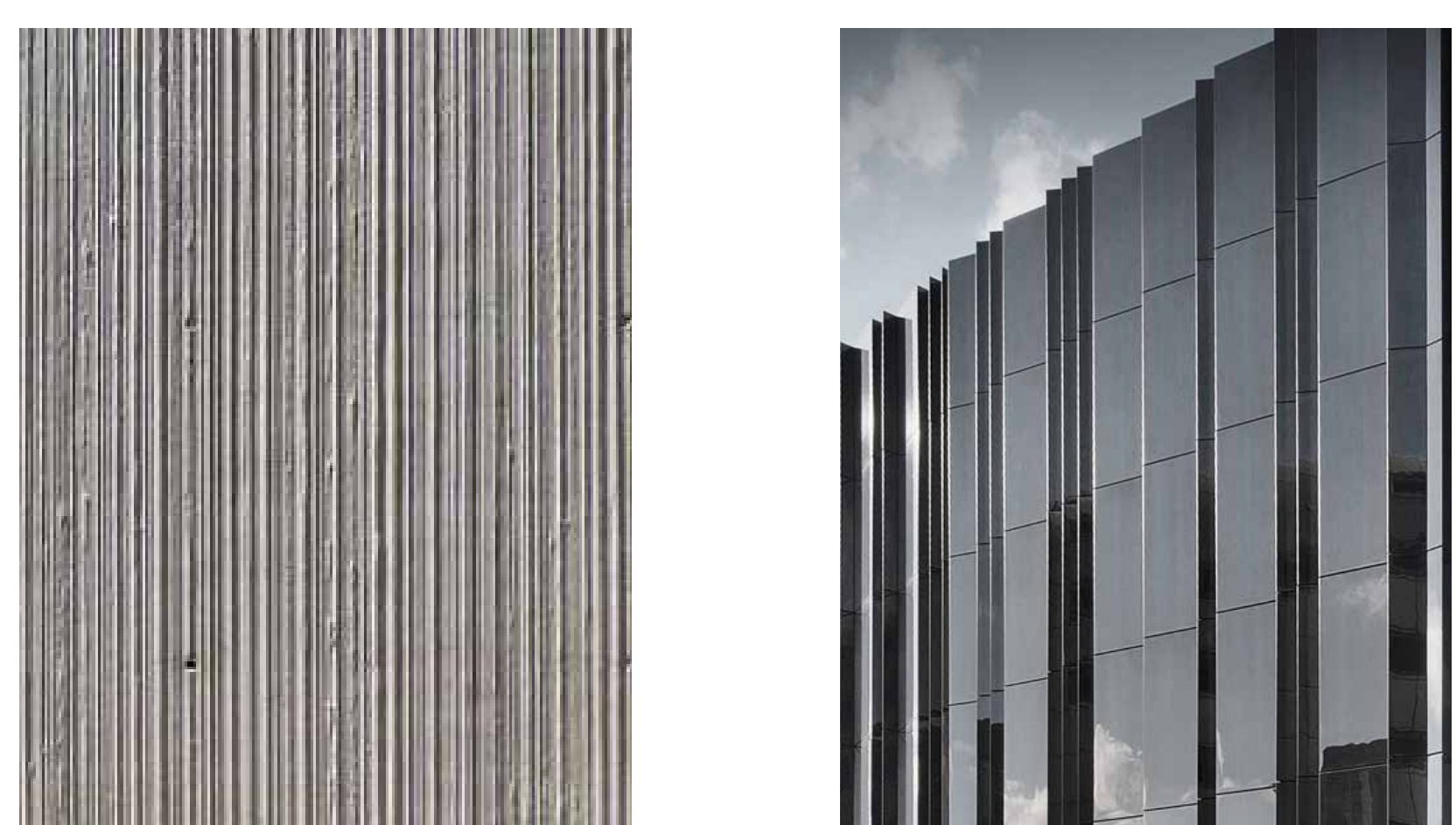
The architectural look and feel has been influenced by the local landmark - Salisbury Crags at Arthur's Seat in the west of Holyrood Park, giving the venue a distinctive aesthetic.



