MSG SPHERE

PLANNING STATEMENT

FEBRUARY 2019
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1.0 INTRODUCTION

1.1. This Planning Statement has been prepared by DP9 Limited and is submitted in support of a planning application (the Planning Application) at land lying to the west of Angel Lane, Stratford, London, E15 1AA (the Site) on behalf of Stratford Garden Development Limited (the Applicant) for a new music and entertainment venue - MSG Sphere.

1.2. An Application to Display Advertisements (the Advertisement Application) is submitted alongside the Planning Application. This includes the display of advertisements on the external surface of MSG Sphere and other locations within the Site, necessary for branding, displaying public information and details of forthcoming events, and commercial advertisements.

1.3. The Site is located within the London Borough of Newham (LBN) but falls within the jurisdiction of the London Legacy Development Corporation (LLDC), a Mayoral Development Corporation established in 2012. The LLDC has taken on the planning functions of the Olympic Delivery Authority (ODA), the London Thames Gateway Development Corporation and LBN, Hackney, Tower Hamlets and Waltham Forest for the land within its area.

1.4. The Site is 2.98 hectares and is currently vacant and inaccessible to the public – bound on all sides by railway lines. It comprises predominantly of hardstanding, and was last used as a temporary coach park during the 2012 Olympic Games.

The Proposed Development

1.5. MSG Sphere will be a state of the art live music and entertainment venue in Stratford (the Proposed Development). It will revolutionise the audience experience bringing unforgettable nights out for fans – from the UK and around the world. It is 120m wide and has a height of 90m above ground level (equating to 96.5m Above Ordnance Datum), and has a total floorspace of 80,744 sq. m (GIA).

1.6. The Applicant considers London to be an ideal location for the Proposed Development. The City is an established stopping point for acts on a world or European tour. However, it currently has only two dedicated large capacity arenas - the O2 Arena (20,000), and SSE Arena, Wembley (12,500) - that are capable of hosting the major acts that commission world and European tours.

1.7. The Applicant has commissioned a study by Sound Diplomacy to benchmark London’s major dedicated entertainment venues (as above) against four other major cities: Berlin, Paris, Madrid and New York City.

1.8. By comparing the populations of these cities to how many entertainment venues they have, the study sets out the average population size per venue. The study demonstrates that London has the highest ratio (4.39 million people per venue), with almost 1 million people-per-venue ahead of the next-most densely serviced city (Berlin).

1.9. Furthermore, the study outlines that New York, the only city listed with a comparable population size as London, has 7 major venues equating to 1.2 million people per venue. In addition, the study outlines that the New York market’s 7 dedicated
entertainment venues hosted 299 concerts in 2017, whereas the London market’s 2 large venues hosted 183 concerts.

1.10. Therefore, London has an undersupply of dedicated large entertainment venues in comparison to other major world cities.

1.11. More specifically, Stratford is the ideal location for the Proposed Development due to the area’s wide-ranging business, visitor, sporting and cultural offer, excellent infrastructure and connectivity, and positive planning policy context.

1.12. The Proposed Development will deliver a significant number of benefits, including:

- Delivery of a world-leading, technologically-advanced entertainment and music venue, which accords with the Mayor of London’s vision to protect and promote music venues;
- Further enhancing London as a world class visitor destination, and demonstrating confidence in the UK and London economy, and in Stratford as the chosen location for this major investment;
- Supporting Stratford’s Metropolitan Centre designation and contributing towards its evolution into an International Centre classification, as identified in the London Plan;
- Complementing other planned projects in Stratford, such as the new cultural quarter in Queen Elizabeth Olympic Park, East Bank;
- Supporting the growth and diversification of the visitor economy and night-time economy in Stratford and London as a whole, in accordance with the Mayor’s 24-hour vision;
- Providing an exceptionally high quality, iconic landmark building, on a currently undeveloped, unattractive, land locked site, at the heart of the Metropolitan Centre, in accordance with a longstanding planning policy objective and site allocation;
- Delivering substantial economic benefits, including generating and supporting a significant number of employment opportunities in Stratford and across the UK, alongside new workplace skills training. It is estimated that the Proposed Development would support approximately 1,000-1,100 Full Time Equivalent jobs directly on site (equivalent to 1,200-1,300 jobs accounting for part-time employment), of which approximately 20% are considered highly skilled positions, as set out in the supporting Employment and Skills Strategy prepared by Volterra. In addition, it is estimated that the Proposed Development once operational will support up to 3,200 direct, indirect and induced jobs across the UK, with over 2,900 of these in London;
- Delivering an entertainment/leisure use, as well as ancillary retail/commercial uses in line with Site Allocation SA3.1 of the LLDC Local Plan, which specifically allocates the Site for “large-scale town centre uses.” The Proposed Development will therefore support and contribute towards LLDC’s targets.
for additional retail space in Stratford, and enhance the vitality and viability of the centre, in line with planning policy objectives at every level;

- Unlocking the accessibility of the Site by delivering four new public connections into the Site, including three new pedestrian bridges into the Site – two of which are along Montfichet Road. In accordance with Site Allocation SA3.1, one of the new pedestrian bridges connects to the existing Town Centre Link Bridge. Therefore, the Proposed Development significantly improves the accessibility of the local area and helps to link the eastern and western parts of Stratford;

- Delivering exceptionally high quality, inclusively designed publicly accessible open space, and off-site contributions towards the remodelling of Montfichet Road. The highways design proposals for Montfichet Road reduce the dominance of vehicular traffic and improve the public realm, cycling facilities and the pedestrian environment. Works are also proposed to Angel Lane to reduce vehicle speeds and create a better environment for cyclists and pedestrians

- Providing a sustainable development which has excellent public transport accessibility, is located next to and connected to the District Network, incorporates a range of sustainability measures, and would achieve a minimum of BREEAM Very Good;

- Delivering a community programme, including the use of the small music venue for community events; and

- Delivering a significant contribution towards Mayoral Community Infrastructure Levy.

**The Applicant**


1.14. MSG is a world leader in live experiences. MSG presents or hosts a broad array of events in its diverse collection of iconic venues: New York’s Madison Square Garden, Hulu Theatre at Madison Square Garden, Radio City Music Hall and the Beacon Theatre; the Forum in Inglewood, a city in Los Angeles County, California; and The Chicago Theatre.

1.15. In addition, MSG owns legendary sports teams, including the New York Knicks and the New York Rangers; two development league teams – the Westchester Knicks and Hartford Wolf Pack; and e-sports teams through Counter Logic Gaming, a leading North American e-sports organization, and Knicks Gaming, MSG’s NBA 2K League franchise.

1.16. Also under the MSG umbrella is the TAO Group, a world-class hospitality group with globally-recognised entertainment dining and nightlife brands: Tao, Marquee, Lavo, Avenue, Beauty & Essex and Vandal.

1.17. MSG Sphere will be MSG’s first large-scale international venue. MSG has previously announced that it will also build an MSG Sphere venue in Las Vegas.
Planning Application submission content

1.18. In addition to this Planning Statement, the Planning Application is supported by a series of plans and associated documents, the scope of which has been discussed and agreed with LLDC officers. The Planning Application comprise the following:-

- Application form, ownership certificate and notices
- CIL Additional Information Form
- Site location plan (1:1250)
- Existing site plan
- Proposed drawings:
  - Site plans
  - Floor plans
  - Sections
  - Elevations
  - Façade details
  - Bridges
- Proposed landscaping drawings
- Design and Access Statement
- Employment and Skills Strategy
- Statement of Convergence
- Statement of Community Involvement
- Transport Assessment (see Environmental Statement Volume 4)
- Visitor Travel Plan
- Staff Travel Plan
- Outline Construction Logistics Plan
- Draft Delivery and Servicing Plan
- Concept of Operations
- Flood Risk Assessment (including Surface Water and Foul Sewage Drainage Strategy) (see Environmental Statement Volume 3)
- Utilities Assessment
- Site Waste Management Strategy
- Operational Waste Management Plan
- Security Strategy
- Energy Assessment
- Sustainability Assessment
- BREEAM Pre-Assessment
- Ventilation/Extraction Assessment
- Arboricultural Survey
- Heads of Terms for S106 Agreement

1.19. The Planning Application is also accompanied by an Environmental Statement (ES), prepared by Trium Environmental, which has been scoped with LLDC and other consultees. The contents of the Environmental Statement (ES) are as follows:-

- **Volume 1:**
  - Chapter 1: Introduction and EIA Methodology
  - Chapter 2: Alternatives & Design Evolution
  - Chapter 3: The Proposed Development
  - Chapter 4: Enabling and Construction
1.20. In this Planning Statement, relevant chapters of the ES and other technical documents are referred to, where appropriate.

1.21. Draft S106 Heads of Terms are the subject of ongoing discussions between the Applicant, LLDC, LBN and Transport for London (TfL). The Heads of Terms for the S106 Agreement form part of the application submission.

Advertisement Application submission content

1.22. This Planning Statement (specifically Chapter 7) is also submitted in support of the accompanying Advertisement Application, in addition to the following:

- Application Form (combined with the application form for the Planning Application);
- Site Plan;
- Proposed Elevations;
- Advertisement Design Statement;
- The Environmental Statement submitted in support of the Planning Application cross refers and assesses the Advertisement Application, where relevant, including:
  - Volume 1 Chapter 1: Introduction and EIA Methodology;
  - Volume 1 Chapter 3: The Proposed Development;
  - Volume 1 Chapter 5: Socio-Economics and Health;
  - Volume 1 Chapter 11: Light Intrusion and Upward Sky Glow
  - Volume 1 Chapter 16: Mitigation and Monitoring Schedule

Structure of the Planning Statement

1.23. This Planning Statement is structured as follows:

- Section 2 describes the Site and surroundings and the relevant planning history;
• Section 3 describes the Proposed Development;
• Section 4 describes the pre-application process;
• Section 5 identifies the relevant national, regional and local planning policies;
• Section 6 assesses the development against relevant planning policies;
• Section 7 assesses the advertisement application against the relevant criteria;
• Section 8 sets out information relating to Community Infrastructure Levy and S106 Heads of Terms; and
• Section 9 sets out the overall conclusions.
2.0 SITE CONTEXT

The Site

2.1. The Site is located in LBN, but is within the planning jurisdiction of the LLDC. It measures approximately 2.98 hectares, and is shown in Figure 1 below.

2.2. The Site is currently vacant, comprising hardstanding and was last used for coach parking for the 2012 London Olympic Games.

2.3. Current vehicular access to the Site is via an access road owned by High Speed 1 (HS1) with a right of way in place for the substation located on the north west of the Site. The Site is not accessible to the public.

2.4. The Site is allocated for “large-scale town centre uses” in the LLDC Local Plan.

Surrounding land uses

2.5. The Site is bound to the north by railway lines running to and from Stratford International Station serving Eurostar and National Rail (Southeastern) services.
Beyond the railway lines to the north of the Site is an emerging residential development known as ‘Chobham Farm’.

2.6. To the east, the site is bound by the A112 Angel Lane and railway tracks running to and from Stratford Station serving London Underground Central and Jubilee Lines, London Overground and Dockland Light Railway services. Beyond the railway lines are recent developments comprising student housing, residential, and an hotel, and a site which has permission for a Youth Hostel and commercial (office) uses.

2.7. At the southern end of the site lies the Stratford Town Centre Link Bridge (TCLB). Further south is Stratford Station. The Olympic Stadium is located approximately 1 kilometre (km) to the south west of the Site.

2.8. To the west, the Site is bound by further railway lines running to and from Stratford Station, an Energy Centre operated by ENGIE, Montfichet Road and the Bus Station, and Westfield Stratford City Shopping Centre (Westfield).

Public transport accessibility

2.9. The Site has a Public Transport Accessibility Level (PTAL) rating of 6b (excellent i.e. the highest rating), and is one of the best-connected locations in London.

2.10. The Site is located immediately to the north of Stratford Station. There are three entrances to Stratford Station. The Northern Ticket Hall is located by the ground level Westfield entrance, underneath the TCLB. The Main Ticket Hall is located at the foot of the steps at the southern end of the TCLB. The Mezzanine Ticket Hall is located at the midpoint of the TCLB southern steps.

2.11. Stratford International Station is approximately a four-minute walk west of the Site, north of Westfield. This station offers DLR and HS1 services. Southeastern operate services on this line between King’s Cross and Kent, as well as Eurostar for international services, which do not currently stop at Stratford International Station.

2.12. In addition to these two key rail stations, Maryland station is a seven-minute walk away from Angel Lane and provides TfL Rail services to become Crossrail (the Elizabeth Line).

2.13. Two bus stations are located in the vicinity of the Site; Stratford City bus station, located on Montfichet Road between Westfield and the ENGIE centre, and Stratford bus station, located to the south of the Stratford Regional Station Main Ticket Hall. Between these bus stations 17 different services are available.

Cycling

2.14. The Site is 670m away from the Cycle Superhighway 2. This connects Stratford to Aldgate London Underground station via Stratford High Street and Whitechapel Station.

2.15. The nearest Santander Cycle Hire Station is located by the Northern Ticket Hall of Stratford Station, approximately 820m from the site, where 27 bicycles are available to hire. Dockless hire cycles also operate within the area, which are hired via a mobile app with no formal docking station.
**Heritage**

2.16. The Site is not located in a Conservation Area, and contains no listed buildings or other designated heritage assets.

2.17. There is one listed building within a 250m radius of the Site, The Theatre Royal, which is listed as Grade II*; the Theatre is embedded within the Stratford Shopping Centre.

2.18. The Church of St John the Evangelist, Grade II listed, is approximately 360m away to the east; it is within the Stratford St John’s Conservation Area, on the Broadway, to the east of the Stratford Shopping Centre. It is a free-standing building and is the focus of the Conservation Area.

