

MSG SPHERE

DIGITAL DISPLAY CONTENT CONTROLS

August 2020



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1.0 INTRODUCTION

- 1.1. This report has been prepared by DP9 Limited on behalf of Stratford Garden Development Limited (the Applicant) in support of the pending full application (19/00097/FUL) and advertisement consent application (19/00098/ADV) (the Applications) at land lying to the west of Angel Lane, Stratford, London, E15 1AA (the Site) for a new music and entertainment venue - MSG Sphere (the proposed development).
- 1.2. A separate application will be submitted by the Applicant for the change of use of 406 existing car parking spaces on the ground floor and levels 4, 5 and 6 of the multi-storey car park at Stratford International Station from the existing use to use associated with MSG Sphere.
- 1.3. This report sets out the proposed conditions to control the content shown on the digital displays that form part of the proposed development, which are informed by the detailed assessments that are submitted in support of the Applications.
- 1.4. The controls relate to the following matters:
 - Safeguarding residential amenity;
 - Safeguarding health;
 - Mitigating road user distraction;
 - Mitigating rail driver and station operations distraction;
 - Security;
 - Controlling advertising content.
- 1.5. The controls will be secured by the proposed planning conditions in Section 3.
- 1.6. As the digital displays have the capability to show advertising and non-advertising content, the proposed conditions will be attached to the planning permission and the advertisement consent (excluding condition 5, which will only apply to the advertisement consent).

2.0 THE PROPOSED DIGITAL DISPLAYS

- 2.1. The proposed development comprises an innovative design, of the highest architectural quality, and has been designed by some of the world's leading venue and event designers to deliver a world class music and entertainment venue.
- 2.2. The external surface of the sphere will comprise stainless steel panels with embedded Light Emitting Diodes (LEDs). The LEDs are fully programmable and are an integral part of the high-quality, unique design. See the supporting Design and Access Statement for further details.
- 2.3. The sphere façade will be capable of displaying a wide range of advertising and non-advertising content, including:
- **Event imagery** – this could include videos of an artist at a previous performance or a promotional piece in advance of a show;
 - **Media/public art** – the sphere façade will be a large-scale canvas for dynamic media and public art content;
 - **Topical events** – the sphere façade could be lit in colours specific to a topical event;
 - **Advertising** – the display of advertising content and naming rights.



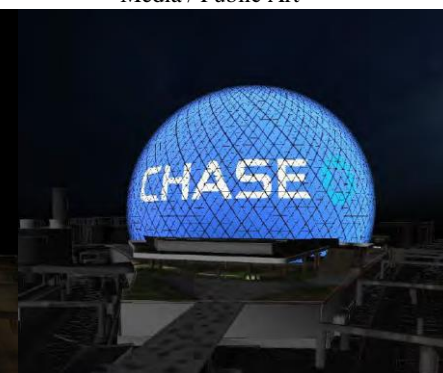
Event imagery



Media / Public Art



Topical events



Advertising

Other digital displays

- 2.4. The proposed development includes other digital displays across the Site (in addition to the LED surface of the sphere) that could display advertising and non-advertising content. These include:
- Three digital billboards on the western elevation of the podium façade;
 - LED ribbon display incorporated within the architecture of the upper terraces;
 - Lighting incorporated into the gates of Bridges 1 and 2; and
 - LED lighting incorporated into the Bridge 3 glass gate.
- 2.5. All of the proposed digital displays would be subject to the various controls secured by condition outlined in Section 3.

3.0 DIGITAL DISPLAY CONTROLS

- 3.1 This section sets out the proposed conditions to control the content shown on the digital displays (comprising the LED sphere façade and other digital displays described in Section 2).
- 3.2 Conditions 1 – 7 are informed by the following detailed assessments that have been submitted in support of the Applications:
- Road User Safety Report;
 - Rail Safety Report;
 - Residential Amenity Assessment;
 - Health Impact Assessment.
- 3.3 The assessments conclude that the effects associated with the digital displays can be appropriately mitigated and controlled by the proposed planning conditions. A detailed visual content management strategy is required as part of condition 4, which will determine the specific controls on the digital displays in relation to road safety, rail safety and health considerations.
- 3.4 Condition 8 relates to controlling advertising content and condition 9 is in relation to security considerations.
- 3.5 As the digital displays have the capability to show advertising and non-advertising content, the proposed conditions will be attached to the planning permission and the advertisement consent (excluding condition 5, which will only apply to the advertisement consent).

No.	Proposed condition	Reasons
<i>Residential amenity</i>		
1.	The digital displays hereby approved shall be turned off or placed in a low luminance ‘stand by’ mode from 00:00 (Monday – Friday) and 00:15 (Saturday and Sunday) to 06:00 from 1st April – 31st August (inclusive) and to 07:00 from 1st September – 31st March (inclusive), unless otherwise agreed in advance by the Local Planning Authority.	To safeguard the amenity of surrounding residential properties. Please refer to the Residential Amenity Assessment.
2.	The maximum illumination from the development hereby approved (including the digital displays and podium lighting in combination) measured at the surrounding residential and quasi-residential properties (Legacy Tower, Stratford Eye, New Garden Quarter, Moxy Hotel, Railway Tavern and Unite Students Accommodation) shall not exceed: a.25 lux from 06:00 (1st April – 31st August [inclusive]) and 07:00 (1st September – 31st March [inclusive]) to 23:00; and b.5 lux between 23:00 and 00:00 on Sunday to Thursday; c.5 lux between 23:00 and 00:15 on Friday and Saturday;	To safeguard the amenity of surrounding residential properties. Please refer to the Residential Amenity Assessment and the Environmental Statement (Chapter 11: Light Intrusion and Upward Sky Glow and Chapter 17: Mitigation and Monitoring Schedule).