09 Inspiration - Salisbury Crags



10 Facade materiality



11-14 Facade materiality



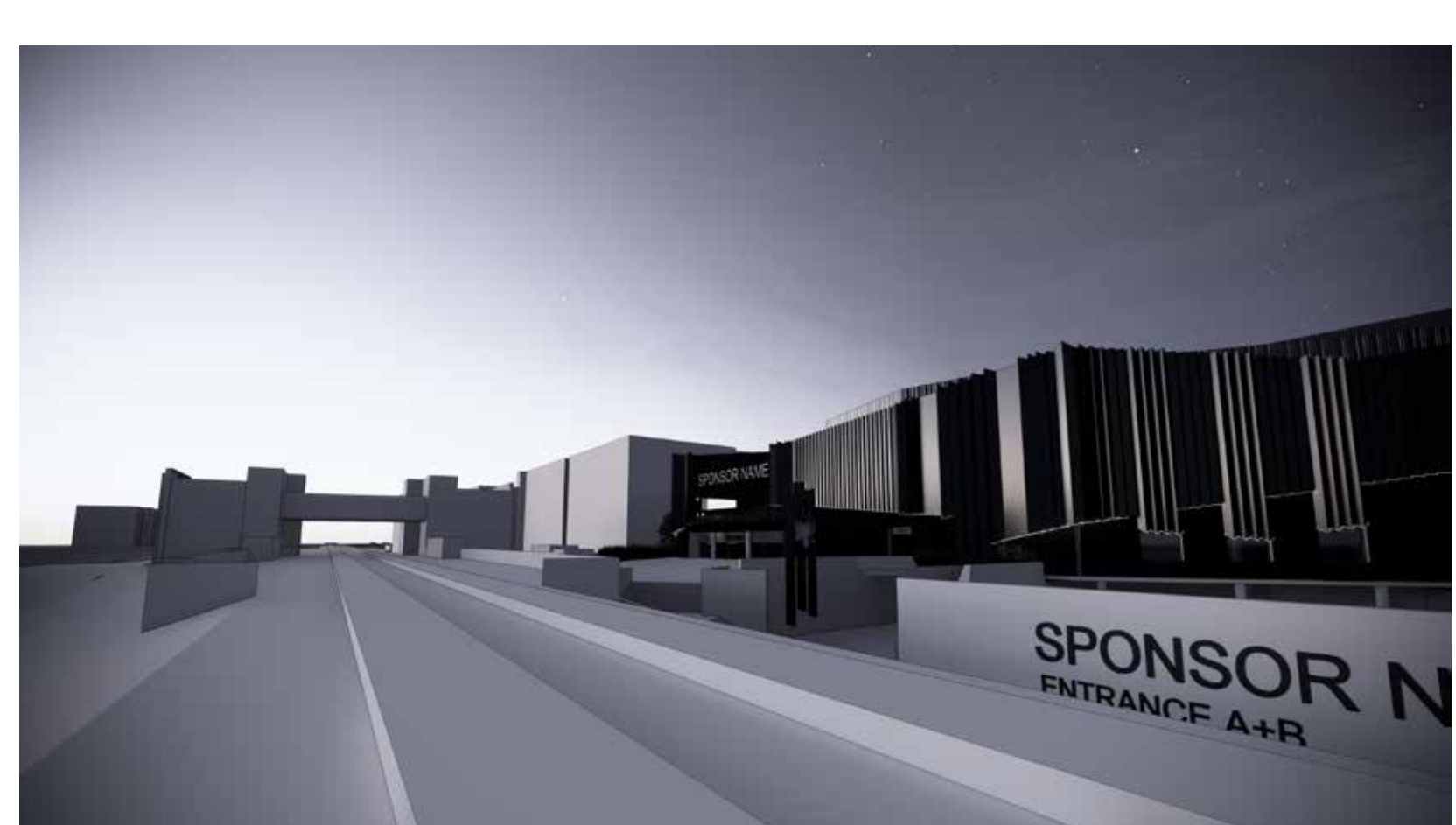
VIEWS



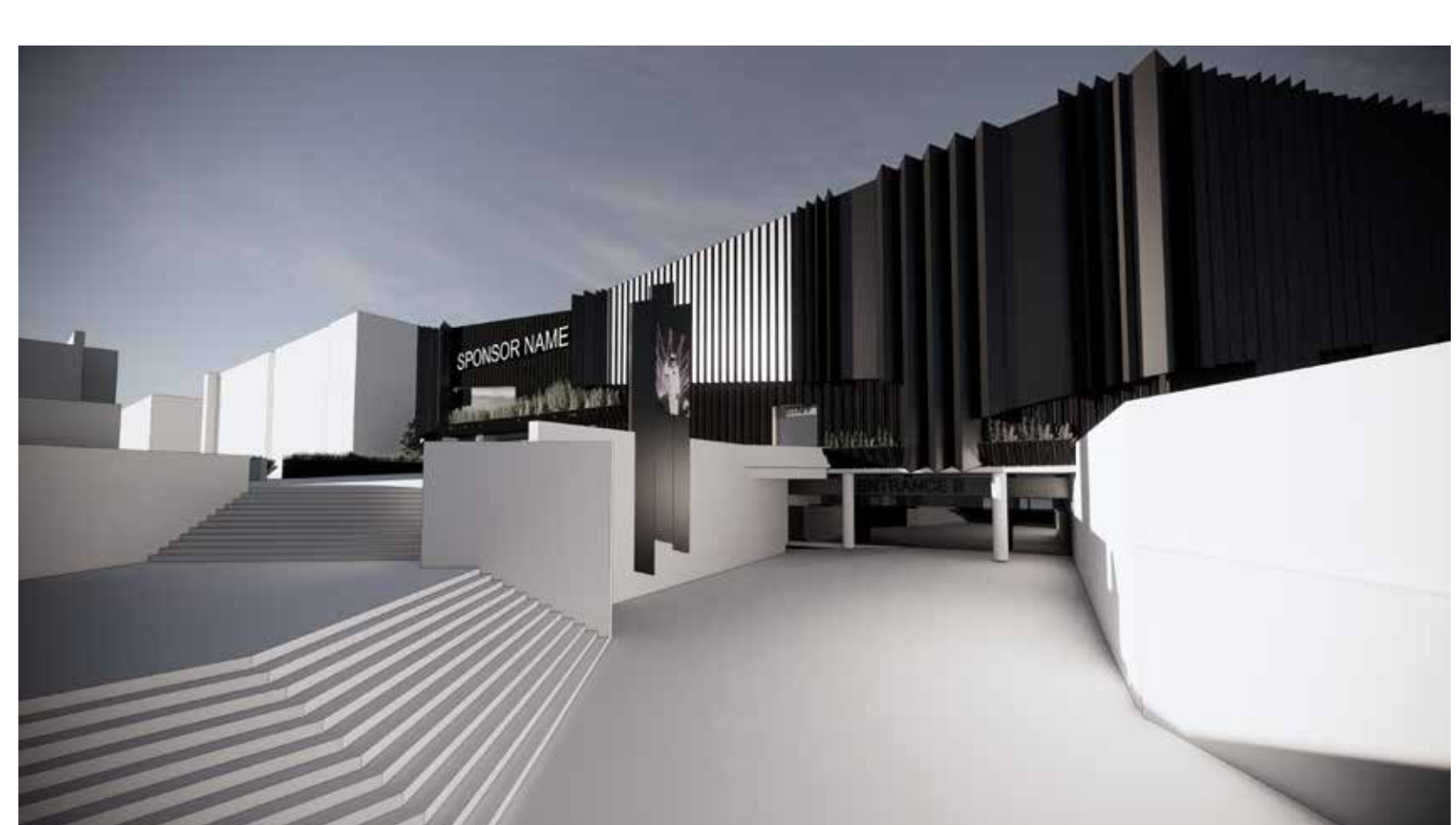
15 SW view



16 Station Park approach



17 Train approach from SE



18 Entrance B approach



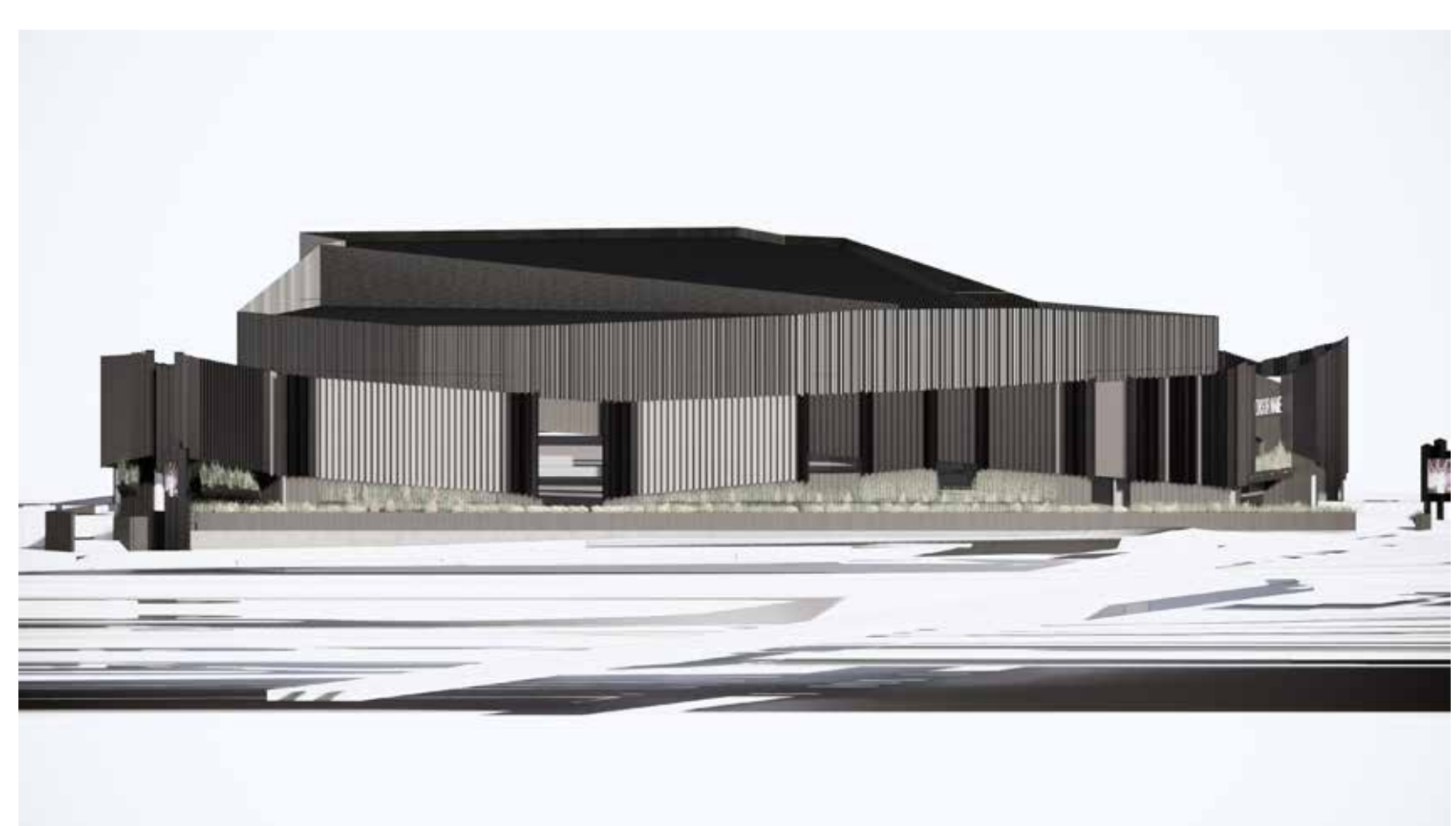
19 NW approach



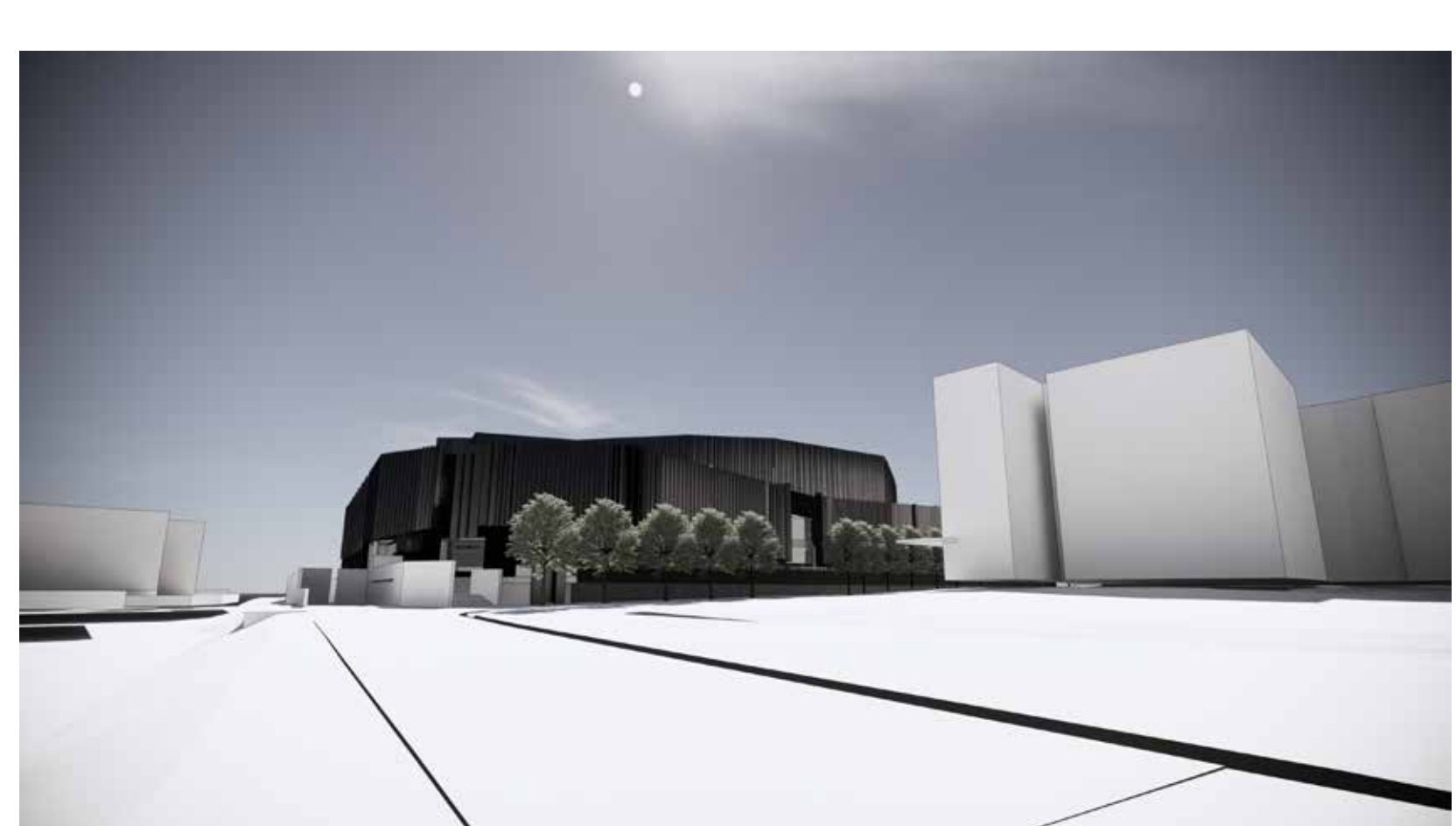
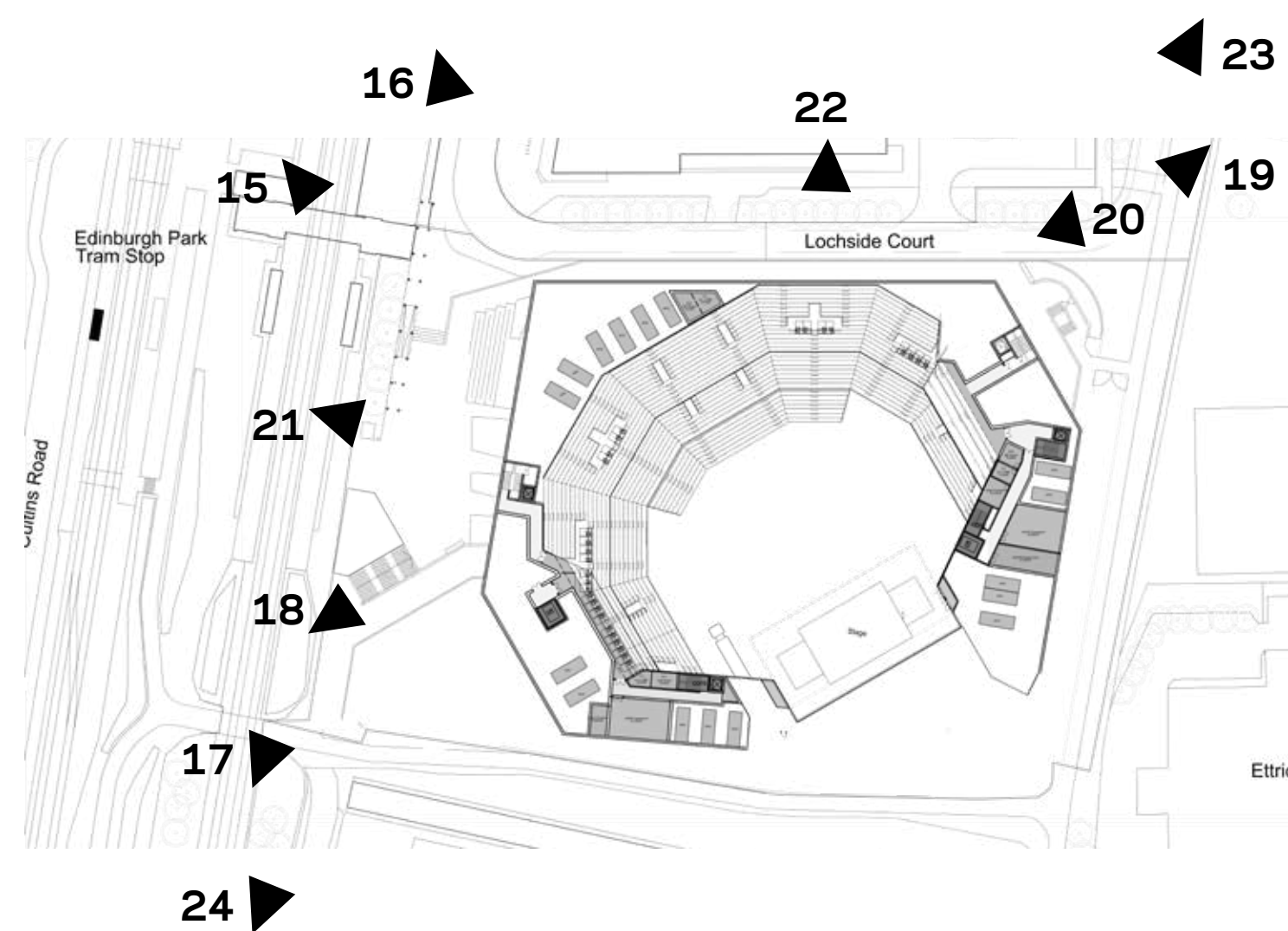
20 Premium entrance