2.19. There is a group of Grade II listed structures and buildings along the Broadway around the Church; the railings to the Church of St John the Evangelist, the Gurney Memorial Drinking Fountain, the Martyrs’ Memorial, the Education Offices, 3 K6 telephone kiosks, the King Edward VIII Public House, National Westminster Bank and St John’s House.

2.20. The University Conservation Area is further east along the Romford Road, over 700m from the Site.

2.21. There is one non-designated heritage asset on the Site - the former urinals on Angel Lane.

**Flood risk**

2.22. The Site is located in Flood Risk Zone 1 (low probability of flooding).

**Planning History**

2.23. The Site formed part of the comprehensive London Olympic Site Application (ref: 07/90010/OUMODA) and was used as for temporary coach parking during the 2012 Olympic Games, with temporary ramped access from Angel Lane.

2.24. The Site formed part of ‘Planning Delivery Zone 11’ (PDZ11) under permission 07/90010/OUMODA, which granted planning permission in PDZ11 for:

“The laying out of land for use as a coach drop-off and coach parking, surfaces and associated means of access involving the construction of buildings for use as driver and visitor facilities for use during the Olympic and Paralympic Games phases”.

2.25. Planning permission was subsequently granted on the Site on 1st May 2014 (ref:14/00029/FUL) for the retention of the existing hard surfacing, fencing and access works on the Site for a further temporary period.

2.26. Condition 2 of the permission states that “The works hereby granted shall be removed and the land restored to a condition to be agreed with the Local Planning Authority on or before the 1 January 2019.” It has been agreed with the LLDC that the existing condition of the Site is acceptable and no further works were required to be carried out before 1 January 2019 in response to condition 2 of permission 14/00029/FUL.
3.0 THE PROPOSED DEVELOPMENT

Description of the Proposed Development

3.1. The Proposed Development consists of a spherical shaped entertainment and music venue with associated ancillary uses that sits within a multi-layered podium that spans across the Site.

3.2. The Planning Application seeks detailed planning permission for:

“Development of a multi-use entertainment and leisure building comprising sphere, terraces, podium, plaza, ground and basement levels with an illuminated external display (sui generis use including flexible entertainment, assembly and leisure venue with an illuminated internal display, music venue, restaurant / members’ lounge / nightclub, bars, restaurants, cafés, retail and merchandising, hospitality and catering facilities, box office, security facilities, rehearsal spaces, back of house event facilities, offices, storage, vehicle parking, servicing and loading, external terraces with landscaping and café, bar, retail and open air entertainment facilities, and all supporting and complementary facilities for such uses) and the construction of new pedestrian and vehicular bridges, highway and access works, servicing, open space, hard and soft landscaping, demolition of existing structures, associated infrastructure, plant, utilities and other works incidental to such development”.

3.3. The Advertisement Application is submitted alongside the Planning Application. This includes the display of advertisements on the external surface of MSG Sphere and in other locations within the Site, necessary for branding, displaying public information and details of forthcoming events, and commercial advertisements.

3.4. The Advertisement Application is for:

“Consent to display advertisements on the illuminated external surface and illuminated and non-illuminated advertisements in other locations within the site”.

Scale and layout

3.5. MSG Sphere at its highest point is +96.50m Above Ordnance Datum (AOD) at the top centre of the Site, and is 120m wide.

3.6. MSG Sphere sits on a multi-layered podium, comprising levels 0, 1, 2 and 3. The Podium (Level 2) is the main arrival level and fills the entirety of the Site. It can be accessed from the proposed northern and southern Montfichet Road pedestrian link bridges, the proposed new pedestrian link bridge to the Town Centre Link Bridge (TCLB) and from the proposed Angel Lane entrance. The Podium contains various access points to the main venue.

3.7. The north and south Terraces (Level 3) can be accessed from the north and south of the Podium, and extends over and partially covers the Site. It contains landscaped areas and provides various access points into the main venue.

3.8. From the Podium, visitors to MSG Sphere can drop down into the Plaza (Level 1). This level contains further access points to the main venue space.

3.9. Level 0 below provides the majority of the ‘back of house’ facilities.
3.10. To the north of the Site there is a ‘Stage Box’ which protrudes from the sphere. The Stage Box has an inaccessible green roof above it to support wildlife. The Stage Box projects from the rear of the sphere, and contains rigging that supports lights, speakers and stage backdrops.

3.11. A range of ancillary commercial spaces form part of the Proposed Development to complement the main venue. These include:

- A smaller music club at Levels 0 and 1;
- A restaurant/bar at Level 1;
- Retail space at Level 1;
- Café space at Level 2 to the north;
- A restaurant/nightclub/members’ lounge at Levels 3, 4, 6 and 7.
- Office space at Level 1.

3.12. A basement level is proposed below Level 0. The basement will hold plant, tanks, and pumps associated with fire-fighting and potable water services. The basement is currently located at +2.5m AOD and will be circa 3.5m deep to the underside of the basement slab.

3.13. A summary of the primary uses on each floor (levels 0-20) is described below:

- Basement: contains plant, tanks, and pumps associated with fire-fighting and potable water services;
- Level 00: Music club, restaurant/bar storage and general services, main venue service level, back of house facilities, catering operation;
- Level 01: The Stage, the Plaza, Music Club, restaurant/bar, entry to main venue, office space and general services;
- Level 02: The Podium, entry to the main venue;
- Level 03: Restaurant/nightclub/members’ lounge, north and south Terraces and entry to the main venue;
- Level 04: Restaurant/nightclub/members’ lounge, ticketing, concourse structure;
- Level 05: Base of the stage box on the north terrace;
- Level 06: Restaurant/nightclub/members’ lounge, plant rooms and general services;
- Level 07: Restaurant/nightclub/members’ lounge, Internal circulation, plant and storage rooms;
- Level 08: Internal circulation, toilets and bars;
- Level 09: Internal circulation, toilets and bars;
- Level 10: Internal circulation, toilets and bars.
- Levels 11 – 20 contain back of house, lighting and general plant services provided between the external structure and the internal illuminated display.

**Quantum of development**

3.14. The Proposed Development has a total floorspace of 80,744 sq. m (GIA).

3.15. Full details of the scale and mix of floorspace proposed, and a schedule of areas, are set out in the Design and Access Statement.
Operation of the Proposed Development

3.16. The Proposed Development will be expected to operate up to 365 days per year, with approximately 300 ‘event days’ (i.e. events within the main venue) per year. There is the potential for more than one event per day, and for smaller events to run simultaneously i.e. in the main venue and ancillary spaces.

3.17. A range of events could be hosted in the main venue, including but not limited to concerts, residences, immersive experiences, family shows, award shows, product launches, corporate events and sporting events.

3.18. The timing of the events in the main venue will vary, but will typically be matinee, evening and overnight events. Please see the CONOPS for information on the timings of events in the main venue and operating hours of the ancillary commercial spaces.

Design

3.19. The Proposed Development is 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 building as well as a world class venue. MSG Sphere will become a new London landmark.

3.20. Full details of the design concept, the design evolution, and the Proposed Development, including linkages and external landscaping, are set out in the Design and Access Statement (DAS). This explains how the size, position (both in plan and section) and orientation (internal contents) of MSG Sphere are critical to the successful operation of the venue and its integration into the local context.

3.21. Numerous different sphere configurations were studied at the feasibility stage. Factors that were analysed to determine the best solution included (not in order of relevance) capacity, sphere size, overall height of the building, stage floor level and vertical transportation requirements and sphere geometry. This is set out in further detail within the DAS.

3.22. As set out above, the Proposed Development includes an extensively landscaped multi-layered podium. The Podium provides a significant amount of open space, in the form of two interconnected distinct spaces that connect to the surrounding area. Please see the landscaping section below.

Façade design and materials

3.23. The external surface of the sphere will comprise stainless steel panels with embedded LEDs. The programmable surface is an integral part of the event experience. The hours of operation, and brightness of the LED will be controlled by conditions to mitigate any impacts on sensitive receptors.

3.24. The LEDs will be held in pods fixed to individually removable triangular panels. Black, polished, stainless steel is used for the external façade to conceal the presence of the LEDs when they are not in use. This material will resist corrosion generally and will be unaffected by dust and pollution from the nearby railway lines, and ensure the external surface retains a consistent appearance over time.
3.25. As set out above, the Proposed Development sits on a multi-layered podium. The base of the podium will be made of concrete frame and brick. Glass balustrades will be provided at the exposed edges of the upper podiums.

3.26. The stage box projects from the rear of the sphere. Its geometry is concealed by a curved wall with an undulating timber surface. This surface also contains the glazed façade of the café to the north. The use of timber relates to the landscape treatment and contrasts with the hi-tech LED façade of the sphere. Its folding and undulating form softens its visual impact and creates a more natural looking surface, providing a backdrop for the surrounding planting.

**Site Access**

**Pedestrian access**

3.27. The Site is currently inaccessible to the public and is bound on all sides by railway lines. The Proposed Development includes four new pedestrian access points, which provide access to and egress from the Site, and also significantly improve the connectivity of the Site to the surrounding area.

3.28. Four pedestrian connections will be provided into the Site via:

- **The Northern Montfichet Bridge Link (Bridge 1)** - Access over the railway line to the west of the Site between the ENGIE energy centre and its ancillary building;

- **The Southern Montfichet Bridge Link (Bridge 2)** - Access over the railway line to the west of the Site onto Montfichet Road;

- **The Town Centre Bridge Link (Bridge 3)** - A new link bridge connecting the site onto the existing Town Centre Link Bridge;

- **The Angel Lane Link** - The amendment of the existing access on the east side of the site directly from Angel Lane.

3.29. The majority of visitors will arrive from the south of the Site, being closest to Stratford Regional Underground and Railway Station, and will access the Site via the new link connecting the site to the TCLB which currently connects visitors from Stratford High Street to Westfield.

3.30. The times which the Site will be publicly accessible are set out below:

- during the daytime between [06.00] and [00.00], the site will be open whenever there are premises open to the public on the site – these include not only the main entertainment venue but also the music club, bars, restaurants etc. – and all access points will be open to the public (including through routes across the site) subject only to the permitted closures described below;

- during the night after [00.00] until [06.00], MSG will be entitled to refuse access to members of the public if they are not intending to visit premises on the Site that remain open – this means that there will be no through route across the Site and entry to and exit from the Site may be controlled via a single access point to be chosen at MSG's discretion;
• at times when there are no premises open to the public on the Site, MSG will be entitled to close all site connections to the public (although suitable provision will be made available for anyone to leave the site safely and for staff access etc.);

• the North Hub will be kept open to the public and will be accessible from Angel Lane 24 hours a day (subject only to permitted closures).

3.31. The Applicant will be permitted to close some or all of the site connections for the following reasons:

• at any time where necessary to ensure that no more than 25,000 people are present on the Site;
• at any time in the case of emergency or in the interests of security or public safety;
• at any time for the purposes of maintenance, repair, cleansing, renewal or resurfacing;
• at any time where closure is necessary for the purpose of carrying out works of construction on the Site or the adjacent land (including any railway works);
• at any time for the holding of private events at the Development or events on the Site for which an attendance fee is payable;
• for a maximum of two days per year to assert rights of proprietorship preventing public rights from coming into being by means of prescription or other process of law;
• at times when there are no premises open to the public at the Development; or
• where reasonably required to avoid or prevent any crime or disorderly or antisocial behaviour or for any other reasonable and proper purpose.

Highways works / vehicular access

3.32. As part of the Proposed Development, alterations will be made to Montfichet Road, which includes reducing the number of traffic lanes, widening the footways and creating a dedicated cycleway. Associated landscaping works are also proposed.

3.33. Works are also proposed to Angel Lane to facilitate MSG Sphere’s service yards and to reduce vehicle speeds and create a better environment for cyclists and pedestrians.

3.34. Two new junctions will be created on the western side of Angel Lane/Leyton Road to provide vehicular access to the Site.

3.35. The first will be on Leyton Road, immediately opposite the junction with Windmill Lane and south of the existing junction with the HS1 service road. This junction will provide the primary entrance to the Site for delivery and servicing vehicles.

3.36. The new junction on Leyton Road will also provide access for maintenance vehicles for HS1 and UKPNS. A new bridge (Bridge 4) is proposed connecting the HS1 service road to the internal road network within the development site that will allow vehicles to cross the HS1 box north to south. The existing HS1 box crossing will be retained.
3.37. The second proposed junction is on Angel Lane approximately 30m north of the Angel Lane bridge head. This will provide access to the Site for delivery and servicing vehicles associated with event day activity.

3.38. The Transport Assessment provides a comprehensive overview of the proposed highways works and proposed vehicular access points.

**Car Parking**

3.39. The Site has a PTAL rating of 6b. 37 car parking spaces are provided on-site at ground level for use by key operational staff only.

3.40. No visitor car parking can be provided on site due to spatial constraints and safety and security reasons associated with parking in a live service yard.

3.41. Information relating to the provision of blue badge car parking is set out in the supporting Transport Assessment.

**Cycle Parking**

3.42. While the Proposed Development is Sui Generis, the most relevant standard is considered to be D2 use (Assembly and Leisure).

3.43. Cycle parking provision has been based on forecast mode shares. The trip generation exercise (see supporting Transport Assessment) shows that the Proposed Development will generate 102 cycling trips (22 spectators and 80 staff) for a full capacity event. However, in order to futureproof the Site for any increased uptake in cycling, 150 cycle parking spaces have been proposed.

3.44. 100 cycle parking spaces for staff are proposed to be located on the podium by Bridge 1. These will be provided as two-tier racks in two secure sheds (one shed with 40 spaces, another with 60 spaces). Additionally, 50 Sheffield stands will be provided on Montfichet Road for spectators, located underneath Bridge 2.