	<p>(except where existing luminance levels at the monitoring station on surrounding buildings already exceed the above levels due to existing street or other lighting sources, in which case the development hereby approved will not be deemed to increase those existing luminance levels).</p>	
<p>3.</p>	<p>Prior to the first operation of the digital displays hereby approved, a strategy detailing measures to monitor illuminance levels at surrounding residential and quasi-residential properties (Legacy Tower, Stratford Eye, New Garden Quarter, Moxy Hotel, Railway Tavern and Unite Students Accommodation) shall be submitted to and approved in writing by the Local Planning Authority.</p>	<p>To safeguard the amenity of surrounding residential properties.</p>
<p><i>Visual content management strategy</i></p>		
<p>4.</p>	<p>Prior to the first operation of the digital displays hereby approved a visual content management strategy shall be submitted to and approved in writing by the Local Planning Authority. The visual content management strategy shall include:</p> <p>a) controls to mitigate impacts on human health, including:</p> <ul style="list-style-type: none"> • Restricting the display of flashing images; • Determining the maximum speed of moving images. <p>b) controls to mitigate road user distraction, including:</p> <ul style="list-style-type: none"> • Determining the maximum brightness of the digital displays; • Determining a minimum display time for each image/display; • Determining the intervals between each display; • Determining the maximum speed of moving images; • Restricting the display of flashing images; • Restricting the display of phone numbers, websites or e-mail addresses; • Restricting the display of symbols which resemble any road traffic signage or signals; • Measures to revert the digital displays to a default display if a malfunction occurs. <p>c) controls to mitigate rail driver and station operation distraction, including:</p> <ul style="list-style-type: none"> • Restricting the brightness of the digital displays; • Restricting the maximum speed of moving images; 	<p>To ensure the development is appropriately mitigated in the interests of health considerations.</p> <p>To ensure the development is appropriately mitigated in the interests of public (highways) safety.</p> <p>To ensure the development is appropriately mitigated in the interests of public (rail) safety.</p> <p>In the interest of public amenity, and to ensure high quality content with community engagement.</p>

	<ul style="list-style-type: none"> • Determining the intervals and between each display; • Restricting the display of symbols which resemble any rail signage or signals; • Restrictions on the use of certain colours in certain zones; • Zoning of display material. <p>d) a creative strategy that displays will be required to comply with.</p> <p>The digital displays shall not be operated other than in accordance with the approved visual content management strategy.</p>	
<i>Familiarisation strategy</i>		
5.	<p>Prior to the operation of the digital displays hereby approved, a strategy detailing the phased ‘switch on’ of the digital displays to familiarise road users and rail drivers with images being shown on the displays shall be submitted to and approved by the Local Planning Authority.</p>	<p>In the interest of public safety.</p>
<i>Monitoring</i>		
6.	<p>Prior to the operation of the digital displays hereby approved, a strategy detailing measures to monitor the effects of the digital displays on road user distraction shall be submitted to and approved by the Local Planning Authority, including:</p> <ul style="list-style-type: none"> • Membership of and measures to establish a monitoring group; • Remit of the monitoring group; • Contact details for a designated employee from the Applicant who will be available 24 hours a day and can be contacted by the Police or Council officers to discuss relevant incidents and accidents. <p>The strategy shall be implemented as approved.</p>	<p>To ensure the development is appropriately mitigated in the interests of highways safety.</p> <p>Please refer to Public Safety Report: Road User Distraction Study.</p>
7.	<p>Unless agreed in writing by the Local Planning Authority, an operational monitoring report shall be submitted for approval every year on the anniversary of the first date of operation of the digital displays and shall include as a minimum:</p> <p>a) Monitoring data for illuminance levels at the surrounding residential and quasi-residential properties (Legacy Tower, Stratford Eye, New Garden Quarter, Moxy Hotel, Railway Tavern and Unite Students Accommodation) including details of any occurrences of the lux levels of lumens exceeding what has hereby been approved;</p>	<p>To ensure the development is appropriately mitigated in the interests of public amenity and light pollution.</p>

	<p>b) Details of all complaints that have been received by the Applicant in relation to the digital displays;</p> <p>c) Details of any additional mitigation proposed to address information pertaining to (a) and (b) above;</p> <p>Upon approval by the Local Planning Authority of each annual operational monitoring report the digital displays shall be operated in accordance with the approved mitigation details and recommendations.</p>	
<i>Advertising</i>		
8.	<p>Other than the name of the venue (and any naming rights sponsor), advertisements shall only be displayed for a maximum of 50% of the time when the Sphere facade is not switched off or in 'standby mode'.</p>	
<i>Security</i>		
9.	<p>Prior to the operation of the digital displays hereby approved, details of hacking mitigation measures will be submitted to and approved by the Local Planning Authority and such approved measures shall be complied with at all times during the operation of the digital displays.</p>	<p>To ensure the development is appropriately mitigated in the interests of security considerations.</p>

4.0 CONCLUSION

- 4.1. This report sets the proposed controls to be placed on the digital displays that form part of the proposed development, which are informed by the detailed assessments submitted in support of the Applications. The controls would be secured by planning condition relate to the following matters:
- Safeguarding residential amenity;
 - Safeguarding health;
 - Mitigating road user distraction;
 - Mitigating rail driver and station operations distraction;
 - Controlling advertising content;
 - Security.
- 4.2. As the digital displays have the capability to show advertising and non-advertising content, the proposed conditions (excluding the advertising content controls) will be attached to the planning permission as well as the advertisement consent.