21 Plaza elevation



22 West elevation



23 NW approach



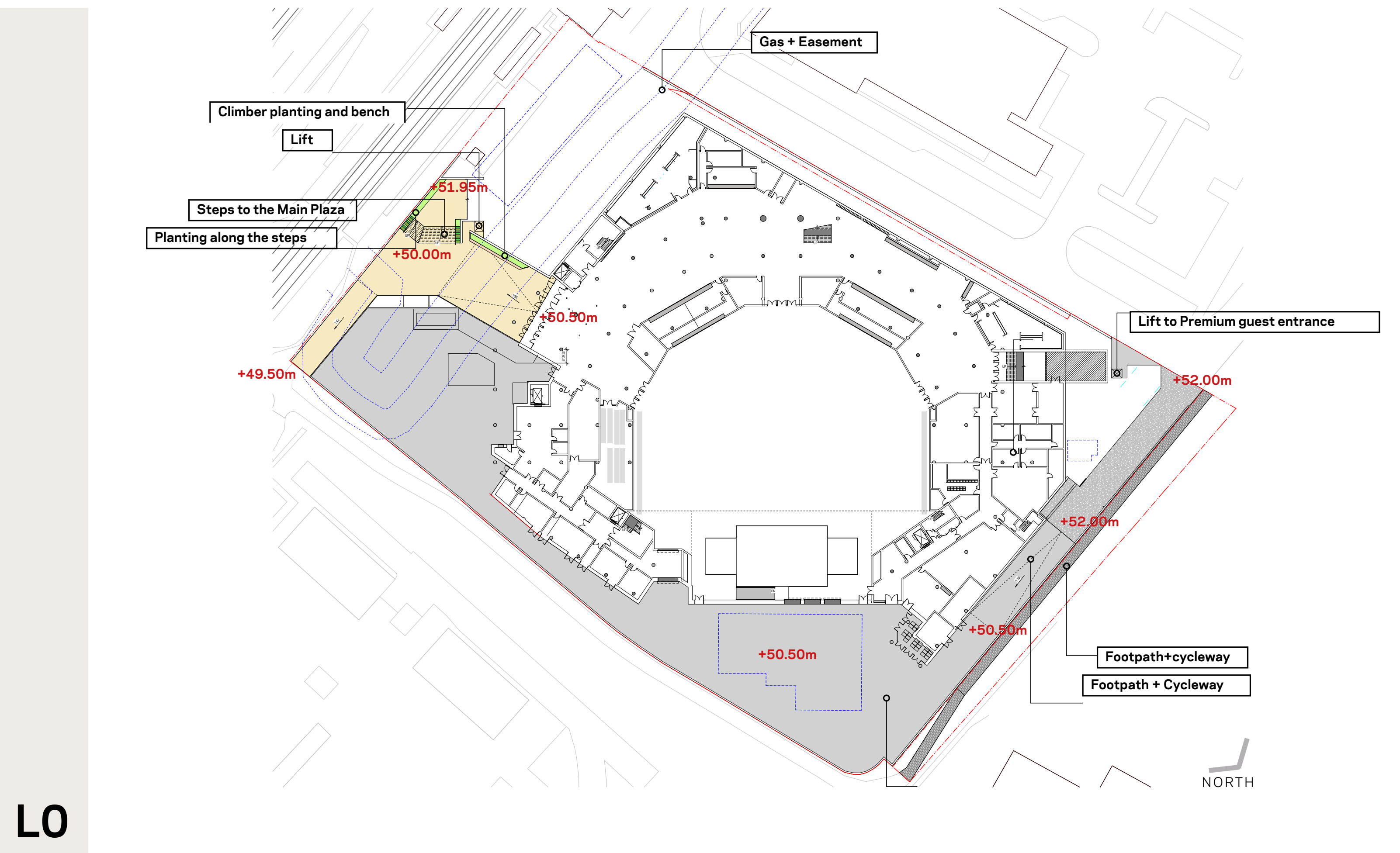
24 Train approach

06

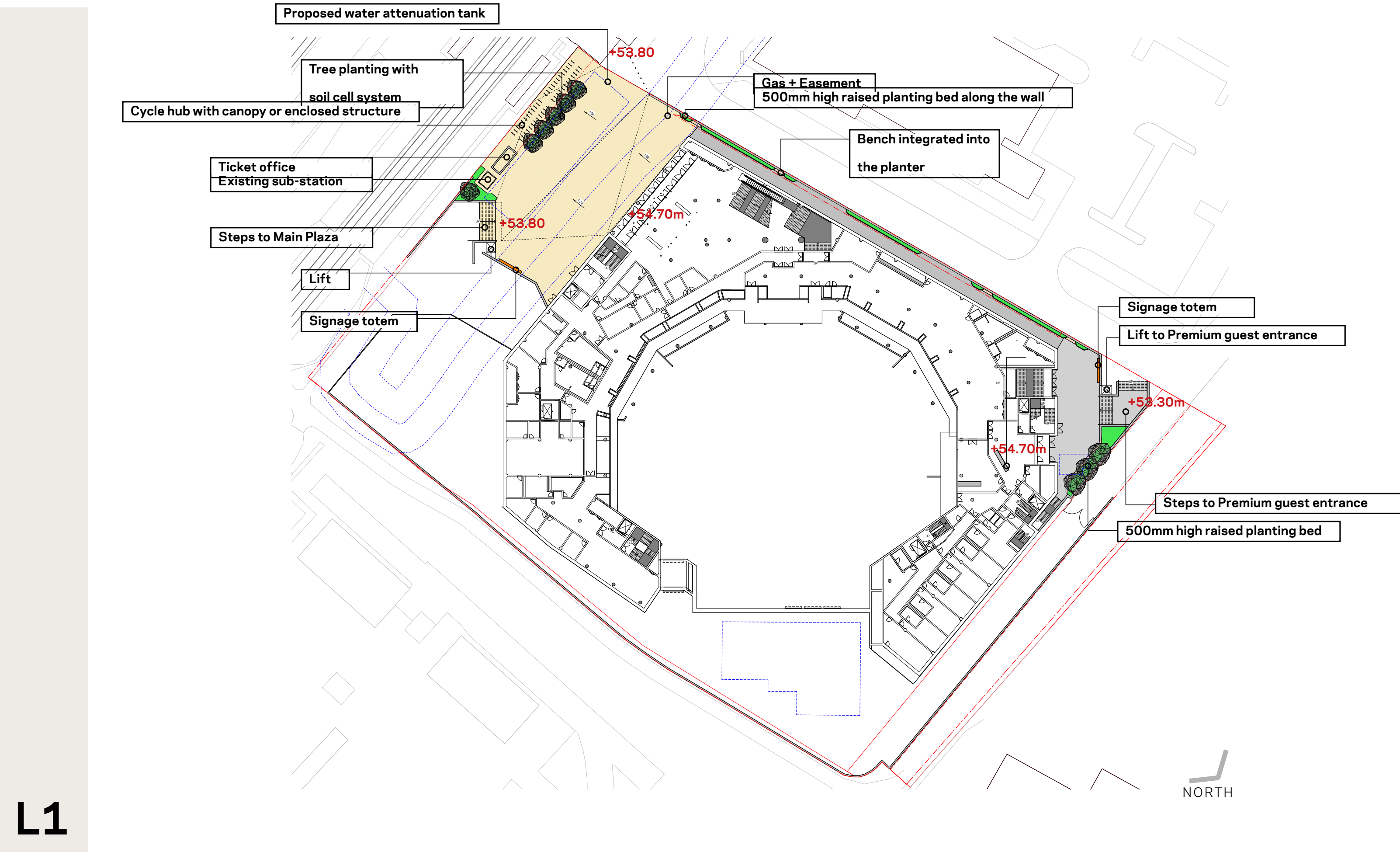
Public realm / development context

PUBLIC REALM / HARD & SOFT LANDSCAPING

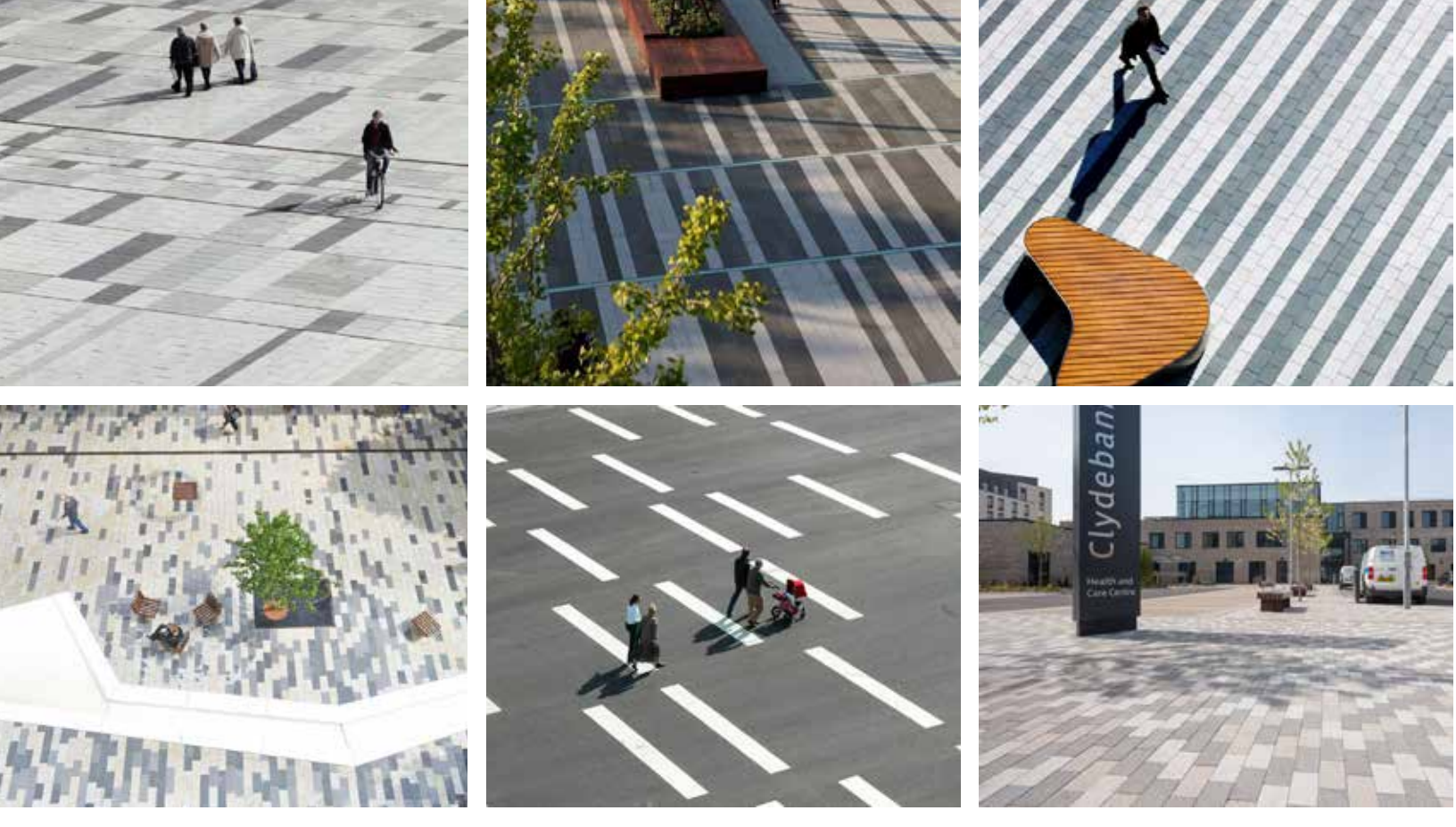
The majority of the site's external areas will be hard landscaping to facilitate venue servicing and circulation and gathering space for the venue patrons. Where possible, planting beds will be incorporated within the public realm alongside vertical planting to the venue elevations and integration within steps.



