

London Legacy Development Corporation Quality Review Panel

Report of Planning Application Review Meeting: Olympic Stadium wrap

Thursday 23 September 2015

Level 10, 1 Stratford Place, Montfichet Road, London E20 1EJ

Panel

John Lyall (chair)
David Bonnett
Ed McCann

Attendees

Allison De Marco	LLDC Planning Policy and Decisions Team
Sarah Birt	LLDC Planning Policy and Decisions Team
Deborah Denner	Fortismere Associates
Tessa Kordeczka	Fortismere Associates

Report also copied to

Anthony Hollingsworth	LLDC Planning Policy and Decisions Team
Andrew Tesseyman	London Legacy Development Corporation
Catherine Bruce	Savills

Note on process

The Quality Review Panel comments below follow on from a pre-application review of the Olympic Stadium wrap. Panel members who attended the previous meeting were: Peter Studdert (chair); John Lyall; Ed McCann; and Tom Lonsdale.

1. Project name and site address

Olympic Stadium, PDZ 3, Queen Elizabeth Olympic Park
Planning application reference: 15/00396/FUL; 15/00397/ADV

2. Presenting team

Mark Craine	Populous
Martin Gaunt	London Legacy Development Corporation
Terry Reeves	Philips

3. Planning authority's views

Steel mullions are to be installed to the Olympic Stadium façade to support a digital LED wrap. The wrap will not extend to the west segment of the stadium, facing Hackney Wick and Fish Island.

Detailed parameters for content and use of the stadium wrap have been developed. These apply to four scenarios: stadium name design (default); stadium event day; park event day; and non-event or non-sports event day.

Local residents have been consulted on the proposed illumination of the stadium wrap. The planning authority has questioned the proposed active illumination for four hours on every non-event day.

The planning authority notes that light intensity levels will be comparatively low.

4. Quality Review Panel's views

Summary

The panel repeats its support for the design of the Olympic Stadium wrap. It considers this to be a well considered and innovative solution to signage for the stadium. The involvement of Populous, the original stadium architects, in designing the wrap is welcome, and has resulted in a delicate, well integrated structure to support LED lighting. The success of the wrap will depend on the quality of content displayed. The panel is reassured that a robust management strategy to control both use and content of the wrap forms part of the planning submission. It also welcomes analysis demonstrating that the anticipated energy consumption of the wrap will be a small percentage of the stadium's overall consumption. These comments are expanded below.

Wrap design

- The panel repeats its support for the design of vertical mullions supporting LED lighting – which has been arrived at after rigorous and careful analysis.

- It finds the wrap design to be a subtle and skilful solution, which respects the quality of an elegant and iconic stadium.

Lighting management strategy

- While admiring the design of the wrap, the panel had stressed that its success would depend largely on the quality of material displayed when illuminated.
- In broad terms, the panel finds the operational plan developed for usage and content to be appropriate and reasonable.
- This specifies details for each of four scenarios: default; stadium event day; park event day; and non-event and non-sports event day. Usage parameters include: maximum number of events; originators of content; segments to be illuminated; hours of display; and light intensity levels.
- The panel notes that planning officers have queried the proposal for four hours active illumination on non-event days – and agrees that this should be given further consideration.
- The panel thinks that both the angle of the LED displays on the stadium façade and also maximum light intensity levels should result in a comparatively subtle and restrained effect.
- The panel had previously stressed the importance of ensuring that content did not detract from the visual integrity of the stadium and the wider Queen Elizabeth Olympic Park – and in particular avoiding any brashness and unnecessary intrusiveness.
- The panel therefore welcomes the intention of E20 Stadium LLP to ensure content that will both protect and enhance the reputation of the stadium and Park.
- The panel is pleased to see provision for content by community groups within the proposed parameters for non-event days. Again, it stresses the importance of maintaining high quality content.
- The panel discussed the potential of illumination of the wrap, including dynamic displays, to cause disturbance to residents close to Queen Elizabeth Olympic Park.
- On balance, it considers that the wrap design, the detailed conditions set for its content and hours of usage, and a responsible approach adopted by E20 Stadium LLP will result in a reasonable and acceptable environment for neighbouring residents.
- In this context, it welcomes the fact that there has been consultation with the local community; and also that, following the first occupation of the East Wick and Sweetwater developments, no content will be displayed on the segment facing those developments.

- The panel also acknowledges that some residents may have chosen or will choose to live around Queen Elizabeth Olympic Park because of its attractions and facilities, including the stadium – which on stadium event days will itself be highly lit.
- The panel also suggests that the wrap's LED lighting could be used, when necessary, to display urgent safety and security notifications, as well as other public service announcements. This could offer a significant additional advantage to the wrap.

Sustainability

- The panel had previously raised questions about the energy consumption of the wrap – and how its projected annual energy consumption related to the total used by the stadium.
- It therefore welcomes reassurances that anticipated average energy consumption (over event and non-event days) is 1.1% of the stadium's total energy consumption.

Next steps

- The Quality Review Panel is pleased to support approval of the planning application for the Olympic Stadium wrap – subject to finalisation of the operation and management plan in consultation with planning officers.