3.45. No cycle parking is proposed within the Proposed Development. This is because of the security implications of allowing cyclists to access the basement level of the building. There are also safety issues as the cyclists would only be able to access the cycle parking via the active servicing road.

**Landscaping works**

3.46. The design team has seized the opportunity to transform the Site, which is not currently publicly accessible, to incorporate extensively landscaped open spaces and deliver routes through the Site connecting Montfichet Road, Angel Lane and the TCLB.

3.47. The proposed landscaped areas within the Site will be publicly accessible (subject to the Applicant’s control, as detailed previously).

3.48. An overview of the proposed landscaped areas is set out below.

- **Main Arrival Podium (The Square) - Level 2 South.** This space will serve as an urban square and main point of arrival, directly accessed from the TCLB and the Southern Montfichet Bridge (Bridge 2). The space will incorporate high quality materials and landscaping, including robust raised planters on the
edges of the space to provide comfort from wind and softening the harder character elements of the space.

- **North Hub – Level 2 North.** This space has direct interface with Angel Lane. A design objective for this space is to create a strong connection with the wider Stratford community.

  This space will include a café. In addition, a bespoke designed nature play space is proposed near the outdoor seating of the café, which will provide subtle play opportunities for children aged from 2-12. The softscape surrounding this space includes robust native flower species and concrete raised planters providing seating opportunities and secondary movements of play. The space will also include an outdoor gym.

- **South Terrace - Level 3.** This space will include a tree lined frame providing mitigation against the wind and creating a high quality and unique sequence of park spaces, which will act as a landmark landscape destination.

  The space will contain high quality hardscape free of clutter to allow crowd flow towards entrances of the main venue during event mode, and will also enable internal hospitality to spill-out onto the space on an event day.

  This space has been designed to allow for potential pop-ups to occupy the space.

- **North Terrace - Level 3.** This space will comprise a timber deck area.

  3.49. In addition to the proposed landscaping works within the Site, landscaping works are proposed along Montfichet Road and Angel Lane, which are associated with, and complement, the proposed highways improvements.

  3.50. Further details of proposed landscaping, materials, and planting are included in the DAS.
4.0 PRE-APPLICATION PROCESS

4.1 This Planning Application is submitted following a comprehensive formal pre-application consultation process with officers at LLDC, LBN, the Greater London Authority (GLA) and TfL.

4.2 The Proposed Development has also been presented at the following meetings:

- LLDC Planning Committee on 27th March 2018, 24th July 2018 and 23rd October 2018;
- LLDC Built Environment Access Panel on 31st May 2018 and 1st February 2019;
- LBN Development Control Members Forum on 17th August 2018;
- LLDC Quality Review Panel on 12th July 2018 and 15th November 2018.

4.3 The Proposed Development has been subject to an extensive public consultation process. Various meetings have taken place with local community groups and public exhibitions were held between 7th and 14th July 2018, and between 29th September and 6th October 2018 (excluding 30th September). This is set out in detail within the Statement of Community Involvement (SCI).

4.4 The Proposed Development has also been discussed with a wide-range of additional stakeholders, which has assisted in informing the supporting application information. This is also set out in detail within the supporting SCI.

Pre-application meetings

LLDC

4.5 A comprehensive series of pre-application meetings have been held with the LLDC and advisors since the beginning of March 2018. Officers from LBN have also attended selected pre-application meetings. These meetings have covered a wide range of planning considerations.

4.6 Design related feedback was received from LLDC in October and January. The key points from the feedback are summarised below, along with a response from the Applicant.

<table>
<thead>
<tr>
<th>LLDC Comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Podium architecture</strong>: The solid base, the podium building and the sphere should read together as a composition and part of a cohesive development</td>
<td>The form of the Podium and the sphere are distinct and the concept behind the two elements is different. The Sphere is the centrepiece of the Proposed Development - it is high-tech, illuminated, crisply detailed and geometrically perfect. The Podium by contrast responds to site conditions, the boundary and the context. The Podium exhibits the influence of the Sphere with architectural details that radiate from the centre of the Sphere.</td>
</tr>
<tr>
<td><strong>Podium design/layout</strong>: The extent of the upper podium (Terrace) should be reduced, including exploring opportunities to pull back the western</td>
<td>The extent of the south Terraces has been reduced following feedback received during the pre-</td>
</tr>
</tbody>
</table>
The edge of the Terrace to enhance the arrival experience onto the Podium.  

application process, but cannot be reduced any further for the following reasons:

- The Terraces have been sized to respond to the quantum of people exiting the main venue from level 03 in the event of an emergency. Any further reductions to the extent of the south Terrace would mean insufficient space is provided for the safe evacuation of the building.

- Pulling back the western edge of the South Terrace is not feasible, as this would require the removal of landscape planting that has been sized and positioned to mitigate the wind impacts.

In addition, the Terraces protect the venue entrances from the weather and they allow spaces within the venue to spill out onto them when the weather allows.

The Podium level below the south Terrace will have daylight, as it is open on three sides. Importantly, the Terraces will offer well lit, secure, weather protected spaces for guests to gather before they enter the venue.

| Podium design/layout: Clarification on the scale and generosity of the undercroft to the podium and public zones. | The proposed 4.7m floor to ceiling height of the Podium is a generous clear height for a single storey space. Two issues have been addressed in the design. The first is the light quality under the terrace and the second is how the space under the terrace will be managed. The light quality issues have been addressed by designing an architecturally illuminated soffit with the addition of light wells at the rear of the deepest part of the terrace, which is 30m from an edge on the south. In the north, the terrace is only 15 - 20m in depth so light wells were deemed not to be required. The space under the soffit has an unobstructed view of the sky, is open on two sides and will have a high soffit light reflectance. These factors coupled with the fact that the spaces under the Terraces will be managed by the Applicant whilst the venue is open will ensure they are pleasant spaces to occupy.

The Plaza at level 1 is an internal space similar to the large concourses within the venue itself. The floor to ceiling heights of this level are fixed by the existing site levels / the level of the existing town centre link bridge, and the height required for the service level below. Similar to the Podium level, the rear parts of the Plaza will have skylights to
bring natural light into the depths of the space. The wall surfaces will also be reflective and illuminated.

**Podium design/layout:** We question the location of the café adjacent to Main Arrival Podium. It seems hidden and out of the way and doesn’t capitalise on the south west aspect of the public realm adjacent.

In response to this comment, the design of the Square has been developed without a fixed café built. Instead the intention is for this space to be served by pop-up units located on the south west edge of the space. This approach enables the ability to change the offer and visually opens up the space. It also ensures that guests entering from Bridge 3 can see the venue entrances at Podium level and see all of the exits from The Square.

A permanent café unit is proposed to the north of the Site.

**Podium design/layout:** Further details on the character of the Plaza level.

The primary use of the Plaza is for visitors to the main venue to enter the lower concourse and the floor of the venue. It will be enlivened by the presence of the music club, bar / restaurant and retail unit. The space is a transition from outside to inside the venue.

The internal finishes of the space will be opaque glass on the walls, an illuminated soffit and the same stone as on the Podium and Terrace floor. Places to dwell will be provided at the edges of this space and the facilities needed to serve the open space around the venue.

It is deliberately not designed as an outside space so that there are a variety of spaces at the south side of the venue - external (the Terrace), external but covered (the Podium) and internal, covered and naturally ventilated (the Plaza).

**Route legibility:** Clarification regarding the legibility of the routes from the main entrance square to Angel Lane, and the experience of these routes if they are covered.

Accordingly, modifications are encouraged to the north and south Terraces and podium staircases.

The geometry of the Sphere results in clear legible routes for visitors from the main arrival Podium (The Square) across the Site. The geometry ensures that visitors would be aware that if they want to reach Bridge 1 they would walk around the western edge of the sphere, and if they want to reach Angel Lane they would walk around the eastern edge of the sphere. This will be reinforced with wayfinding signage.

It is not considered that the extent of the Terrace will be detrimental to the environment/experience of the key pedestrian routes through the Site. On the contrary, the underside of the soffit of the Terrace will provide protection from the weather and allow the opportunity for the introduction of architectural lighting. At the narrowest part of the Podium the
balustrade around the edge of the Site changes to glass to help create a feeling of openness.

As set out above, the Terraces at level 3 protect the podium entrances into the main venue from the weather and provide an egress route in the event of an emergency from Level 3. The location of the stairs and escalator from the Podium to the south Terrace have been carefully positioned to the eastern side of the Podium for crowd flow purposes i.e. on the opposite side to the access onto the Podium from Bridge 2. In this context, moving the staircase to the western side of the Podium would impact on the crowds flows from Bridge 2. This would also contradict the suggestion of pulling back the western edge of the Terrace (as set out above).

| Bridge Architecture: Further information on the rationale for bridge design. | Bridge 1 and 2. These bridges are designed to appear as extensions of the Podium. They connect seamlessly with the podium parapet. In acknowledgement that they are adjacent to the ENGIE Building, they are clad externally in expanded metal similar to the ENGIE building. Bridge 3 connects to the TCLB and has been designed to look like an original part of the bridge. Therefore, the proposed Corten steel structural solution is consistent with the design of the TCLB. In addition, nuanced details are proposed that distinguish the bridge as part of MSG Sphere, such as setting back the glazing slightly on the inner surface of the bridge and installing an expanded metal that is similar to the material on Bridges 1 and 2 to the outside. Bridge 4 is being designed to appear as part of the HS1 railbox. This is a simple bridge connecting two service roads.
Please refer to the supporting DAS for further details. |
| Landscape, Planting and Play: Further detail required in relation to the landscaping, planting, play, street furniture, lighting, digital screens, balustrading and how this connects with the bridges. | Please refer to the landscaping section of the supporting DAS. |
| Internal Layouts: Further detail required in relation to how the different events spaces are accessed in different event modes and at different times of day. In particular, we would please refer to the supporting DAS. All guests enter the venue via levels 1 (plaza), 2 (podium) and 3 (terrace). The venue has been design for smooth operation during a full capacity event. |
like to understand anticipated queueing for events while others are exiting. With regards to queuing, it is unlikely that the operator of the venue would time an event such that people were queuing to enter (during the peak arrival time) at the same time as people are exiting the venue. This is because the operator needs to clean and re-set the venue between events. However, if this was to occur the operator would utilise the separate entrances and exits across the various levels, and would require the internal vertical circulation to be managed accordingly.

**Advertising:** Further details regarding the advertising strategy and clarification on how it has been developed in consideration of the lighting strategy. Please refer to the accompanying Advertising Application.

**Light strategy:** Further details required on the site-wide lighting strategy. Please see the supporting DAS.

**Wind:** Further details regarding the wind/microclimate conditions. Please see the supporting ES.

**Landscaping strategy:** Further details regarding the landscaping strategy. Please see the supporting DAS.

**Highways improvement works:** Further details regarding the highways improvement works to Montfichet Road and Angel Lane. Please see the supporting DAS and Transport Assessment.

**Outdoor gym:** There is an opportunity to integrate the outdoor gym into the long switchback ramp arrangement to create a more interesting route that will be used by all. The outdoor gym cannot be integrated into the wheelchair accessible ramp because of the adverse impact it would have on the available height above the service road.

**Accessible ramp:** Confirmation sought that the a 1:21 ramp has been achieved. The ramp gradient is now 1:21.

**Lift to Terraces:** Clarification on how the Terraces are accessed. Please see the supporting DAS.

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**LBN**

4.7 A separate meeting with officers from LBN was held on 21st December 2018. A formal written response was received on 7th February 2019. The key comments are set out below in addition to responses from the Applicant.

<table>
<thead>
<tr>
<th>LBN Comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design and Heritage</strong></td>
<td></td>
</tr>
<tr>
<td>The proposals are significant in height, bulk and scale and the environmental effects on wind and daylight/sunlight in particular will need to be robustly scrutinised to assess significant impacts.</td>
<td>The environmental effects of the Proposed Development are assessed in detail within the supporting ES. In particular, chapter 9 assesses wind/microclimate effects and chapter 10 assesses daylight/sunlight and overshadowing.</td>
</tr>
<tr>
<td>The development may also have a harmful impact on the setting and significance of heritage assets, including the Stratford St</td>
<td>The supporting Townscape Heritage and Visual Impact assesses the impact of Proposed Development on the setting and significance of</td>
</tr>
</tbody>
</table>
Johns Conservation and listed buildings within this area. While any impact is likely to be ‘less than substantial’ this will need to be quantified and balanced against any potential public benefits, in accordance with the NPPF tests.

The outer skin of the building has the potential to become the single largest piece of advertising and branding infrastructure in the United Kingdom, and the implication of these proposals would need careful consideration. It is noted that the applicant’s intention is to introduce advertising across the new bridge and within the public realm. Officers advise further consideration of the placement of the additional advertising that would have the potential to detract from the public realm.

Walking routes that are safe, well-lit and accessible to residents around and across the site are expected as part of this proposal to enhance the connectivity and permeability of the site. It is likely that public realm improvements will draw residents to utilising the area around the development as a walking route to and from the station and Westfield. The application would need to demonstrate consideration of this, safety measures, lighting and how, if parts of the walking routes need to be closed off, this can be communicated to residents. Any pinch points between the building and the site boundary should be avoided to ensure pedestrian flows around the building area not hindered.

We note the engagement with LB Newham Building Control services and reiterate the importance of a fire strategy that is communicated to everyone who will be involved in the management and day to day services of the various aspects of the proposal.