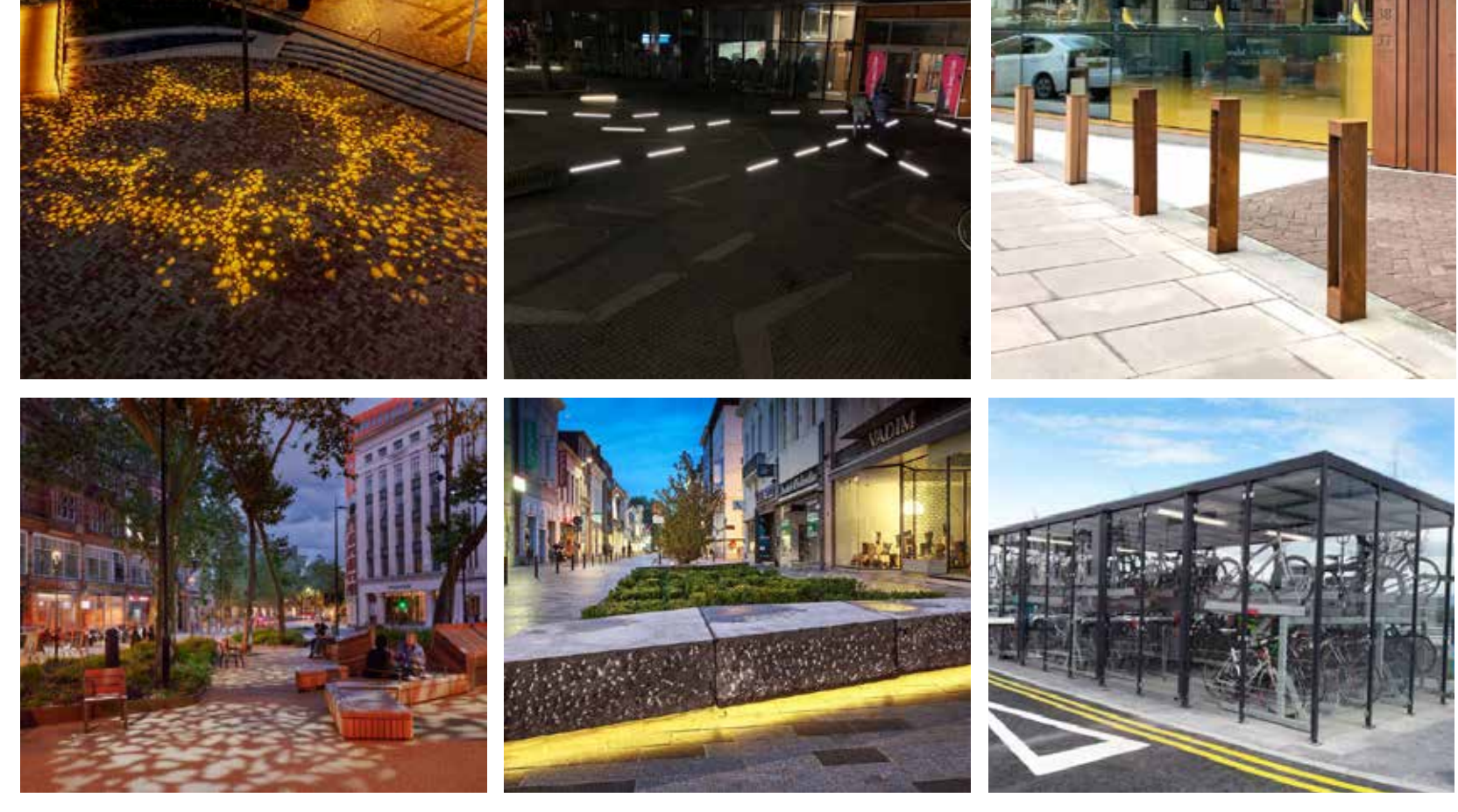
L0



L1



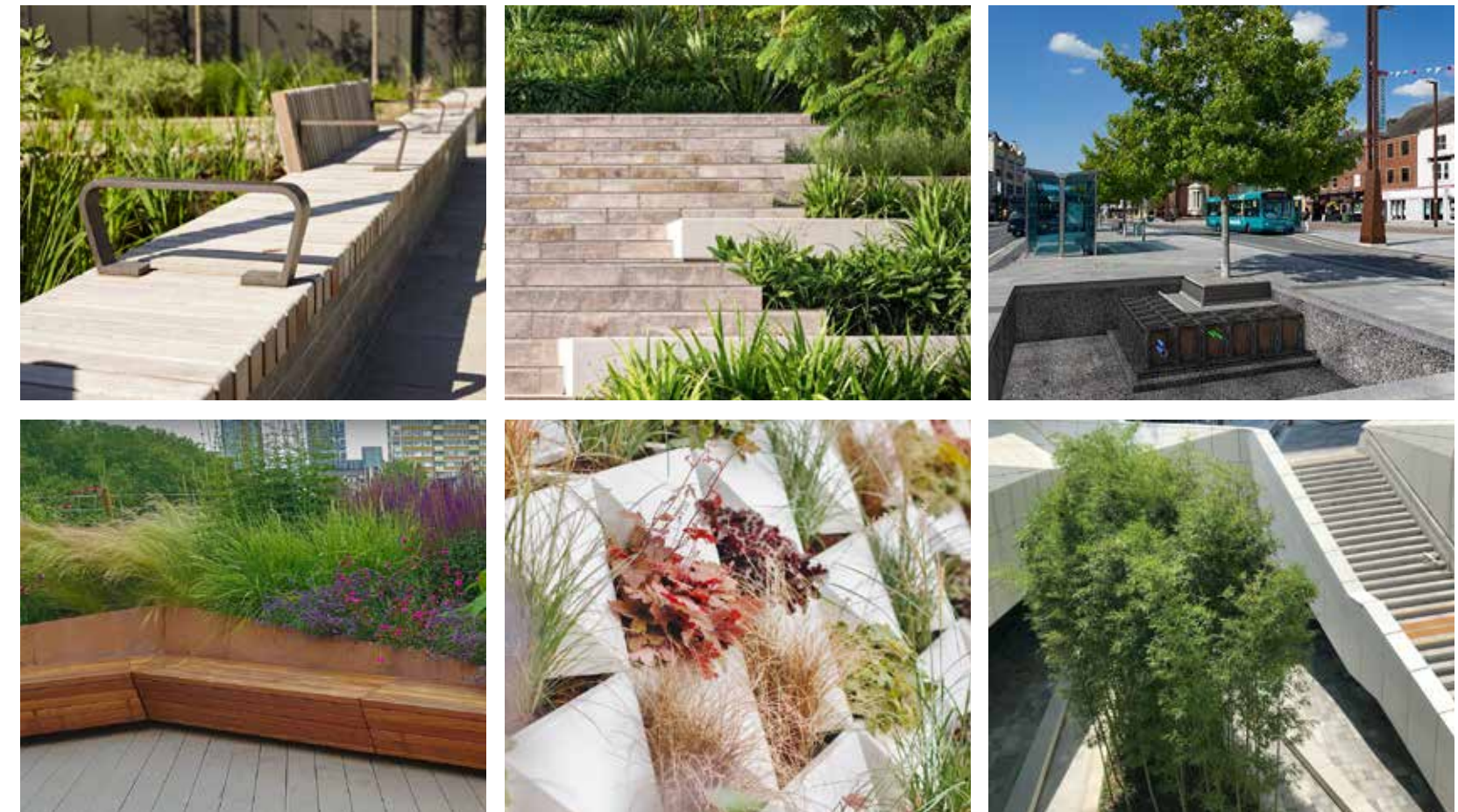
01 Paving



02 Lighting, HVM & cycle parking



03 Planting species



04 Street furniture & trees



05 Vertical planting & veg beds



06 Climber planting

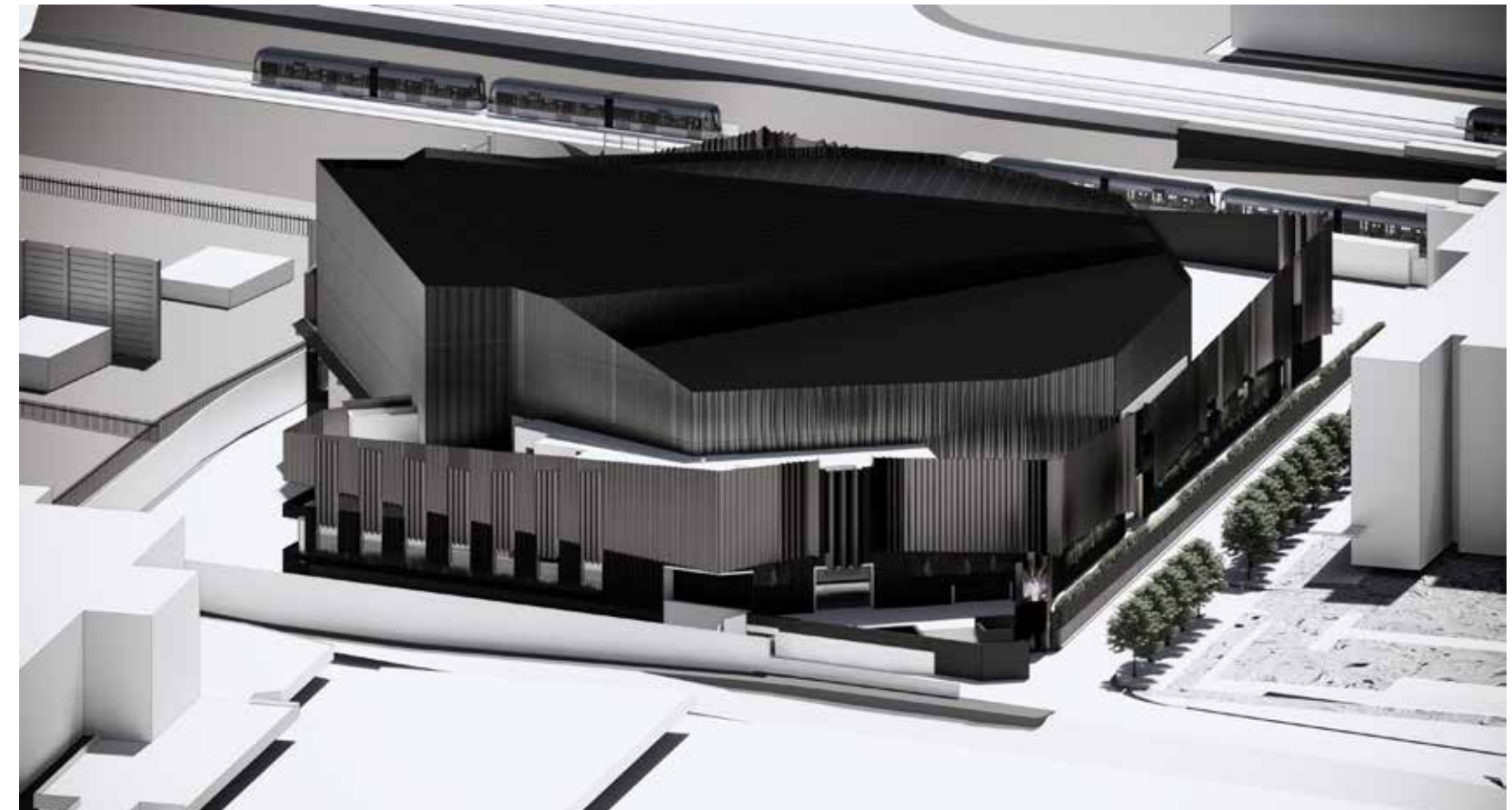
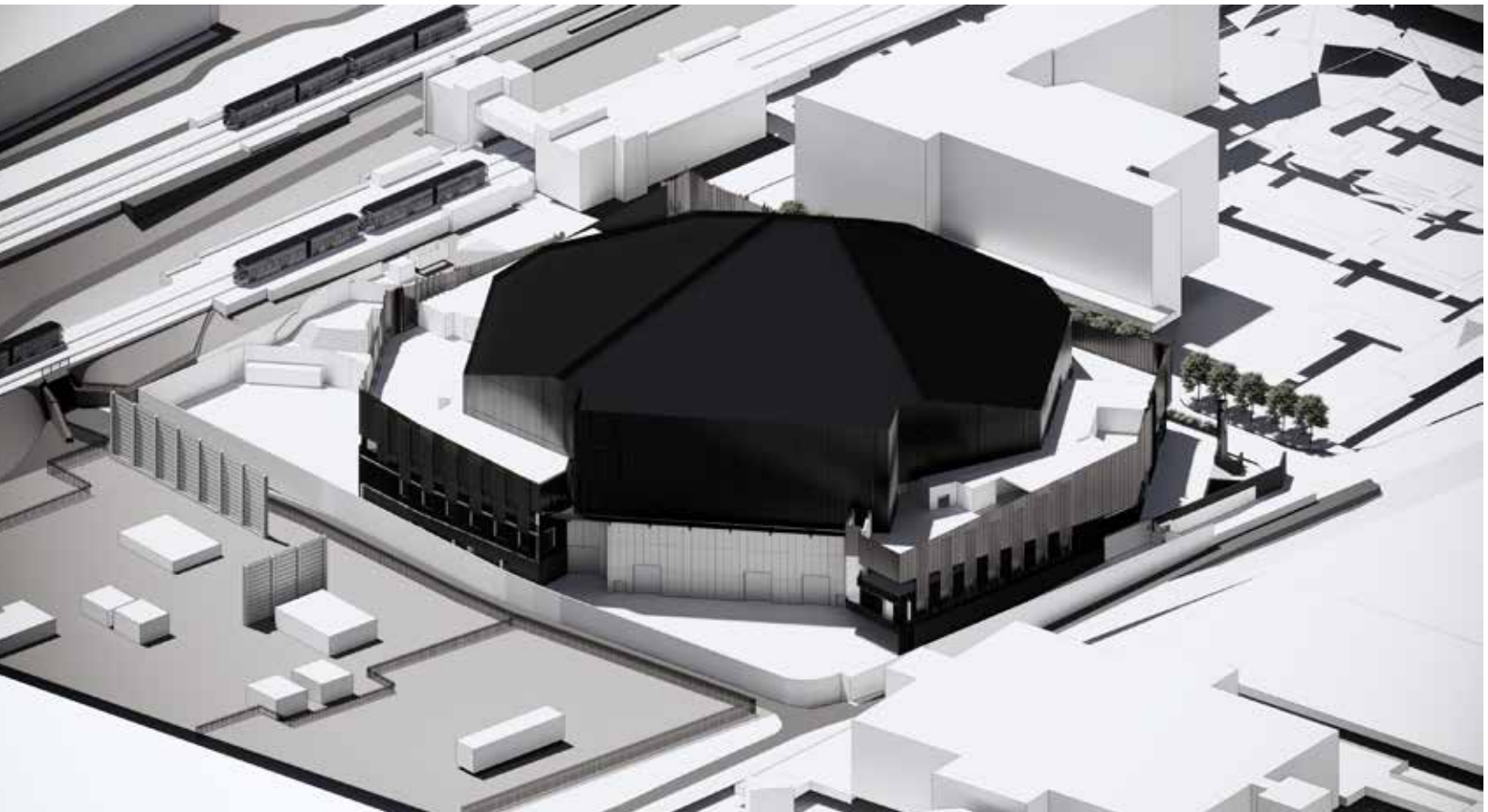
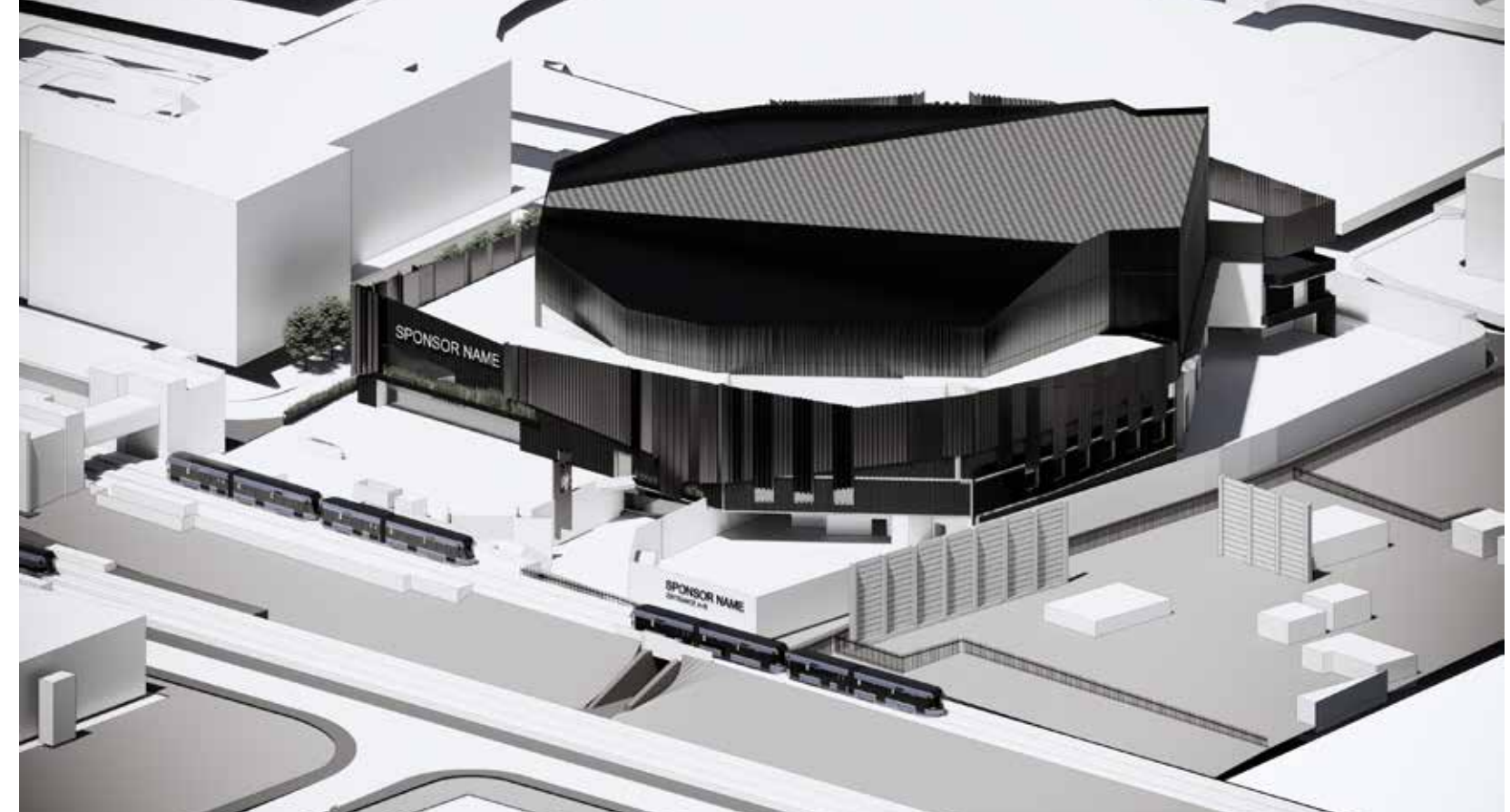
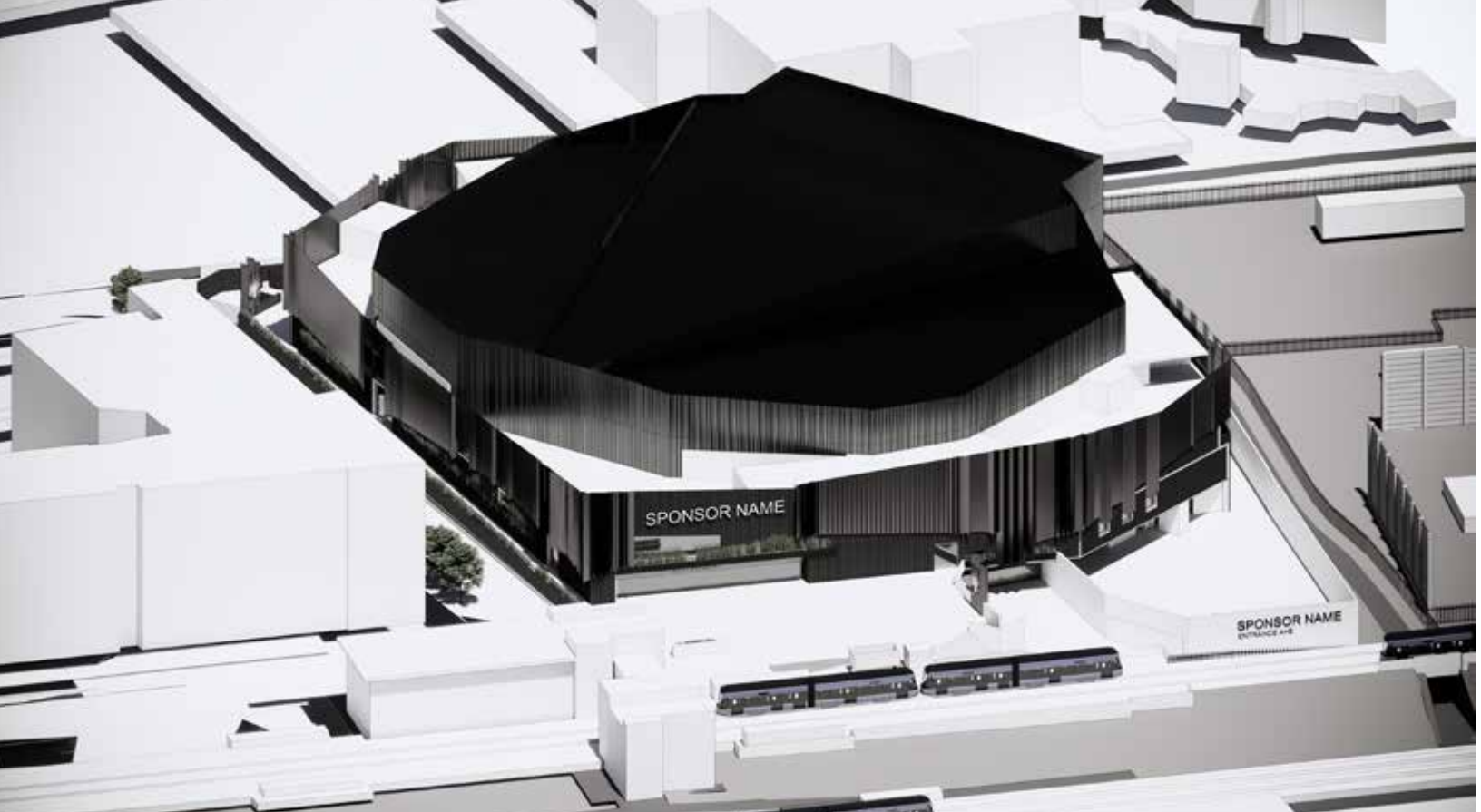
DEVELOPMENT CONTEXT

The maximum height of the development would be approximately 30.5m AGL (81.0m AMSL). This is approximately +11.0m relative to the height of the adjacent Premier Inn.

The existing planning permission on the subject site (Ref: 20/02068/FUL), approved in January 2022, achieved heights of between 79.9m (offices) and 86.7m (hotel) AMSL.



07 Venue in relation to consented scheme and adjacent Premier Inn



08-11 Venue massing

07

Access & movement

TRANSPORTATION

CEC has an overarching policy to reduce car use across the city. The proposal will not include any public car parking.

Public transport will play the principal role in serving the site.

Bus - based public transport services will naturally evolve to cater for the significant expansion underway within West Edinburgh and associated additional demand, with new routes being required. All the bus operators have the ability to run additional services on existing routes to meet surges in demand.

Tram - runs from Edinburgh Airport and Ingliston Park & Ride to the west, to the City Centre, Leith and Newhaven to the east / north east. The tram will be vital in delivering public transport to the area. Edinburgh Tram has the ability to run additional bespoke services to meet surges in demand.

Rail - Scotrail services run:
- direct from West Lothian and the Central Belt to Edinburgh Park Station;
- from East Lothian, Midlothian and the Borders to Edinburgh Park Station via Waverley Station
- from Fife using Edinburgh Gateway or South Gyle (Scotrail would likely advertise South Gyle Station, which is within a 20min walk).

The site is on CEC's core path network, being adjacent to the CEC13-Sighthill to Carrick Knowe route. This also provides a direct connection to CEC15-Union Canal, while CEC12-A8 Link is in close proximity.

The West Edinburgh Link will provide a mostly segregated Active Travel route from South Gyle to Clovenstone, and potentially beyond to Colinton.

Park & Ride will likely cater for the majority of trips that originate outwith Edinburgh. Key locations will be: Ingliston - Edinburgh Tram; Hermiston Gait - Lothian Buses; Ferrytoll - Stagecoach; Harthill - Scottish Citylink; and, Uphall, Bathgate, Falkirk High, Falkirk Grahamston Stations (amongst others) - Scotrail.

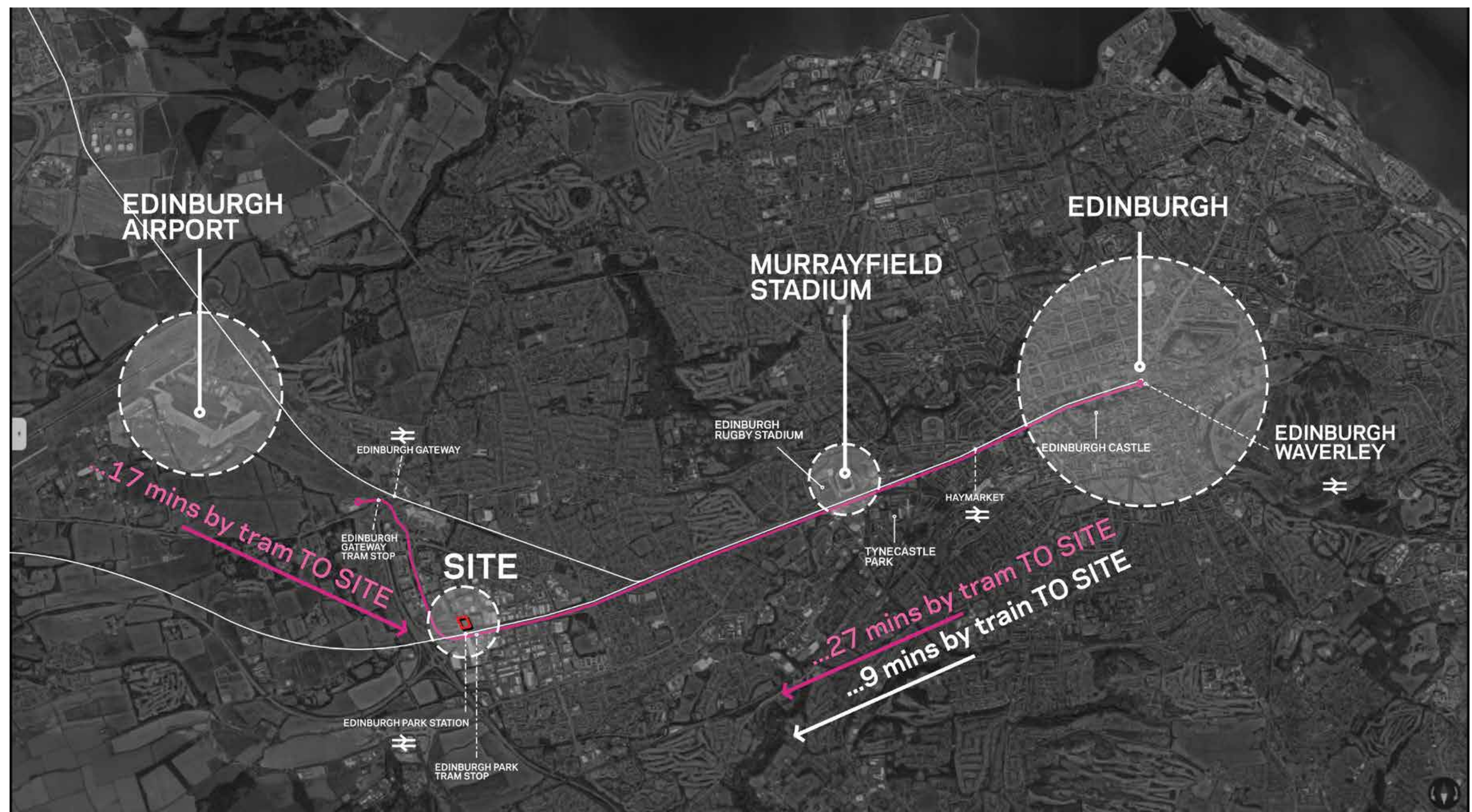
This wide choice of public transport options will provide opportunities for people to make their entire journey without the need to drive. It will also offer the option to combine any car trip with Park and Ride. It is anticipated that Lothian Buses and Edinburgh Tram services will cater for the majority of trips that originate within Edinburgh.

It is proposed to deliver a zero car parking arena development which is fully aligned with national and local planning policy requirements. The site is located adjacent to public transport infrastructure/services (rail, tram and buses), that together provide fast and frequent connections to Edinburgh, the Lothians, Fife, Glasgow, the Central Belt and beyond.

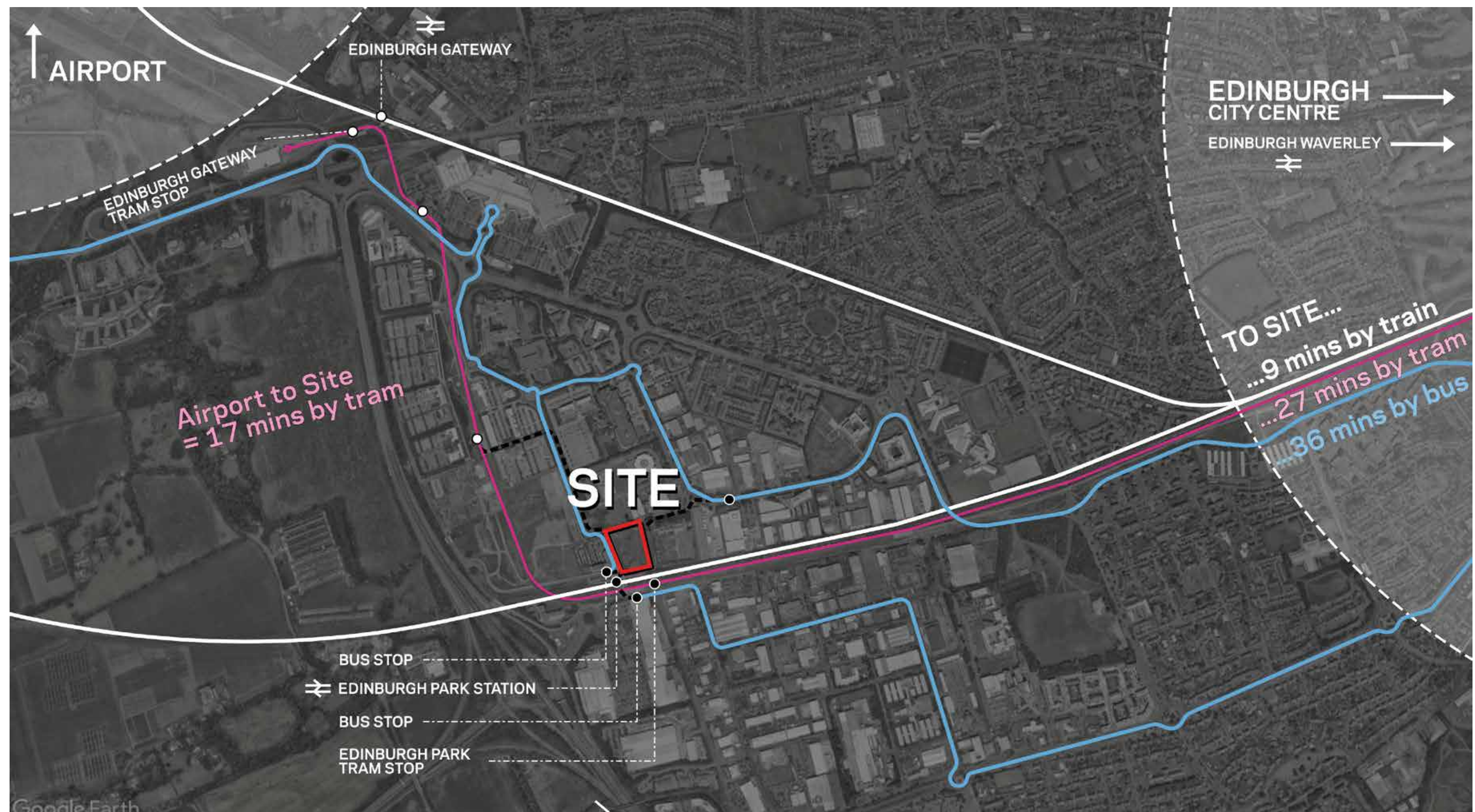
VENUE ACCESS

Detailed Assessment has been undertaken of people movement before and after the events - and in evacuation scenarios - within the specialist Crowd Circulation Report (Movement Strategies) and the Transport Assessment & Travel Plan (Tetra Tech).