<table>
<thead>
<tr>
<th><strong>Transportation</strong></th>
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<tbody>
<tr>
<td><strong>Stratford Station</strong></td>
</tr>
<tr>
<td>Stratford Station is already experiencing congestion, particularly in the expanding PM peak period, and so the operational and capacity impact to it will need to be carefully considered. We would expect a number of scenarios that will need to be tested, such as worse case scenarios where a full capacity event is on at the Sphere coinciding with the</td>
</tr>
</tbody>
</table>

| heritage assets, including the Stratford St Johns Conservation Area and nearby listed buildings. The assessment concludes that the Proposed Development would not have any significant effects on heritage assets. |

| The proposed advertisements across the Site is set out in the accompanying Advertisement Application. The advertising and non-advertising content displayed on the LED surface of the Sphere (and other proposed digital displays across the Site) will be subject to a set of controls, including luminance levels and hours of operation – as set out within chapter 17 of the ES. |

| The Proposed Development includes a significant amount of high-quality open space, which will be accessible to the public (subject to the Applicant’s control, as set out at para 3.32). The design of the Proposed Development has been informed by pedestrian flow analysis to ensure safe access and egress from the Site. |

<p>| Noted. The DAS includes a supporting Fire Statement. |</p>
<table>
<thead>
<tr>
<th>London Stadium event, and an event at the nearby O2 arena.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stratford Bus Station (town centre and Stratford City)</strong></td>
</tr>
<tr>
<td>The same operational and capacity impacts will need to be assessed also to the bus stations at Stratford, again as a worse-case scenario.</td>
</tr>
<tr>
<td>This has been assessed within the Transport Assessment.</td>
</tr>
<tr>
<td><strong>Footbridge and Pedestrian Flows</strong></td>
</tr>
<tr>
<td>The implication of potentially thousands of people spilling out onto Montfichet Road, or the residential Windmill Lane (towards Crossrail at Maryland Station) will need to be considered. This again should be considered at the worse-case scenario.</td>
</tr>
<tr>
<td>Crowd dispersion analysis forms parts of the Transport Assessment. The environmental effects associated with crowd dispersion have been assessed where necessary within the ES (i.e. transport, accessibility, noise and health effects). The supporting CONOPS includes details of the operation of MSG Sphere, and associated crowd management and local transport management considerations relating to event-days and non-event days.</td>
</tr>
<tr>
<td><strong>Disabled access</strong></td>
</tr>
<tr>
<td>It is noted that the site provides no car parking and from the discussions it is clear that the proposal will be reliant on the accessible car parking within the Westfield Shopping Centre. Further details in regards to the exact location and how this is to be secured and made available for disabled users of the venue is expected to be provided as part of the application. Officers are of the opinion that the distances to the venue from the nearest accessible parking bays are likely to be too far and therefore would be contrary to the London Plan standards.</td>
</tr>
<tr>
<td>Information in relation to the provision of blue badge parking is set out within the CONOPS. A mobility assistance operation is proposed to support disabled access to MSG Sphere. Please refer to the supporting CONOPS for details of the proposed mobility assistance operation.</td>
</tr>
<tr>
<td><strong>Highways works including cycle scheme</strong></td>
</tr>
<tr>
<td>The applicant has been previously been advised for the proposed bridge landings at Montfichet Road and Angel Lane and the proposed PAS68 Gates and Bollards the applicant is expected to enter into a Section</td>
</tr>
<tr>
<td>Please refer to the draft S106 Heads of Terms and the Transport Assessment.</td>
</tr>
</tbody>
</table>
278 Agreement. In relation to the proposed Highway Stopping Up at Angel Lane the applicant would be expected to enter into a Section 274 agreement as per the Town and Country Planning Act 1991.

The existing taxi rank on Montfichet Road is currently at capacity, the applicant is advised to consider increasing the length of the rank in order to mitigate the likely increase in taxi’s due to the presence of the venue. Whilst it is noted that at an early stage this is not proposed the applicant is advised to look into this matter given the proximity and accessibility of it to the venue and bridge landing.

**Servicing and Vehicle Movements**

Although the proposals are designed with in-built audio and visual infrastructure, servicing needs will remain in terms of bespoke stage modifications, props and the like. As well, the ancillary uses (offices, nightclubs etc.) will have their own access and servicing needs which will need to be resolved prior to the submission of a planning application. All servicing activity is detailed in the Transport Assessment and Delivery and Service Plan.

**Liveable Neighbourhood (LN) Proposal**

I would expect the applicant to engage with TfL and LBN Transportation and Highways on matters of cycle parking and connecting into cycle routes around the bridge landing at Montfichet and Angel Lane. It is noted that the proposed access to the site appears to include a reconfiguration of the public highway on Angel Lane, and following discussions with LLDC and LBN Highways, we would expect that the proposal on the site along with the Liveable Neighbourhood (LN) proposal should be refined so that they are compatible. Any opportunities for synergistic benefits for improved walking and cycling access both to the proposal site and for through movements to and from Stratford Town Centre are realised.

We have previously noted that the overall configurations that were shown before were broadly in accordance with the joint study commissioned by LLDC and LBN in 2015 (east to west):

<table>
<thead>
<tr>
<th>Please see below for a response to the comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The proposed highways improvement works scheme to Montfichet Road and Angel Lane have been fully consulted and developed in conjunction with TfL and LBN, as well as LLDC.</td>
</tr>
<tr>
<td>• It is suggested that any further amendments to the proposed highways improvement works are dealt with as part of S278 design once key principles fixed as part of the planning permission.</td>
</tr>
<tr>
<td>• The proposed cycle parking is based on trip generation, which has been fully scoped with LLDC.</td>
</tr>
</tbody>
</table>
- A two-way cycle track at footway level against the eastern boundary wall
- A new footway/public realm space, including space for kerb side activities, principally bus stops and also coach stops and taxi provision for multi modal interchange.
- A single general traffic carriageway lane in each direction for the majority of the link (with no median)
- A footway on the western side.

We would expect to see this further refined in the documents and plans that detail the bridge design and followed through in any application submission.

We expect cycle parking to be provided in line with Draft London Plan requirements

### Trip Generation & Impact Assessment methodology

The methodology presented generalises a 18:30 opening time for all three category of events to be held at venue and therefore peak arrivals 18:30 to 19:00 which conveniently moves this peak arrival out of the PM peak. Whilst further work has been carried out by the applicant, Officers consider there would be a higher number of arrivals by those leaving work at 16:30 to 17:00 and arriving in Stratford prior to the opening of the venue taking advantage of local amenities.

In terms of the car share, modal share (12% to 20%) is noted (a potential of 3000 to 5000 vehicle trips) – for this LBN will need to review its Residential Parking Zones in the surrounding areas and formulate mechanism to mitigate the resulting impact from the additional trips and parking demands.

The taxi and private hire modal share would need to be explored especially the location of the pick-up which is on west side of Montfichet rather than the east side.

### S106 Heads of Terms relating to transportation and highways

We would expect the above noted measures to be secured via S106 in particular at this stage;

Please refer to the supporting Transport Assessment for a detailed information regarding the mythology for trip generation and the impact assessments.

Please refer to the draft Heads of Terms submitted in support of the Planning Application.
o Improvements to Stratford Station
o Travel Plan monitoring and support;
  o Car free development – administration costs;
  o RPZ review and management costs;
  o Car club contributions
  o And any other Head of Term that comes out of further discussions with TfL, Network Rail, LBN etc.

<table>
<thead>
<tr>
<th>Employment and Work Place</th>
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<tbody>
<tr>
<td>The proposal would result in a level of employment growth by virtue of its use. We welcomed the engagement at an early stage with LBN Economic Regeneration as we have made clear in previous discussions we would expect the development to contribute towards engagement in training opportunities and job related programmes that are managed through Work Place, the Council’s job brokerage firm. In line with our policy requirements we would expect a portion of jobs at construction phase (where feasible and in line with skills availability) to be offered first to Newham residents via Workplace. Any contributions and agreements will be expected to be included within the Heads of Terms of the S106 Agreement. The applicant is expected to provide detailed information on the number of jobs to be created and across which industry’s.</td>
</tr>
<tr>
<td>Please refer to the draft S106 Heads of Terms, the socio-economics chapter of the ES and Employment and Skills Strategy for information relating to employment/skills initiatives and targets (during construction and operation of the Proposed Development).</td>
</tr>
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<table>
<thead>
<tr>
<th>Impact to Amenity</th>
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<tbody>
<tr>
<td>The luminance of the screens including lighting, flicker, image movements, video feeds, and the associated potential impact on the neighbours, in particular within the immediate vicinity of the site and wider surrounding area has not yet been quantified, but is of great importance. The application would need to demonstrate that the proposal will not result in a detrimental impact to residents within the vicinity through lighting, noise etc. Any submission would require detailed information on luminance levels, how it is operated and times of operation. We would also expect the images and ‘lighting</td>
</tr>
<tr>
<td>Please refer to the supporting ES in relation to the environmental effects associated with the Proposed Development, and chapter 17 of the ES for the proposed Mitigation and Monitoring schedule. The advertising and non-advertising content displayed on the LED surface of the Sphere (as well as the other digital displays across the Site) will be subject to a set of controls, including luminance levels and hours of operation – as set out within chapter 17 of the ES. The Applicant is willing to commit to recording the content</td>
</tr>
</tbody>
</table>
programme’ for the day / night to be recorded and the recordings made available to LB Newham for inspection to assist in potential complaints from residents as a result of the development.

We would be expecting noise and vibration reports by a competent acoustic consultant to report on noise breakout from the nightclub and event use. This would cover music breakout, queuing, deliveries, mechanical plant and noise from taxi drop off and pickup. The report must propose a robust level of mitigation to counteract these impacts in the design. A comprehensive noise management plan for the venue is also expected to be approved by LB Newham prior to opening.

We also would expect the assessment overall to be Air Quality positive. S106 Heads of Terms including a contribution is likely required as part of overseeing and monitoring noise, vibration and air quality works (environmental monitoring).

displayed on the digital displays and the associated lighting levels, images etc.

A detailed assessment of noise effects is set out in chapter 7 of the ES.

A detailed assessment of air quality is set out in chapter 8 of the ES.

<table>
<thead>
<tr>
<th>GLA comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Principle of Development</strong></td>
<td></td>
</tr>
<tr>
<td>The principle of redevelopment is supported in strategic planning terms and the proposed land uses are in line with London Plan and Draft London Plan policy.</td>
<td>Noted.</td>
</tr>
<tr>
<td>The flexibility of the arena, in terms of capacity and mode (seating and standing) and the proposal for a smaller music venue, would help to maximise the multiple use of the</td>
<td>The Applicant takes great pride in significantly contributing to communities. Accordingly, the Applicant will prepare a Community Programme, which will be annexed to the S106 Agreement.</td>
</tr>
</tbody>
</table>
facility and deliver spaces that are suitable and attractive to a range of creative industries. The applicant is encouraged to explore opportunities to support local and grass roots music and performing arts within the proposed cultural offer.

The community programme will provide for measures to support training, education and local community groups and to encourage grass roots and local musicians, including a commitment to make the music club at the Proposed Development available to them for a minimum of 10 days every year rent-free and with a contribution of up to £5,000 per event towards direct operating costs for such events.

In this context, the Applicant has launched ‘MSG Up & Coming’, which showcases and promotes some of London’s best grassroots music artists and the venues they are performing in around the capital. As part of this, each month, a Spotify playlist of London artists is curated, and one artist is selected by an industry expert and named ‘MSG Up & Coming Artist of the Month’.

The contribution towards London’s culture and creative industries is welcomed.  

<table>
<thead>
<tr>
<th>Access &amp; connectivity</th>
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<tbody>
<tr>
<td>Given the proposed development would operate during the day and into the night, further information is required on how the access routes and public realm functions, during different times.</td>
</tr>
</tbody>
</table>

Promotion of car-free venue is welcomed.  

The applicant will need to demonstrate how access is provided for mobility impaired visitors, and to set out how staff access and departures, which may be well after event finish times are managed.  

<table>
<thead>
<tr>
<th>Public safety &amp; event management</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proposal is required to demonstrate safe and secure environments and incorporate safe emergency evacuation.</td>
</tr>
</tbody>
</table>

Please see the supporting Accessibility and Inclusion Management Statement, which is appended to the CONOPS.
of pedestrians at all times, without the need to use or impact the functioning of the road.

<table>
<thead>
<tr>
<th>Inclusive design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Given the capacity of the arena and the proposed means of access to the site via pedestrian bridges, a clearly defined Inclusive Design Strategy should be provided.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Urban design</th>
</tr>
</thead>
<tbody>
<tr>
<td>The scale and design rationale is broadly supported.</td>
</tr>
<tr>
<td>The proposal must carefully consider its relationship with adjacent sensitive uses.</td>
</tr>
<tr>
<td>The proposal should not result in any inactive frontages around the site.</td>
</tr>
<tr>
<td>Given the shared nature of the Angel Lane entrance, careful consideration is required to ensure the safe and successful separation of pedestrians and vehicles.</td>
</tr>
<tr>
<td>A better understanding is required in terms of the podium levels and the how the sphere would interact and meet these areas.</td>
</tr>
<tr>
<td>Key views should be provided in support of the proposal. The views should be provided to demonstrate the impact of the sphere whilst illuminated and when the LED’s are off.</td>
</tr>
<tr>
<td>Full details of the materials, including illuminance zones and periods of illuminance, must be provided within any application. Samples and material specifications must be discussed and agreed with the LLDC prior to the stage 2 referral to the Mayor.</td>
</tr>
</tbody>
</table>
As part of the trip generation exercise, the event profiles and origin / departure distribution by direction should be provided so that a robust assessment can be made of the likely impact of the proposed development on the capacity of the existing network, and to inform the need for any changes or mitigation to the public transport system.

The application will need to be supported by a comprehensive Event Management Plan (the CONOPS) is submitted in support of the planning application.

The applicant should investigate the expected capacity and crowd flows associated with the proposal, during functions and off-peak times.

The data modelling should take account of both existing and proposed developments and how the proposal would operate in association with the established uses.