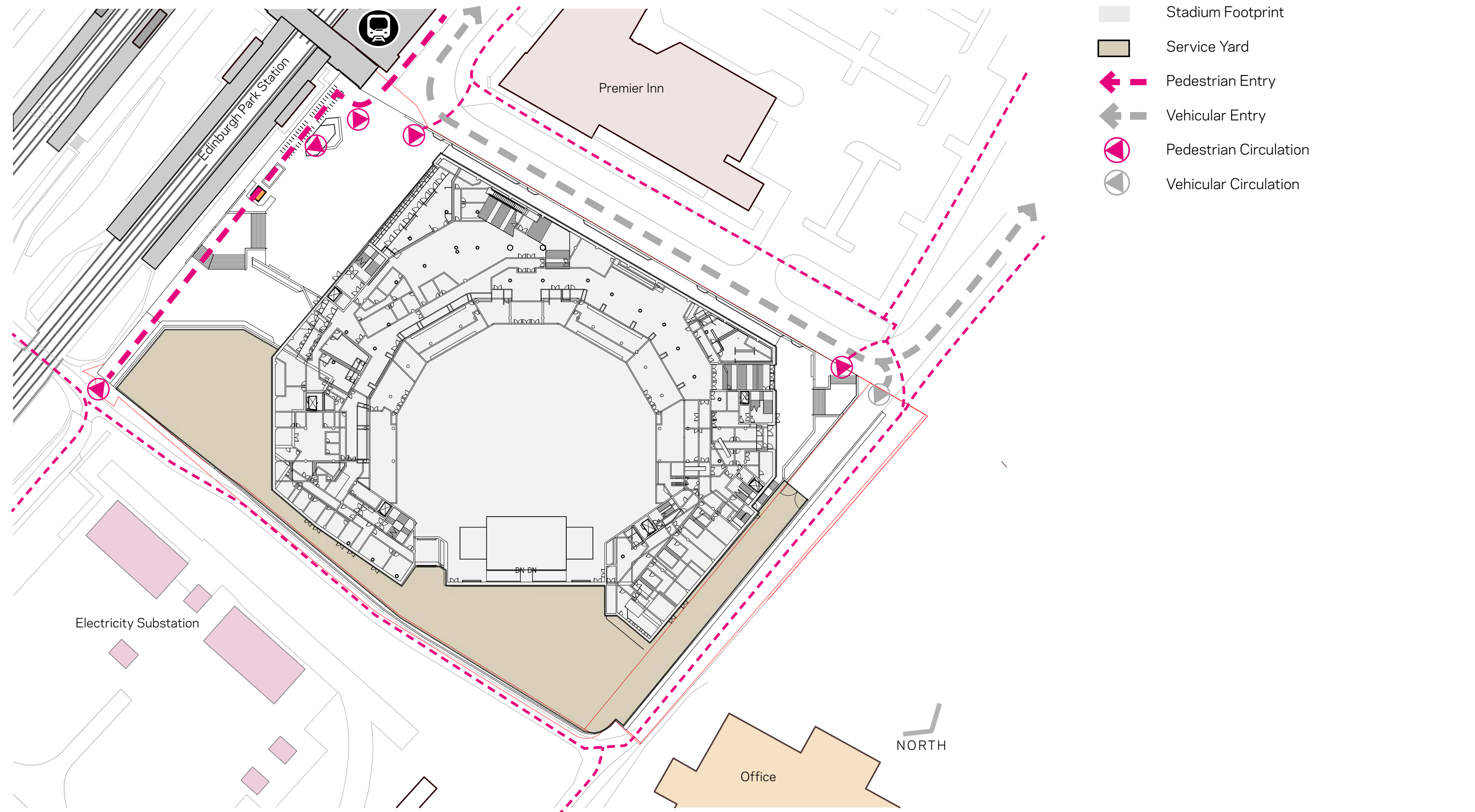
Various routes exist to the east, north and west of the venue, with the underpass being the main route southwards.



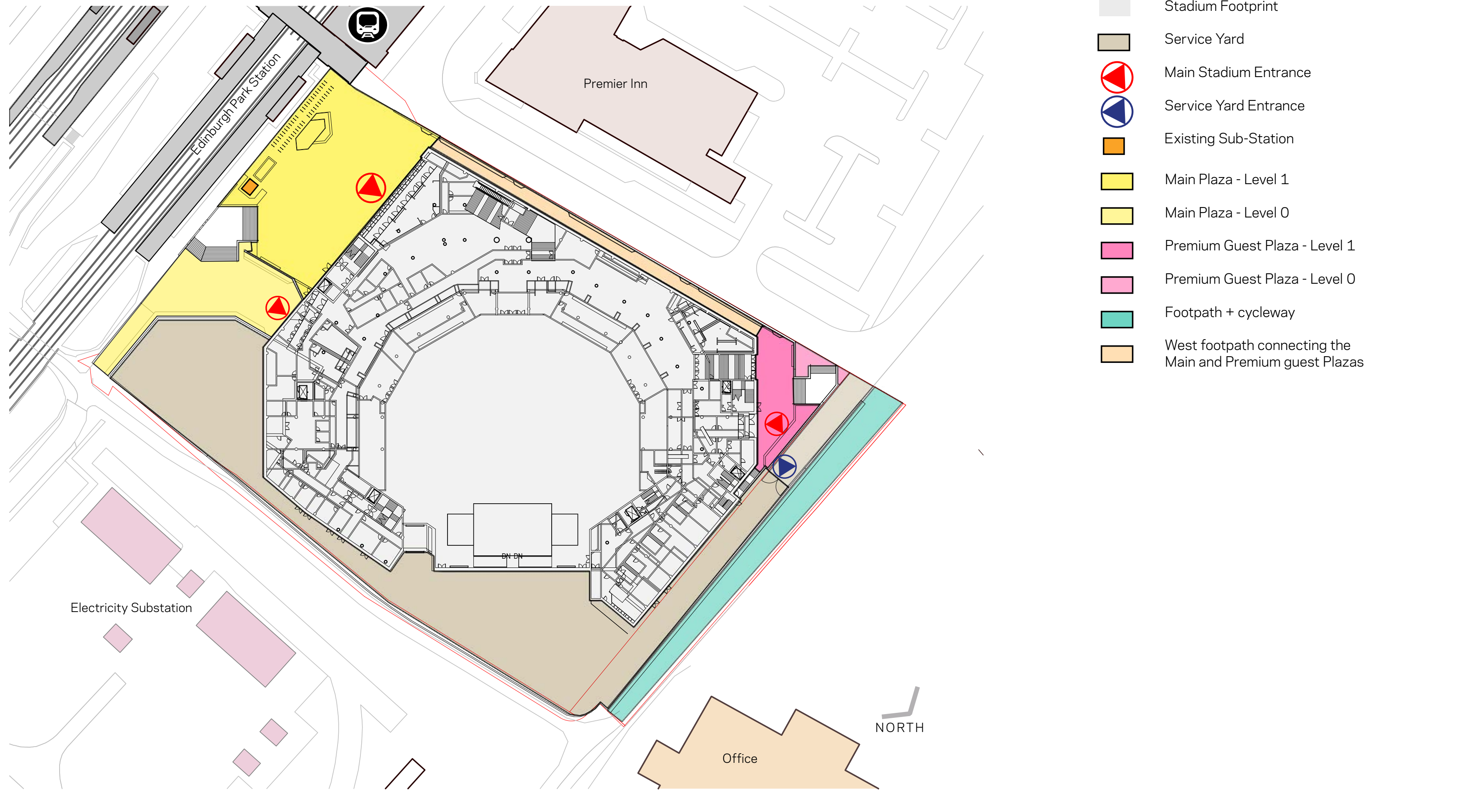
01 Regional train & tram connections



01 Local train, tram & bus connections



15 L0 Plan



15 L1 plan

08

Energy & sustainability

SUSTAINABILITY

The arena will meet high environmental and sustainability standards:

- BREEAM Excellent targetted.
- Passive design and low energy measures to ensure compliance under Building Standards and BREEAM.
- Adopted and emerging planning policy requirements.

The following key themes have been adhered to in the arena design:

- Holistic Sustainability
- Resource Efficiency and Emissions
- Wellbeing
- Mitigation of air pollution and Climate Impact:
- Sustainable Procurement

ENERGY STRATEGY

A step-by-step process has been followed to ensure the design has factored in all potential measures to reduce operational energy. These steps include:

- Building Fabric - Designing a highly efficient envelope in turn reduces the heating and cooling requirements for a building.
- System Design - Designing energy efficient MEP systems such as LED lighting, heat recovery and smart controls to reduce the building's energy demand
- Low Carbon Energy - Introduce highly efficient electrical low carbon equipment such as air source heat pumps, reducing the reliance on fossil fuels
- Renewable Technologies - Introducing electricity from renewable sources and on-site generation (photovoltaic array).

ECOLOGY

The development site is not environmentally sensitive. The completed Preliminary Ecological Appraisal for the subject land confirms that no statutory designated sites are present within the site boundary. Statutory designated areas are present within a 5km radius of the site boundary, however, none of the sites listed are considered ecologically connected to the site.

Opportunities for biodiversity gain such as a native hedgerow planting, species diverse planters and wildlife shelter provisions will be incorporated into the design.

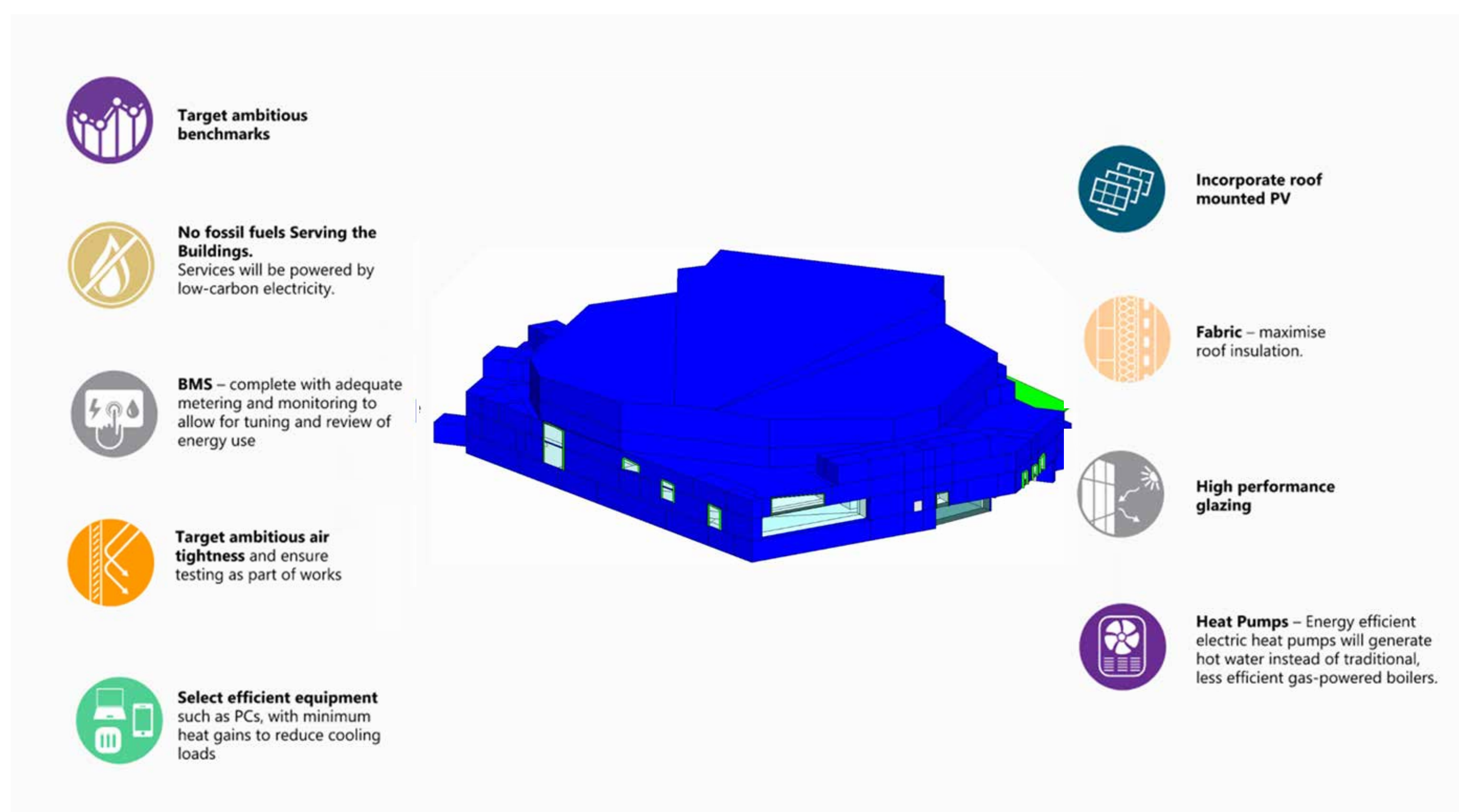
DRAINAGE SURFACE WATER MANAGEMENT & FLOOD RISK

Opportunities have been explored to reduce the volume of surface water from the site through rainwater harvesting and encouraging infiltration. The proposed surface water drainage strategy for the site follows the CIRIA SuDS manual. A proposed surface water strategy has been prepared with two connections to the public sewer: a south western connection and a north western connection. The shared footpath will drain to an independent swale. A separate foul drainage system will discharge to the existing public sewer at Lochside Court.

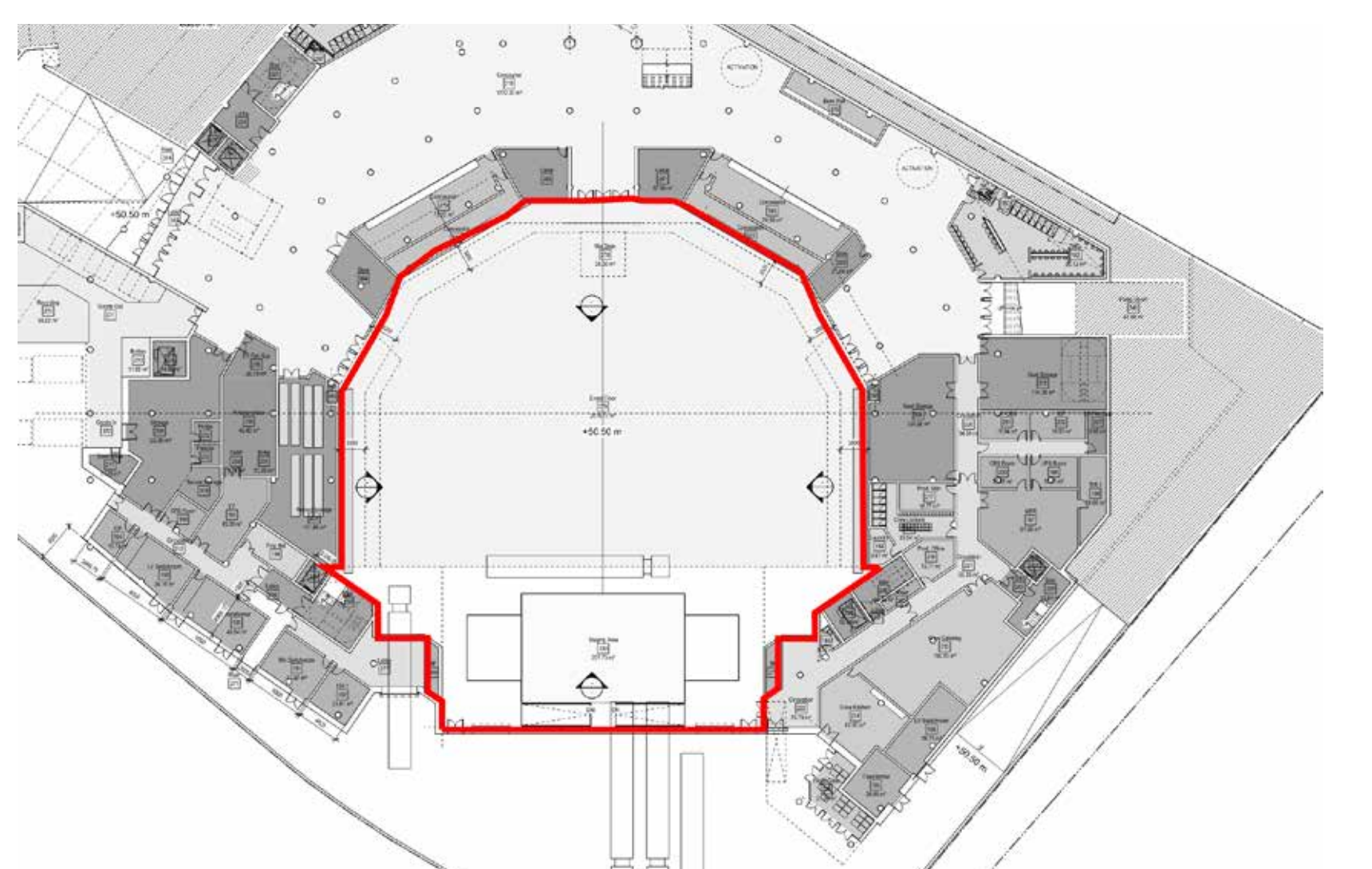
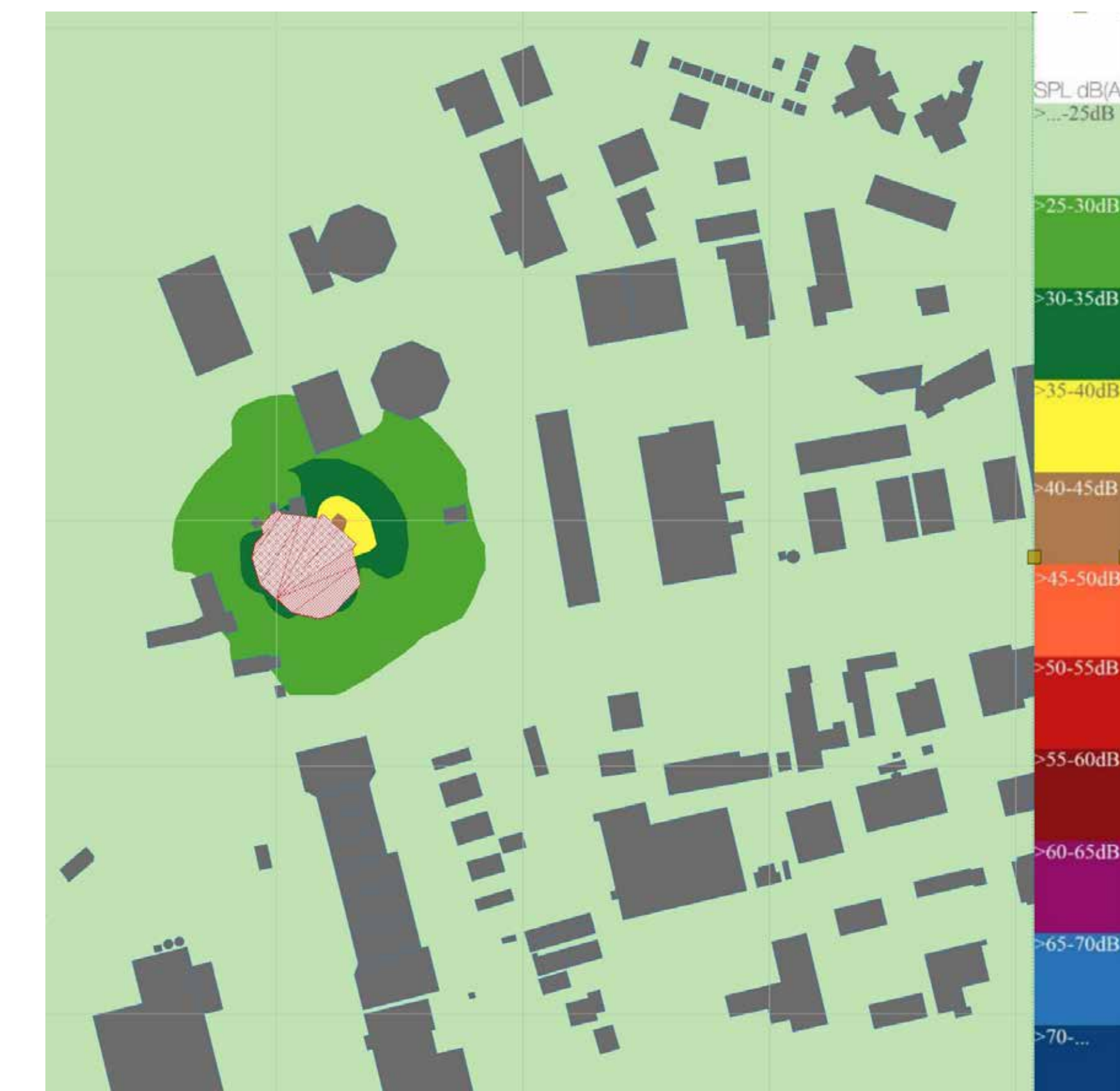
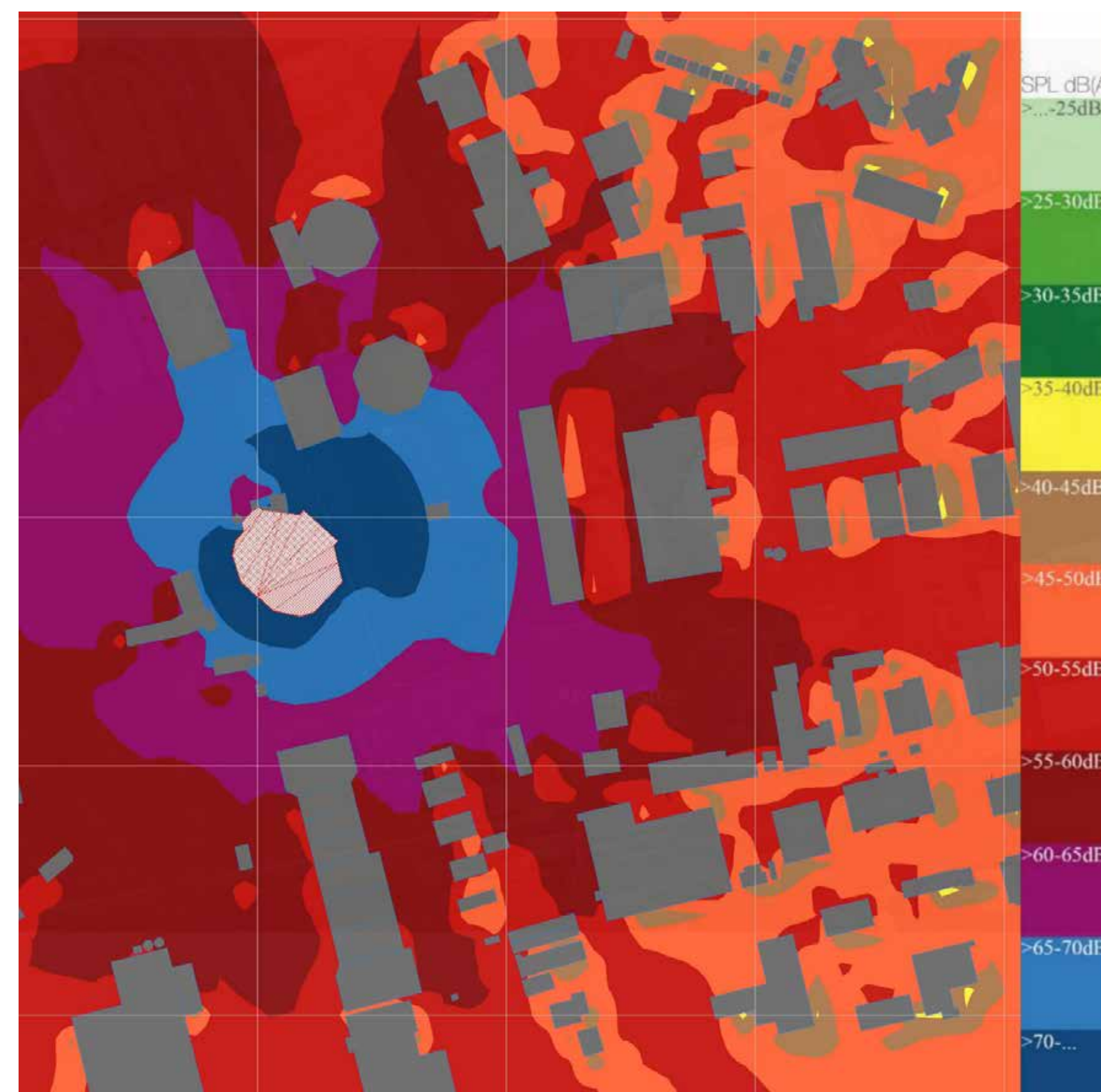
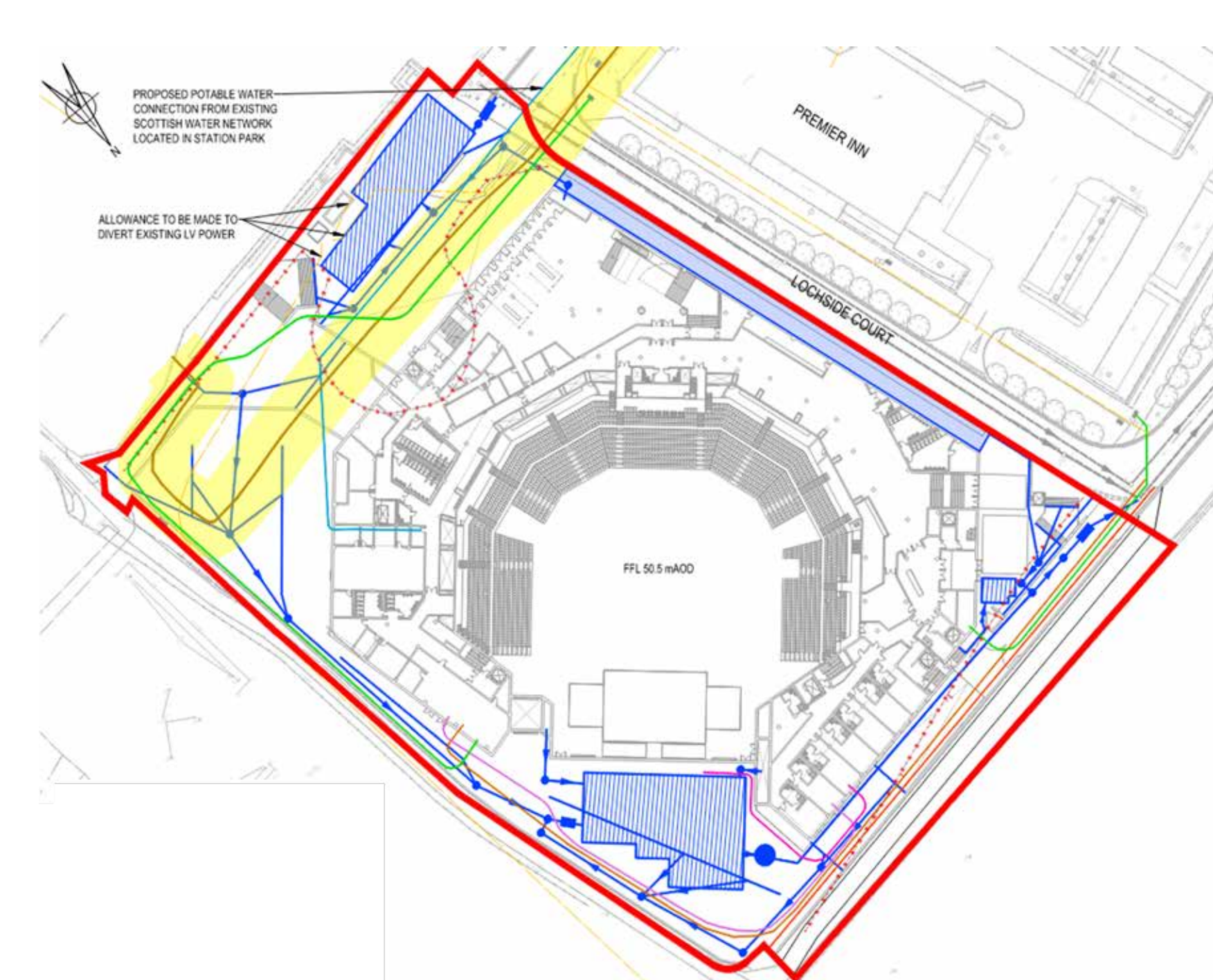
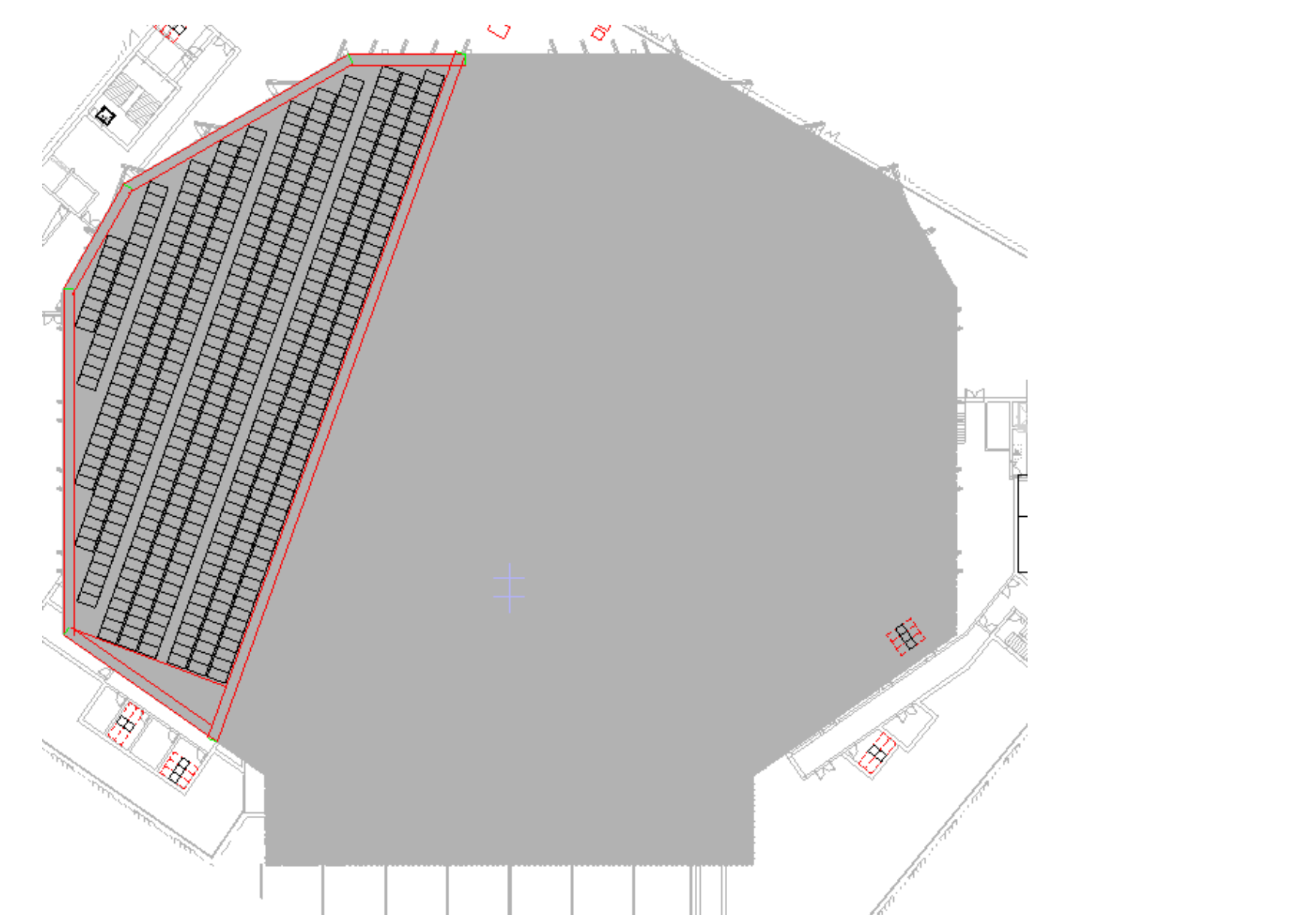
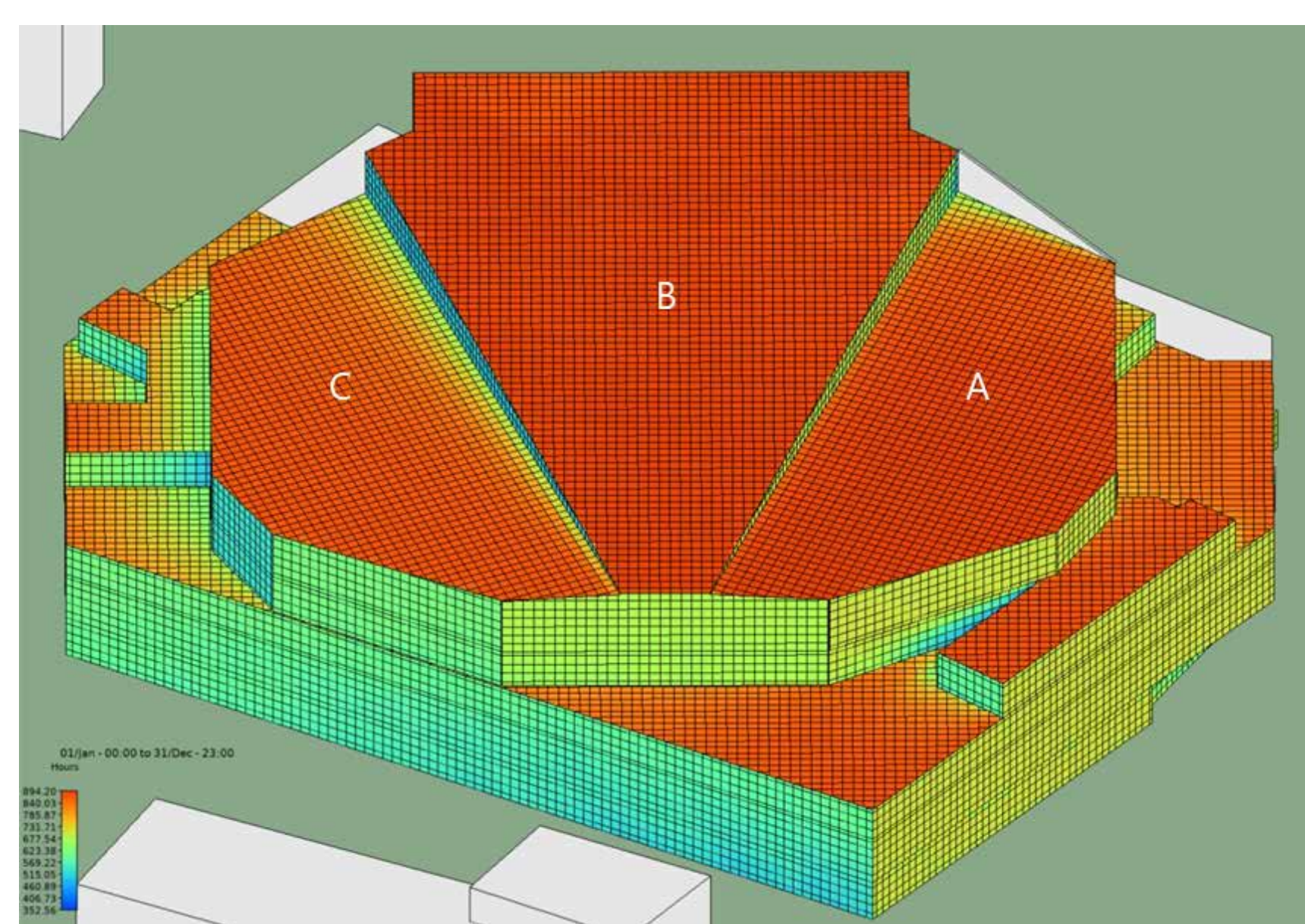
A flood risk assessment is being undertaken consistent with the latest guidance. The assessment will consider all risks of flooding. The overall flood risk to the site is considered low, with the site located outside of the SEPA national fluvial flood maps. Any small, localised risk of surface water flooding to the site will be managed through the site drainage system / design of site levels.