Please see the supporting Transport Assessment.

4.11 No formal written feedback was provided by the GLA following the second meeting, which covered, inter alia; transportation, event management and energy and sustainability. However, the design and consultant team has taken into account matters discussed in the course of preparing the Application Documents.

**LLDC Built Environment Access Panel**

4.12 The Proposed Development was presented to the LLDC Built Environment Access Panel (BEAP) on 31st May 2018 and 1st February 2019.

4.13 The Panel’s feedback and queries from the 31st May 2018 is set out below, in addition to the Applicant’s response.

<table>
<thead>
<tr>
<th>Comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarity on location of disabled parking spaces and management of these spaces.</td>
<td>Please refer to the CONOPS and Transport Assessment.</td>
</tr>
<tr>
<td>Recommended that the design team should consider support for disabled people getting from parking, drop-off and public transport links to the venue. Design team to also consider fast-track options for disabled customers arriving at the venue.</td>
<td>Please refer to the DAS, CONOPS and Transport Assessment.</td>
</tr>
<tr>
<td>Recommended that rest areas are incorporated into the scheme along key pedestrian routes both externally and internally considering the significant travel distances involved.</td>
<td>Rest areas with a variety of seating types and space alongside for wheelchair users and double buggies are incorporated across the proposals at a maximum of 50m intervals; a proportion of the seats will have back and arm rests. The exception</td>
</tr>
<tr>
<td>MSG SPHERE - PLANNING STATEMENT</td>
<td></td>
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<tr>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>to this are Bridges 2 and 3 which are longer than 50m and too narrow for any potential obstructions, given the anticipated peak pedestrian flows. However, seats are incorporated within the Montfichet Road improvement works close to the Bridges 1 and 2 and at the entry point from Bridge 3.</td>
<td></td>
</tr>
<tr>
<td>Advised that the size and number of lifts proposed to get up to podium level needs to be robust and display how they will accommodate the anticipated use.</td>
<td></td>
</tr>
<tr>
<td>There will be step-free access to MSG Sphere from all four pedestrian access points providing choice, adequate capacity and resilience for those who cannot or do not wish to use steps. A large (1400x2400mm) 21-person lift will be provided on each of the bridges on Montfichet Road, one lift on Bridge 1 and one lift on Bridge 2, providing access to the podium from Montfichet Road. A new link bridge (Bridge 3) will provide access to the podium from the Stratford Town Centre Link Bridge. There are two lifts at each end of the TCLB and the people movement studies carried out by the design team indicate that the highest demand for access to the Sphere will be in the evening when the pedestrian flows to the surrounding facilities and attractions are at their lowest. Therefore, the analysis indicates that the current lift provision on TCLB is likely to be adequate to accommodate the expected demand from new and existing uses. Ramped access will be provided to the island from Angel Lane.</td>
<td></td>
</tr>
<tr>
<td>With regards to the Angel Lane entrance, advised that options should be explored that allow for an inclusive route whilst offering protection for wheelchair users during crowded event and emergency egress.</td>
<td></td>
</tr>
<tr>
<td>The design team has taken on-board the BEAP comments and separated the 1in21 ramp from the steps within the proposals for the Angel Lane access. The ramp will be obvious from the top and bottom of the steps but it will separate and segregated by landscaping from the steps. The vehicle ramp will have a gradient of 1in12 which will be useable for some wheelchair users.</td>
<td></td>
</tr>
<tr>
<td>Advised that wheelchair user spaces should be available in multiple locations and configurations including hospitality areas and allow wheelchair users to sit with a group and not just one single companion.</td>
<td></td>
</tr>
<tr>
<td>Please refer to the DAS.</td>
<td></td>
</tr>
<tr>
<td>Design team to ensure that facilities for performers are equally as inclusive as that for staff and customers.</td>
<td></td>
</tr>
<tr>
<td>Performers will enjoy facilities equal to those provided for staff and guests. Please refer to DAS.</td>
<td></td>
</tr>
<tr>
<td>Design to address the need for a dedicated multi-faith room for staff and customers.</td>
<td></td>
</tr>
<tr>
<td>Two location for quiet rooms have been identified off the GA concourse. A prayer facility for staff</td>
<td></td>
</tr>
</tbody>
</table>
Recommended that the design team should address mobility equipment use, considering that more people may attend in large powered wheelchairs and mobility scooters given the lack of parking close by. Locations for mobility equipment storage will be considered further as the design is developed. All of the main passenger lifts are large enough to accommodate mobility scooters if required.

4.14 The Proposed Development was presented to the BEAP for a second time on 1st February 2019. The BEAPs feedback was generally positive, and a further formal written response was received on 11th February 2019, as set out below.

<table>
<thead>
<tr>
<th>Comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking</strong> – clarity required on exact location of Blue Badge car parking spaces as it was noted during the presentation that it would likely be Westfield but there was also another option close by. Integration with any mobility service offered is also going to be key and panel members require confidence that this can work and is deliverable.</td>
<td>Please refer to the CONOPS and Transport Assessment.</td>
</tr>
<tr>
<td><strong>Mobility Services</strong> – a shuttle bus mobility service is currently being proposed as a solution for visitors that require additional support on ingress and egress. Panel members need detail to feel confident that this can work and is deliverable</td>
<td>Please refer to the CONOPS and Transport Assessment.</td>
</tr>
<tr>
<td><strong>Vertical Circulation</strong> – panel members would welcome any additional information that can be provided regarding external lift provision and capacity. In particular, ensuring that manual and powered wheelchair users and mobility scooter users have been considered as well as other users in the people flow calculations. Panel members also keen to see improvements made to existing infrastructure as advised by the design team (both passenger lifts and escalators on the existing city centre link bridge).</td>
<td>Please refer to the DAS, specifically the Access section.</td>
</tr>
<tr>
<td><strong>Lift Locations</strong> – Panel members appreciated the rationale for having stairs face visitors on arrival to Bridges 1 and 2. However, they expressed the need for a balance to ensure that the passenger lifts don’t feel like a second-class entrance for disabled visitors.</td>
<td>The lifts are positioned so they are easy to locate, but not on the primary route to the staircase. This is to encourage those that can use the stairs to do so. The lifts will be designed to be distinctive features that are easy to locate on the approach from either end of Montfichet Road. Colour,</td>
</tr>
</tbody>
</table>
Design team to demonstrate how they will ensure this is not the case.  

**Travel Distances** – Panel members are keen to see example mitigation measures for people unable to walk the long distances over the link bridges where there are no rest areas with seating. 

Lighting and signage will also be used to highlight the lifts. 

Rest points with seating and areas for wheelchair users are included at regular intervals on the routes to MSG Sphere wherever it is possible to provide these. And there is a commitment to provide Mobility Assistance for those unable to negotiate the travel distances unassisted. Methods of advertising this assistance will be developed further within MSG’s operational planning. 

**Glass Floors** – panel members are keen to see the detail of how these areas will be properly segregated to ensure that people with vertigo and other conditions don’t get ‘caught out’ by the visual impact. 

Please refer to DAS, specifically the Access section. 

**Assistive Technology** – much is made of this building’s anticipated use of technology to support visitors. The panel would like to see some examples of the kind of assistive technology that might be implemented and the positive impact it could have on disabled visitors’ experiences. 

Please refer to DAS, specifically the Access section. 

4.15 Full details of the proposed access arrangements are set out in the DAS and the Transport Assessment. The proposed strategy has been developed in conjunction with the Applicants independent Access Consultant, and having regard to the feedback from BEAP. The Applicant will continue to engage with the BEAP, and other groups post submission. 

**LLDC Quality Review Panel** 

4.16 The Proposed Development was presented to the LLDC Quality Review Panel on 12\textsuperscript{th} July 2018. Written feedback was received on 23\textsuperscript{rd} July 2018, which is summarised below, in addition to the Applicant’s responses. 

<table>
<thead>
<tr>
<th>Comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support the principle of the proposal for MSG Sphere, noting it will be a spectacular addition to Stratford.</td>
<td>Noted.</td>
</tr>
<tr>
<td>Outlined that the proposal would create a striking spectacle within Stratford. In the sense that Stratford and its surrounding locality is a place with a predominantly young population, to whom the Sphere is likely to appeal particularly, it can be considered appropriate.</td>
<td>Noted.</td>
</tr>
</tbody>
</table>
Note that the Sphere could be a very exciting addition, not only to Stratford but also more widely to London. | Noted.
---|---
Recommend that particular attention should be given to the relationship between the Sphere and Montfichet Road, including the proposed bridge from Montfichet Road to the podium level. | The Applicant has carefully considered the relationship of the proposed bridges with the podium levels. Please see the supporting DAS.
---|---
Recommend careful consideration of the impact of the LED panels when illuminated, including on neighbouring residential properties. | The Applicant has carefully considered the relationship of the proposed LED screens with the surrounding residential properties. Please see the Light Intrusion and Upward Sky Glow chapter of the supporting Environmental Statement.
---|---
Recommend that a maintenance strategy, including cleaning, also needs particular attention in order to ensure the quality of the building’s appearance – its glitz and bling – over the long term. | Please see the supporting DAS.
---|---
Recommend that opportunities created by development of this site for improving Stratford’s connectivity and permeability be exploited as far as possible. | The Proposed Development opens up an inaccessible site to the public (subject to the Applicant’s control) and delivers significant open space landscaped areas. The proposals therefore deliver significant benefits in terms of public accessibility and connectivity within the heart of Stratford, helping to connect the eastern and western parts of Stratford.
---|---
Note that it is encouraging that thought is already being given to mitigating prevailing winds at the podium and upper podium levels. Mitigation may include trees and other features within the public realm. | Please see the wind chapter of the Environmental Statement for full details of the microclimate conditions and mitigation measures.
---|---
Access and inclusion – recommend that particular attention needs to be given to the transition between levels: street (Level 01); podium (Level 02); and Terraces (Level 03). | Noted. Please see the supporting DAS and the Access and Inclusion Management statement.

4.17 The Proposed Development was presented to the QRP for a second time on 15th November 2018. Written feedback was received on 28 November 2018, which is summarised below.
<table>
<thead>
<tr>
<th>Comment</th>
<th>The Applicant Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>The panel reiterate support for MSG Sphere and note that it will be an exciting addition to Stratford.</td>
<td>Noted.</td>
</tr>
<tr>
<td>The panel state that as a spectacle, the huge geodesic dome of the Sphere is compelling. Its success will depend enormously on its pristine appearance as an object of beautiful simplicity.</td>
<td>Noted.</td>
</tr>
<tr>
<td>Note that one of the significant benefits of MSG Sphere will be establishing connections through what is currently an inaccessible site. Improved connectivity and permeability are a major consideration in judging the Sphere’s contribution to the locality.</td>
<td>The Proposed Development opens up an inaccessible site to the public (subject to the Applicant’s control) and delivers significant open space landscaped areas. The Applicant therefore agrees that MSG Sphere delivers significant benefits in terms of public accessibility and connectivity within the heart of Stratford, helping to connect the eastern and western parts of Stratford.</td>
</tr>
<tr>
<td>Note that the MSG Sphere is anticipated to attract up to 25,000 people at peak times and careful analysis of projected crowd movements is needed – including beyond the site itself.</td>
<td>Please see Transport Assessment and CONOPS for crowd movement considerations.</td>
</tr>
<tr>
<td>Recommend careful consideration will be required to manage the brightness of LED panels when illuminated, due to presence of surrounding residential properties.</td>
<td>The Applicant has carefully considered the relationship of the Proposed Development in relation to the surrounding residential properties. The brightness of the LED panels has been comprehensively assessed and will be controlled, as outlined in the supporting Environmental Statement.</td>
</tr>
<tr>
<td>The panel note that noise will be generated by events both inside and outside the Sphere. The design of the Sphere itself and its surrounding public realm will have to respond to manage noise levels effectively.</td>
<td>The noise generated by the Proposed Development and associated crowd movements has been carefully considered by the Applicant. Please see the Noise chapter of the supporting Environmental Statement for full details.</td>
</tr>
<tr>
<td>The panel asks for clarification of the height between the Plaza at level 01 and the Square at level 02 above it – and how the space between those two levels might be experienced.</td>
<td>Please see the supporting DAS.</td>
</tr>
<tr>
<td>The panel note the intent to retain simplicity in the design of the bridges, in keeping with the context of a railway yard. The panel question whether they might appear overly utilitarian.</td>
<td>Please see the supporting DAS for the design rationale for the proposed pedestrian bridges.</td>
</tr>
</tbody>
</table>
The panel question whether the proposed entrances are of a sufficient scale both to convey a sense of arrival and also to accommodate the large numbers of visitors. The size of the entrances is significant. Please see the supporting DAS for the size and location of the entrances.

The panel warmly welcomes the proposed enhancements to the public realm along Montfichet Road which include paving / kerbs, a cycle lane, trees and planting, and lighting. Noted.

Suggest that the approach to the public realm and landscape design could create a more integrated whole – rather than separate spaces around the Sphere. Please see the supporting DAS for the landscaping strategy and rationale for the design of the open spaces.

The panel would welcome more information about the analysis of the impact of the Sphere on the microclimate and how this might be experienced by those visiting or living in the vicinity of the Sphere. Please see the wind chapter of the Environmental Statement for full details of the microclimate conditions and mitigation measures.

Public consultation

4.18 To date, the Applicant has engaged with more than 3,000 people through public exhibitions and a dedicated website. The Applicant organised, publicised and staffed two rounds of public exhibitions during the pre-application period in July and September-October. The timings and locations of these were selected to attract and inform a variety of stakeholders and enable local people to attend the event in person, either during the week or at the weekend.

4.19 A total of 2,141 people attended the public exhibitions in July and September-October 2018. A range of local community groups were also consulted during the pre-application process.

4.20 The public consultation events attracted a significant level of interest and feedback. Across the two public exhibitions, respondents were given the opportunity to answer a number of questions to help collect feedback about the proposals. Of the 875 respondents who answered question one on the feedback form (do you support a new entertainment venue coming to Stratford?), 86% supported the principle of a new music and entertainment venue coming to Stratford.

4.21 The Applicant’s team has considered the feedback provided, both in the continued design evolution, and in the drafting of the S106 Heads of Terms and potential planning conditions to be attached to any planning permission.

4.22 The supporting SCI provides full details of the public consultation process, the detailed feedback and issues raised, and how the Applicant has responded to these.

Summary

4.23 The Application has been the subject of an intensive pre-application dialogue with Planning Officers from the GLA, LLDC, LBN, and other key stakeholders including TfL.
4.24 The emerging development concept, and evolving designs, have been presented to the planning committees of LLDC and LBN, and have been presented to, and informed by, the LLDC Quality Review Panel (QRP) on two occasions.

4.25 The Proposed Development has also been discussed and informed by engagement with the BEAP, Westfield/The Olympic Stadium and other venue operators, and other local groups, including Stratford Youth Voice, and the design and CONOPS have been, and will continue to be informed by this ongoing dialogue.

4.26 The Proposed Development has been the subject of a comprehensive programme of public and stakeholder consultation, including with local residents, local businesses, and those working in and visiting Stratford.

4.27 This consultation has identified that a significant majority of those responding are in favour of the Proposed Development, and also identified issues which have continued to inform the design and CONOPS, and S106 discussions.
5.0 PLANNING POLICY CONTEXT

5.1 This section provides an overview of planning policy and guidance that is relevant to the Proposed Development, which is as follows:

- National Planning Policy Framework
- The Development Plan (London Plan and LLDC Local Plan)
- Other Material Considerations

National Planning Policy Framework (NPPF)

5.2 The NPPF was published on 27th March 2012 and revised on 24 July 2018 (and updated February 2019) and sets out the government’s planning policies for England and how these are expected to be applied.

5.3 At the heart of the NPPF is a presumption in favour of sustainable development. Paragraph 11 explains that for decision-making, this means:

- “approving development proposals that accord with an up-to-date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
  - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
  - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”

5.4 Paragraph 38 states that local planning authorities should approach decisions on proposed development in a positive and creative way, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. It further states that decision-makers at every level should seek to approve applications for sustainable development where possible.

5.5 Paragraph 80 states that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.

5.6 Paragraph 81 outlines that planning policies should:

- a. “set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
- b. set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
- c. seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and
- d. be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.”
5.7 Paragraph 85 states that planning policies and decisions should support the role that town centres play at the heart of local communities by taking a positive approach to their growth, management and adaptation.

5.8 Paragraph 86 states that main town centre uses should be located in town centres.

5.9 Annex 2 defines main town centre uses as;

“Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and conference facilities).”

5.10 Paragraph 91 outlines that planning policies and decisions should aim to achieve healthy, inclusive and safe places.

5.11 Paragraph 95 of the NPPF states that planning policies and decisions should promote public safety and take into account wider security requirements by anticipating and addressing possible malicious threats and natural hazards, especially in locations where large numbers of people are expected to congregate. It further states that policies for relevant areas (such as town centre and regeneration frameworks), and the layout and design of developments, should be informed by the most up-to-date information available from the police and other agencies about the nature of potential threats and their implications.

5.12 Paragraph 108 emphasises that the following should be ensured and considered within any development proposals:

- “Appropriate opportunities to promote sustainable transport modes can be, or have been taken up, given the type of development and its location;
- Safe and suitable access to the site can be achieved for all users; and
- Any significant impacts from the development on the transport network (in terms of capacity and congestion, or on highway safety, can be cost effectively mitigated to an acceptable degree”.

5.13 Paragraph 96 states that access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities.

5.14 Paragraph 103 explains that significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.

5.15 Paragraph 109 states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

5.16 Paragraph 111 requires the need for development proposals that will generate a significant amount of trips/movements to assess the impact of the proposal through producing a transport statement or transport assessment.
Paragraph 117 outlines that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses.

Paragraph 124 of the NPPF sets out that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve, and that good design is a key aspect of sustainable development.

Paragraph 127 states, inter alia, that planning policies and decisions should ensure developments:

a) “will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”

Paragraph 128 states that design quality should be considered throughout the evolution and assessment of individual proposals.

Paragraph 129 states that local planning authorities should ensure that they have access to, and make appropriate use of, tools and processes for assessing and improving the design of development.

Paragraph 131 outlines that “in determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.”

Paragraph 148 requires developments to contribute to the transition to a low carbon future, reduce energy consumption and contribute to and conserve the natural environment.

Paragraph 170 outlines that planning policies and decisions should minimise impacts on and provide net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures.

Paragraph 180 states that new developments should ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development.
Paragraph 181 states that opportunities to improve air quality or mitigate impacts should be identified, such as through traffic and travel management, and green infrastructure provision and enhancement.

Paragraph 189 states that in order to assess the nature and degree of likely effects on the significance of heritage assets, the NPPF requires “an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.”

Paragraph 192 outlines that when determining planning applications, local planning authorities should take account of:

- “the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.”

Planning Practice Guidance

Planning Practice Guidance (PPG) was launched by the National Government on 6th March 2014 and provides a web-based resource in support of the NPPF. Following its launch, a number of previously published planning guidance documents have been cancelled and are detailed within the Written Ministerial Statement titled ‘Making the planning system work more efficiently and effectively’, also dated 6th March 2014.

Regard has been given to the PPG as part of the assessment of the Proposed Development.

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that when making any determination under the Planning Acts, it should be in accordance with the Development Plan unless material considerations indicate otherwise.

The Site is located within the LBN, but falls within the jurisdiction of the LLDC, a Mayoral Development Corporation established in 2012, which has taken on the planning functions of the Olympic Delivery Authority (ODA), the London Thames Gateway Development Corporation and LBN, Hackney, Tower Hamlets and Waltham Forest for the land within its area.

The LLDC (Planning Functions) Order 2012 granted the LLDC the full range of planning functions, including plan making and decision taking. Under the transitional arrangements development plan documents prepared by the relevant borough planning authority (in this instance LBN) would form the development plan. However, LLDC’s own Local Plan has now been adopted, is more up to date, and therefore takes precedence.

The Development Plan for the Site comprises:

- The London Plan (March 2016);
5.35 A review of Development Plan policies relevant to the Proposed Development is set out below, dealing with London wide, and local planning policies in turn.

5.36 Policy 1.1 of the London Plan explains that the development of east London is a priority to address existing need for development, regeneration and promotion of social and economic convergence with other parts of London, and as the location of the largest opportunities for new homes and jobs.

5.37 Policy 2.1 states that the Mayor of London, the GLA and other strategic agencies will ensure:

‘that London retains and extends its global role as a sustainable centre for business, innovation, creativity, health, education and research, culture and art and as a place to live, visit and enjoy’.

Furthermore, the Mayor will:

‘continue to seek appropriate resources and investment from Government and elsewhere to ensure London excels among world cities and as the major gateway to Europe and the UK.’

5.38 Policy 2.4 states that through the LLDC, the Mayor will, inter alia;

‘promote the Queen Elizabeth Olympic Park, its venues and surrounding attractors as international visitor destinations for sport, recreation and tourism.’

5.39 Policy 2.7 states that boroughs and other stakeholders should, seek to address constraints in and potential opportunities for the economic growth of outer London so that it can rise above its long term economic trends. It states that this should be achieved by, inter alia:

- identifying, developing and enhancing capacity to support both viable local activities and those with a wider than sub-regional offer, including strategic outer London development centres;

- improving accessibility to competitive business locations (especially town centres and strategic industrial locations);

- identifying and bringing forward capacity in and around town centres with good public transport accessibility to accommodate leisure, retail and civic needs and especially higher density housing;

- supporting leisure, arts, cultural and tourism and the contribution that theatres and similar facilities and the historic environment can make to the outer London economy, including through proactive identification of cultural quarters and promotion and management of the night time economy.’

5.40 Policy 2.15 identifies Stratford as a Metropolitan Centre and states that beyond the Central Activities Zone, town centres should be the main foci for commercial development. The London Plan defines Metropolitan Centres as containing at least 100,000 sq.m of retail, leisure and service floorspace with a significant proportion of
high-order comparison goods relative to convenience goods. These centres also generally have very good accessibility and significant employment, service and leisure functions.

5.41 Annex 2 and Map 2.6 identify Stratford’s potential future classification change from a Metropolitan centre to a centre with International status over the Plan Period. International Centres are defined as being London’s globally renowned retail destinations with a wide range of high-order comparison and specialist shopping with excellent levels of public transport accessibility.

5.42 Annex 2 also identifies Stratford as having the potential for ‘High Growth’, which is defined as including town centres likely to experience strategically significant levels of growth with strong demand and/or large-scale retail, leisure or office development, and with existing or potential public transport capacity to accommodate it.

5.43 Policy 2.16 explains that the Mayor will promote strategic development centres. The policy identifies Stratford as a ‘potential outer London development centre’.

5.44 Policy 3.2 outlines that new developments should be designed, constructed and managed in ways that improve health and promote healthy lifestyles to help to reduce health inequalities.

5.45 Policy 4.1 states that the Mayor will work with partners to, inter alia:

- “promote and enable the continued development of a strong, sustainable and increasingly diverse economy across all parts of London.
- support and promote outer London as an attractive location for national government as well as businesses, giving access to the highly-skilled London workforce, relatively affordable work space and the competitive advantages of the wider London economy.”

5.46 Policy 4.6 outlines the Mayor’s support for the continued success of London’s diverse range of arts, cultural, professional sporting and entertainment enterprises and the cultural, social and economic benefits that they offer to its residents, workers and visitors. The policy recognises the importance of the night-time economy in London, and notes that the Mayor encourages a supportive approach to planning diverse night time activities in appropriate locations.

5.47 Policy 4.12 explains that development proposals should support local employment, skills development and training opportunities.

5.48 Policy 5.2 seeks to minimise carbon emissions through the ‘Be Lean, Be Clean and Be Green’ energy hierarchy, and requires major developments to include an Energy Assessment to detail how the targets will be met. Policy 5.2D and the supporting text at paragraph 5.22 recognise that unregulated carbon emissions are separate to the assessment of regulated carbon emissions. Accordingly, the carbon reduction targets set out by Policy 5.2 do not apply to unregulated carbon emissions.

5.49 Policy 5.3 requires development to achieve the highest standards of sustainable design.

5.50 Policy 6.13A states that ‘the Mayor wishes to see an appropriate balance being struck between promoting new development and preventing excessive car parking provision
that can undermine cycling, walking and public transport use’. The London Plan promotes using more-sustainable modes of transport, cycling and walking in particular, in accordance with Policies 6.9 and 6.10.

5.51 Chapter 7 promotes development of the highest architectural quality.

5.52 Policy 7.2 states that The Mayor will require all new development in London to achieve the highest standards of accessible and inclusive design and supports the principles of inclusive design.

5.53 Policy 7.3 explains that development should reduce the opportunities for criminal behaviour and contribute to a sense of security without being overbearing or intimidating.

5.54 Policy 7.4 advocates a proactive approach to planning with proposals improving an area’s visual or physical connection with its surroundings. In localities of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.

5.55 Policy 7.5 outlines that proposals should make the public realm comprehensible at a human scale, using gateways, focal points and landmarks as appropriate to help people find their way. It further states that landscape treatment, street furniture and infrastructure should be of the highest quality, have a clear purpose, maintain uncluttered spaces and should contribute to the easy movement of people through the space.

5.56 Policy 7.6 states that, inter alia, buildings should be of the highest architectural quality. It also requires that developments do not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, including in relation to overshadowing. It also states that tall buildings should not affect their surroundings adversely in terms of overshadowing and reflected glare.

5.57 Policy 7.7 states that tall and large buildings should not have an unacceptably harmful impact on their surroundings.

5.58 Policies 7.8 to 7.10 consider the Historic Environment, 7.8C states that “Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.”

5.59 Policy 7.14 of the London Plan requires development proposals to minimise increased exposure to existing poor air quality and make provision to address local problems of air quality (particularly within Air Quality Management Areas (AQMAs)). It further requires the promotion of sustainable design and construction to reduce emissions from the demolition and construction of buildings and for developments to be ‘at least air quality neutral’.

5.60 Policy 7.15 requires development proposals to manage noise by avoiding significant adverse noise impacts on health and quality of life as a result of new development. This policy requires proposals to mitigate and minimise the existing and potential adverse impacts of noise on, from, within, as a result of, or in the vicinity of new development without placing unreasonable restrictions on development or adding unduly to the costs and administrative burdens on existing businesses.
Policy 7.19 states that wherever possible, new development should make a positive contribution to the protection, enhancement, creation and management of biodiversity. Policy G6 of the Draft London Plan states that biodiversity enhancement should be considered from the start of the development process.

**LLDC Local Plan**

Policy SP.1 states that the LLDC will work with its partners to develop a strong local economy and drive the transformation of East London. The overarching vision of the Local Plan explains that priorities for the area include: supporting the Metropolitan Centre through driving change and investment for business, cultural, visitor attractions and educational facilities; facilitating regeneration for the existing communities to ensure benefit from the 2012 Olympic Games; and enhancing pedestrian and cycling connections; achieving quality public realm.

Policy SP.3 states that LLDC will create high-quality built and natural environments that integrate new development with waterways, green space and the historic environment.

Policy SP.4 states that the LLDC will work with its partners to promote and deliver the infrastructure necessary to support the growth and development identified in the Local Plan. In particular, the policy states that the Legacy Corporation will support the provision of public transport infrastructure and services.