ACOUSTICS

The levels of acoustic attenuation for arenas are onerous, meaning acoustic performance comprises a core component of the design. The main performance hall/arena itself will be surrounded internally (at lower levels) by walls/partitions that provide the main line of acoustic attenuation. The acoustic performance is supplemented through the design of the façade, external envelope walls and roof design. An Arena breakout noise study has been carried out to determine the noise impact during concert events. The arena design will satisfy the required criteria, with entertainment noise (LAeq) controlled to NR 15 inside the nearest noise sensitive receivers.



01 Fabric & MEP approach



Process & Next steps

DATE / TIMEFRAME	STAGE
04 December 2023	<input type="radio"/> Public Consultation Event 1
09 January 2024	<input type="radio"/> Public Consultation Event 2
Mid February 2024	<input type="radio"/> Submission of Application for Planning Permission
February-May 2024	<input type="radio"/> Assessment of application by Planning Authority
June 2024	<input checked="" type="radio"/> Determination of planning application

Your opinions are important to us! Please fill in a form and hand to a member of the public consultation team, or complete the corresponding online form at:

edinburghparkarena.com/feedback

Following the pre-application public consultation process, an application for planning permission will be submitted in early 2024. There will be the opportunity for interested parties to make formal comments on the proposals to the planning authority at that stage.

We hope to have a decision by Summer 2024.

IMPORTANT NOTE: *Any comments made at this pre-application stage do not constitute formal representations to the planning authority and would not be considered as part of any future planning application. There will be further opportunity to make representations to the City of Edinburgh Council following submission of the planning application.*

PROJECT TEAM	DISCIPLINE
HOK	Architecture & Landscape
Savills	Town Planning & Socio-Economics
Buro Happold	Acoustics, Engineering, Energy, Sustainability & Utilities
Atelier Ten	BREEAM
Envirocentre	Ecology
Kaya	Flood Risk
Tetra Tech	Transportation
Movement Strategies	People Movement