Policy SP.5 sets out that the LLDC will work with its partners to achieve a sustainable future for those who live and work in its area.

Policy B.2 explains that main town centre uses will be focused according to the scale, format and position in the retail hierarchy, as established in Table 3 of the Local Plan.

Policy B.5 outlines that through development proposals, the LLDC will maximise the use of local labour agreements to secure a proportion of the construction and end user jobs for local residents.

Policy CI.1 states that the LLDC will require the provision of new community infrastructure as part of new major development proposals.

Policy BN.1 explains that proposals will be considered acceptable where they respond to place in accordance with a variety of principles, including ensuring that new and existing places link to route networks and facilitate movement along direct, permeable, safe and legible pedestrian and cycle routes.

Policy BN.3 states that the LLDC will work with partners to ensure the protection and enhancement of biodiversity within open space, parts and built-up neighbourhoods.

Policy BN.5 sets out that non-residential proposals will be considered acceptable where they respond to the needs of all users, and provide an accessible and inclusive environment by incorporating all applicable elements of the LLDC’s Inclusive Design Standards.

Policy BN.7 outlines that proposals for major development schemes will be expected to consider the provision of new, high-quality and publicly accessible Local Open Space.
5.73 Policy BN.8 states that major new development proposals will be required to improve or provide new play space, maximising opportunities for plan and informal recreation.

5.74 Policy BN.10 sets out that tall buildings should be located within centre boundaries of the Local Plan, which includes Stratford Metropolitan Centre. The policy further outlines various criteria that tall buildings should meet – the Proposed Development is assessed against the criteria below.

5.75 Policy BN.11 states that developments will be expected to contribute towards improving air quality and minimise the effect of noise on amenity.

5.76 Policy BN.13 outlines that to prevent harm to health and the environment from the effect of contamination and to bring contaminated land into beneficial use, development proposals will, inter alia, be required to demonstrate that land is of an appropriate standard for the proposed end use.

5.77 Policy BN.16 sets out that proposals will be considered acceptable where they conserve or enhance heritage assets and their settings.

5.78 Policy T.2 states that where development proposals come forward near or adjacent to identified transport schemes, they will be required to demonstrate that adequate provision for the implementation of those schemes has been made in the design of the development, or that development proposals do not compromise implementation of transport schemes.

5.79 Policy T.3 outlines LLDC’s support for schemes that introduce new or improve existing highways and public transport (which includes station upgrades, extending the existing capacity or upgrading the rail links). This policy supports the intended population growth within the area, which is targeted to increase by 45,000.

5.80 Policy T.4 requires developments to promote sustainable transport, and ensure that the development proposals will include design that supports and reflects the stated transport hierarchy the policy introduces whereby pedestrians and cyclists will be highly prioritised followed by public transport, then private vehicles.

5.81 Policy T.6 sets out that development proposals should be designed to integrate into the area and should facilitate improvements to local connectivity.

5.82 Policy T.7 states that proposals referable to the Mayor should be supported by a Transport Assessment and Travel Plan.

5.83 Policy T.8 states that car parking should not “take precedence over open space, public realm or amenity space within or around the development”.

5.84 Policy T.9 explains that “parking provision for cyclists should meet or preferably exceed minimum standards set out in the current London Plan standards”, which are stated in Table 2.1.

5.85 Policy S.1 sets out that applications for major development schemes will be required to describe how the scheme would not adversely affect those who live and/or work within the vicinity of the proposed development. It also states that major developments should demonstrate that they are located and designed to encourage active and healthy lifestyles.
Policy S.2 states that “Major development proposals should as a minimum meet the regulated carbon dioxide emissions standards outlined within the London Plan” and “Non-domestic proposals should achieve a 35 per cent improvement up to 2016, meet Building Regulation requirements from 2016, and be zero carbon from 2019 onwards.”

Policy S.3 explains that applications for major developments should demonstrate that opportunities to connect to existing energy networks have been maximised.

Policy S.4 states that proposals for development will be required to demonstrate that they achieve the highest standards of sustainable design and construction, including resource efficiency, carbon dioxide emissions reductions, natural heating and ventilation, utilisation of decentralised energy sources, living roofs and sustainable drainage systems. It states that non-domestic schemes will be required to demonstrate achieving a minimum of BREEAM Very Good.

Policy S.6 explains that proposals for new development should demonstrate that adequate provision has been made for commercial waste storage.

Policy S.7 states that planning applications for major development schemes should set out the measures included to avoid overheating and excessive heat generation.

Policy S.8 explains that development proposals must be designed to reduce vulnerability to climate change, be flood resilient and resistant.

Section 9 divides the LLDC area into four sub-areas, allowing the plan to include specific placed based policies relevant to the character of each area. Sub-Area 3, in which the Site is located, includes Central Stratford and Southern Queen Elizabeth Olympic Park.

Policy 3.2 explains that the Legacy Corporation will work with its partners to promote improved connectivity and public realm improvements.

Site Allocation SA3.1 allocates the Site for “a large-scale town centre use with supporting elements” (see figure 2).
Other material considerations

i) The Draft London Plan

5.95 The Mayor published the draft London Plan in December 2017, which was consulted on until March 2018. Minor suggested changes were published on 13 August 2018. Given the draft London Plan is at the initial stages of preparation, it is considered that limited weight can be applied to its policies. Notwithstanding this, relevant policies of the draft plan are considered within this document.

ii) The Draft Local Plan Review

5.96 The LLDC is also in the process of reviewing its Local Plan. A Regulation 18 draft was consulted on between November 2017 and June 2018. The draft revised Local Plan (Regulation 19) was published for consultation in November 2018. As such, the changes carry limited weight at this stage, although the draft retains the Site’s allocation for town centre uses.

iii) Supplementary Planning Guidance

5.97 The GLA has published a number of Supplementary Planning Guidance documents (SPGs), which are a material consideration. The SPGs relevant to the Proposed Development include:
Mayoral SPG’s:

- Culture and Night-Time Economy (November 2017)
- Social Infrastructure (May 2015)
- Accessible London: Achieving an Inclusive Environment (October 2014)
- The control of dust and emissions during construction and demolition (July 2014)
- Town Centres (July 2014)
- Character and Context (June 2014)
- London Planning Statement (May 2014)
- Sustainable Design and Construction (April 2014)
- Preparing Borough Tree and Woodland Strategies (February 2013)
- Use of planning obligations in the funding of Crossrail, and the Mayoral Community Infrastructure Levy (April 2013)
- Play and Informal Recreation (September 2012)
- Olympic Legacy (July 2012)
- Planning for Equality and Diversity in London (October 2007)

5.98 In addition, the following LLDC Supplementary Planning Documents are of relevance to the Proposed Development:

- Planning Obligations
- Carbon Offset Solutions

Summary

5.99 Section 38 of the Planning Act establishes that when determining an application, it should be determined in accordance with the Development Plan, unless material considerations indicate otherwise. The Development Plan in this case comprises the London Plan 2016 and the LLDC Local Plan 2015.

5.100 The Site is identified as a key development opportunity within Stratford Town Centre, and is allocated for a ‘major town centre’ use in the Local Plan. As such, the principle of redevelopment and the land uses proposed both accord with an up to date Development Plan, subject to satisfying the detailed provisions of relevant planning policies, and other material considerations.

5.101 We address all the relevant considerations in the following section.
6.0 PLANNING APPRAISAL

6.1 In this Section, the Proposed Development is assessed against key national, regional and local planning policy and guidance relevant to the determination of the application.

6.2 This section considers:

- The Principle of development
- The Principle of land uses
- Design and landscape
- Townscape and heritage
- Economic effects
- Event management, public safety and security
- Transport and access
- Daylight, sunlight, overshadowing, lighting impact and solar glare
- Wind
- Ecology
- Noise
- Air quality
- Waste
- Archaeology

6.3 Our review has drawn upon, and should be read in conjunction with, the detailed accompanying reports, and the Environmental Statement.

Principle of development

6.4 The Proposed Development would deliver a world-leading multi-purpose leisure and entertainment venue on a vacant brownfield site in the heart of Stratford, which is capable of hosting major events throughout the year. It will revolutionise the audience experience bringing unforgettable nights out for fans – from the UK and around the world. Furthermore, it would be operated by a proven venue owner with a reputation for delivering world-class experiences.

6.5 The Proposed Development therefore accords with paragraph 117 of the NPPF, Policy 2.15 of the London Plan, Policy GG2 of the draft London Plan and the LLDC Local Plan by making efficient and effective use of land in a sustainable location.

6.6 The Olympic Legacy SPG recognises that London’s future as a competitive world City is dependent upon East London accommodating a significant proportion of growth and investment over the next 20 years. Accordingly, Policy 1.1 outlines that one of the key overarching spatial objectives of the London Plan is to focus significant investment in East London and achieve convergence with other parts of London.

6.7 The regeneration of Stratford and the QEOP has been the key focus for change and regeneration within East London. The area now benefits from a wide-ranging leisure, cultural, sporting and visitor offer, with the QEOP, the ArcelorMittal Orbit, the retained Olympic venues and Stratford’s retail and entertainment quarter. The Proposed Development accords with this strategy.
6.8 Stratford is also a developing destination for culture, entertainment and arts, as it is the site of London’s East Bank at the Olympic Park. East Bank will include the new V&A, BBC Symphony Orchestra, Sadler’s Wells, University of the Arts London and UCL.

6.9 A principal factor that has underpinned the regeneration and ongoing success of Stratford is it being one of the best-connected locations in London, with the Central and Jubilee lines on the Underground, a London Overground station, and Crossrail (the Elizabeth Line) due to open in 2019.

6.10 In recognition of Stratford’s significant growth potential, the London Plan and draft London Plan identify it as a potential International Centre. It is also identified as an outer London development centre by Policy 2.16 of the London Plan.

6.11 In the context of Stratford’s wide-ranging business, visitor, entertainment, sporting and cultural offer, excellent infrastructure and connectivity, and positive policy context, the area is considered by the Applicant to be an ideal location for the Proposed Development.

6.12 The delivery of a world-leading multi-purpose leisure and entertainment venue will bring significant economic benefits to Stratford, as well as across London and the UK, as summarised later in this section.

6.13 The scale and significance of the Proposed Development will also elevate the status of Stratford on a global level, and ultimately assist in becoming an International Centre in accordance with the London Plan and draft London Plan.

6.14 The Proposed Development therefore accords with the overarching policy objectives of the London Plan and draft London Plan, including Policy 1.1, Olympic Legacy SPG and Town Centres SPG, by focusing significant investment in Stratford, on a Site which is highly accessible (PTAL Rating 6b), and ultimately contribute towards the convergence of East London.

6.15 The principle of delivering a world-leading entertainment venue also accords with the Mayor’s overarching vision set out in the London Plan, draft London Plan and Supplementary Planning Guidance to promote London’s night-time offer and ensure it continues to compete with other world-cities.

6.16 The Culture and Night Time SPG, the Town Centre SPG and Policy HC6 of the draft London Plan, promote London as a 24-hour city and support the diversification of the night-time economy in appropriate town centre locations. The night-time economy in Stratford is well-established and is classified as having regional/sub-regional significance (NT2) in Annex 1 of draft London Plan.

6.17 In this context, the Proposed Development will directly contribute towards the status and diversification of Stratford’s and London’s night-time offer, and will complement the City’s existing dedicated major entertainment venues. Currently London has only two dedicated large capacity arenas - the O2 Arena (20,000), and SSE Arena, Wembley (12,500) - that are capable of hosting the major acts that commission world and European tours.
6.18 The Applicant has commissioned a study by Sound Diplomacy to benchmark London’s major dedicated entertainment venues (as above) against four other major cities: Berlin, Paris, Madrid and New York City (please see Appendix 1).

6.19 By comparing the populations of these cities to how many entertainment venues they have, it sets out the average population size per venue. The study demonstrates that London has the highest ratio (4.39 million people per venue), with almost 1 million people-per-venue ahead of the next-most densely serviced city (Berlin).

6.20 Furthermore, it outlines that New York, the only city listed with a comparable population size as London, has 7 major venues equating to 1.2 million people per venue. In addition, the study outlines that the New York market’s 7 dedicated entertainment venues hosted 299 concerts in 2017, whereas the London market’s 2 large venues hosted 183 concerts.

6.21 This demonstrates that London has a significant under supply of dedicated major entertainment venues in comparison to other competing global cities. The Proposed Development would therefore make a significant contribution in assisting London to continue to compete against other global cities, and ultimately help to grow London’s share of the market - this aligns with the Applicant’s core principle of ‘market growth, not market share’

6.22 The Proposed Development therefore directly accords with the Mayor’s overarching vision for the diversification and promotion of London’s night-time economy, as set out in Culture and Night-time SPG, the Town Centre SPG, and Policy HC6 of the draft London Plan.

6.23 The Proposed Development also includes a smaller music club to complement the main venue. The Culture and Night Time economy SPG outlines that London has lost 35% of its grassroots music venues between 2007 and 2015, and notes that the protection and provision of such venues is an important element of the Mayor’s night-time vision for London.

6.24 The Proposed Development would therefore help to support the provision of smaller/grassroot music venues in accordance with the adopted and emerging London Plan, as well as the Mayor’s relevant Supplementary Planning Guidance.

6.25 In addition, the Applicant will commit to making the music club available to local and grass-roots musicians for a minimum of 10 days every year rent-free and with a contribution of up to £5,000 per event towards direct operating costs for such events.

6.26 Therefore, in summary, the principle of the Proposed Development accords with all relevant national, regional, and local policies, as summarised below:

- The Proposed Development accords with paragraphs 103 and 117 of the NPPF, Policy 2.15 of the London Plan, Policy GG2 of the draft London Plan and the LLDC Local Plan by making efficient and effective use of Brownfield land in a highly accessible location.

- The Proposed Development is in line with the overarching spatial objectives of the London Plan, as set out in Policy 1.1, by focusing significant investment in East London. More specifically delivering major development in a defined
Metropolitan Centre accords with Policy 2.15 of the London Plan, Policies SD6 and SD7 of the draft London Plan and Policy B.2 of the LLDC Local Plan.

- The Proposed Development supports the Mayor’s overarching vision and objectives to promote London’s night-time economy by providing a world-leading dedicated entertainment venue in the heart of Stratford. In addition, a smaller music club is proposed that will be available free of charge for a minimum of 10 days per year to local and grassroots musicians. The Proposed Development therefore accords with the Mayor’s 24-hour vision for London, the Culture and Night Time SPG, and Policy HC6 of the draft London Plan.

**Principle of the proposed land use**

6.27 The Proposed Development complies with relevant national, regional and local town centre policies, by delivering an entertainment/leisure use (defined main town centre use as defined by the NPPF) with ancillary commercial uses in a defined town centre.

6.28 The Site is located in Stratford Town Centre, which is classified as a Metropolitan Centre and potential International Centre designation in the London Plan and draft London Plan.

6.29 The significant economic benefits associated with the Proposed Development will contribute towards driving change in Stratford and the vitality and viability of the town centre, in accordance with Policy 2.15 and draft London Plan Policies SD6 and SD7.

6.30 In addition, the proposed ancillary commercial floorspace includes a smaller music club, retail, cafes, restaurants and bars, which are appropriate for the town centre location.

6.31 At a local level, the proposed entertainment/leisure use and ancillary supporting commercial uses are in line with Site Allocation SA3.1 of the LLDC Local Plan, which specifically allocates the Site for “large-scale town centre uses.” As set out above, the NPPF defines Main Town Centre Uses as including leisure and entertainment facilities.

6.32 The Proposed Development also unlocks the accessibility of the Site by delivering four new pedestrian connections (subject to the Applicant’s control), including three new pedestrian bridges. One of the bridges connects the Site onto the TCLB in accordance with SA3.1.

6.33 SA3.1 identifies only one means of access to the Site, via the TCLB, and sets no requirement for further links or permeability; nor does it identify a planning objective to create further links through the Site.

6.34 Therefore, by creating four new pedestrian connections into the Site, the Proposed Development exceeds the requirements of the SA3.1. Accordingly, the Proposed Development significantly enhances accessibility across the Site, and assists in improving connections between the eastern and western parts of the Stratford town centre.
6.35 The Proposed Development therefore complies with relevant national, regional, local town centre policies by delivering a main town centre use in a defined town centre, and would significantly enhance the vitality and viability of Stratford.

6.36 The Proposed Development accords with the Site’s local policy allocation (Policy SA3.1 of the LLDC Local Plan) by delivering a large-scale main town centre use.

**Design and landscape**

6.37 The Proposed Development achieves the highest architectural quality. An extensive team of the world’s leading venue and event designers have been brought together to deliver a world class venue. The Proposed Development will become a new London landmark.

6.38 The size, position (both in plan and section) and orientation (internal contents) of the Proposed Development are critical to the successful operation of the venue and its integration into the local context.

6.39 MSG Sphere is 90m tall and is therefore defined as a tall building. Policy 7.7 of the London Plan sets out a number of criteria that tall buildings should address. The Proposed Development is assessed against the criteria in the table below.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) generally be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport</td>
<td>The Site is in a Metropolitan Centre, and achieves the highest possible level of public transport accessibility</td>
</tr>
<tr>
<td>b) only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building</td>
<td>The Site is allocated for a major town centre use, and is surrounded by other tall and bulky buildings. The Character of the Site at present, as a vacant site located between rail tracks, adjoining an Energy Centre and railway station, will be materially enhanced by the proposed development.</td>
</tr>
<tr>
<td>c) relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level;</td>
<td>The form and scale relates well to the changing character of Stratford, which contains tall buildings, the significant scale of Westfield and other iconic stadia and venues.</td>
</tr>
<tr>
<td>d) individually or as a group, improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London</td>
<td>The Proposed Development will create an iconic point of civic and visual significance, located above a major new piece of landscaped open space, at the heart of the Metropolitan Centre.</td>
</tr>
<tr>
<td>e) incorporate the highest standards of architecture and materials, including sustainable design and construction practices</td>
<td>The Proposed Development exhibits the highest standards of architecture and materials, and the sustainability statement demonstrates it employs sustainable design and construction practices.</td>
</tr>
<tr>
<td>f) Exhibit outstanding architecture and incorporate high-quality materials, finishes and details</td>
<td>See above</td>
</tr>
</tbody>
</table>
6.40 Policy 7.7 states that tall buildings should not affect their surroundings adversely in terms of:

- microclimate, wind turbulence
- overshadowing,
- noise,
- reflected glare,
- aviation,
- navigation and telecommunication interference.

6.41 These matters are all addressed in the relevant sections of the Environmental Statement, which demonstrate that having regard to context, the Proposed Development does not result in any unacceptable impacts in respect of these matters.

6.42 Policy 7.7 states that tall buildings should not adversely impact local or strategic views. The supporting Townscape, Built Heritage and Visual Impact Assessment (TBHVIA) demonstrates that the Proposed Development would not adversely impact local or strategic views. It concludes that the proposed iconic building will enhance the local townscape.

6.43 The Proposed Development is assessed against the criteria set out in Policy BN.10 of the LLDC Local Plan in the table below.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>The Applicant response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Exhibit outstanding architecture and incorporate high-quality materials, finishes and details</td>
<td>The proposal is an iconic scheme and will sit alongside other iconic London buildings such as the London Eye and 30 St Mary Axe tower. The venue architects, Populous, are well known and experienced in designing outstanding venues of this size examples being The London Stadium on the Olympic Park nearby, Tottenham Hotspurs new football stadium and the Aviva stadium in Dublin. The sphere features black stainless panels with an imbedded LED fitting creating a state of the art media facade (a world first). The podium grounds the sphere and responds to the context with a high quality black brick finish. Metalwork throughout the podium is Corten and Bronze finished. The landscape is extensive and integrated within the podium scheme. The interiors of the venue will be inspiring featuring a uniquely shaped auditorium</td>
</tr>
</tbody>
</table>
and a 6-storey atrium around, which all of the hospitality circulation is arranged.

It is also noted that the Quality Review Panel (as set out above) supports the proposed design and scale of the Proposed Development, and note it will be an exciting addition to Stratford.

Please see the supporting DAS for further details.

<table>
<thead>
<tr>
<th>2. Respect the scale and grain of their context</th>
<th>The form and scale relates well to the changing character of Stratford, which contains tall buildings, the significant scale of Westfield and other iconic stadia and venues.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Relate well to street widths and make a positive contribution to the streetscape</td>
<td>The new bridge links relate well to the width of the TCLB, and the extensive landscaped open spaces will make a significant contribution to streetscape. In addition, highways and landscape improvement works are proposed along Montfichet Road and Angel Lane/Leyton Road, which significantly enhance the streetscape in these locations.</td>
</tr>
<tr>
<td>4. Generate an active street frontage</td>
<td>The Proposed Development will create a high level of activity, with active frontages across the Site.</td>
</tr>
<tr>
<td>5. Provide accessible public space within their curtilage</td>
<td>The Proposed Development will deliver a significant amount of accessible open space. This is required for the guests of the venue to arrive into before entering the venue and egress onto when they are leaving, but will also be available for use by the public to enjoy, subject to the applicants control. These spaces are extensively landscaped, serviced and contain facilities that will benefit guests of the venue and the wider community.</td>
</tr>
<tr>
<td>6. Incorporate sufficient communal space</td>
<td>The Proposed Development contains a variety of spaces and facilities which will be made available for community uses. The podium features facilities for use by the local community.</td>
</tr>
<tr>
<td>7. Contribute to defining public routes and spaces</td>
<td>As above, the Proposed Development will include extensively landscaped open space, which will be publicly accessible (subject to the Applicant’s control). These spaces integrate with highways/landscape improvements along Montfichet Road and Angel Lane.</td>
</tr>
<tr>
<td>8. Promote legibility</td>
<td>The Proposed Development will deliver an iconic new building in the heart of Stratford, and will also include wayfinding signs to promote legibility.</td>
</tr>
<tr>
<td>9. Create new or enhance existing views, vistas and sightlines</td>
<td>The Proposed Development will create iconic new views and vistas, and become an important</td>
</tr>
</tbody>
</table>
10. Preserve or enhance heritage assets and the views to/from these, and contribute positively to the setting of heritage assets, including conservation areas.

The Proposed Development has no material impact on any designated heritage asset or their settings.

6.44 As set out above and in further detail within the DAS, the Proposed Development includes extensively landscaped open spaces that will be publicly accessible (subject to the Applicant’s control as set out above). In addition, highways/landscaping improvement works are proposed along Montfichet Road and Angel Lane.

6.45 The landscaped open space to the north of the Proposed Development includes playspaces. Please see the DAS for further information.

6.46 The Proposed Development therefore accords with para 127 of the NPPF, policies 5.10 and 7.5 of the London Plan and policies BN.7 and BN.8 by delivering high quality open spaces in an urban area, including playspaces.

6.47 In summary, the Proposed Development fully meets all relevant policy objectives and requirements with respect to design and landscape matters. It is a high-quality scheme, of exceptional and innovative design, creating a new iconic London landmark, set within an extensive high quality, well connected urban open space within the heart of the Metropolitan Centre.

Townscape and heritage

6.48 A TBHVIA forms part of the Environmental Statement (Volume 2) and reviews the Proposed Development against all the relevant national, regional and local policies and guidance. The TBHVIA concludes that:

- **Visual Assessment** - the suitability of the design of the Proposed Development in its spatial location has been assessed using 20 different viewing positions, which were selected in consultation with the LLDC. The TBHVIA concludes, that taking into account the sensitivity to change of each view and the high design quality of the Proposed Development all of the significant effects are judged to be either neutral or beneficial in nature.

- **Heritage Assessment** - The potential long-term significant effects of the completed and occupied Proposed Development on above ground built heritage have been assessed using 7 different viewing positions. The TBHVIA concludes that the potential effects of the Proposed Development on the special interest of conservation areas and those elements of setting that contribute to the significance or appreciation of the listed or locally listed structures assessed would be negligible. The report concludes there would be no significant effects on heritage assets. Therefore, in accordance with the NPPF, the Proposed Development would sustain the historic environment and would not cause harm.

- **Townscape Assessment** - The potential long-term significant effects of the completed Proposed Development, on the character and quality of the
Townscapes of the Site and the surrounding area have been assessed in the Townscape Assessment using 41 viewing positions. The TBHVIA concludes that the potential effects of the Proposed Development on the character and quality of the townscape character areas close to the Site would be minor. Taking into account the sensitivity to change of each townscape character area and the high design quality of the Proposed Development and its townscape benefits (increased permeability across the railways tracks, enhanced street frontage, strong visual marker) all of these effects are judged to be beneficial.

6.49 As mentioned above, the Site includes one non-designated heritage asset – the former urinals on Angel Lane, which will be removed as part of the Proposed Development.

6.50 The TBHVIA assess the significance of the urinals. It concludes that the significance of the urinals is increased by their relative rarity (due to the very standard nature of brick built public urinals, and their systematic removal from the public realm, few survive). However, the significance is very much reduced by their poor condition; the fact that they do not function; the incomplete enclosure; and their non-original setting (their setting fundamentally changed with the demolition of the Stratford Railway Works). As a consequence, the urinals are far from the standard required to be nationally, or locally, listed.

6.51 Notwithstanding this, the Applicant will remove the urinals intact (so far as reasonably possible) and then store them for a period of a year, to allow for sufficient time to consider their reuse or use for any other purpose by a heritage group, railwayman's charity, architectural salvage store or other group or person who wishes to take ownership of the urinals.

6.52 The Proposed Development therefore accords with relevant national policies, including paragraphs 189 and 192 of the NPPF. In addition, it also accords with the London Plan policies 7.8 to 7.10, policy HC1 of the draft London Plan, and relevant policies of the LLDC Local Plan, including policy SP.3.

Economic effects

6.53 The contribution the Proposed Development will make to the national, London, and local economy has been assessed by Volterra in Chapter 5 of the Environmental Statement. This concludes that the Proposed Development will make a very significant contribution to the local Stratford and greater London economy, as a result of both direct and indirect effects.

6.54 In accordance with paragraph 80 of the NPPF, and the provisions of the Development Plan detailed in the previous section, significant weight should be placed on economic growth and productivity generated by the Proposed Development.

6.55 Volterra has prepared an Employment and Skills strategy document to support the planning application. This document confirms that over the course of the three-year construction period, it is estimated that there will circa 1,050-1,150 direct construction jobs on site per year. The length of construction contracts vary considerably, and it is therefore highly unlikely that all construction workers will be employed for year-long period. It is therefore standard practice to also present construction job estimates as full-time equivalent (FTE) jobs created. The Proposed Development is estimated to
generate employment equivalent to 105-115 direct FTEs during the construction phase. An economic impact analysis conducted by Ernst and Young (EY) also estimated that the Proposed Development will support up to 4,300 direct, indirect and induced jobs across the UK over the three-year construction period, with over 3,400 of these in London;

6.56 The creation of employment during the construction phase presents a significant opportunity for local residents to increase their prospects and earnings, particularly because the average earnings of a full-time construction worker in London is estimated to be 38% higher than the median earnings of LBN residents.

6.57 With regards to the operational phase, Volterra estimates that direct jobs supported by the Proposed Development would be approximately 1,000-1,100 FTEs (equivalent to 1,200-1,300 jobs accounting for part-time employment), of which approximately 20% are considered highly-skilled positions. The EY analysis estimates that the Proposed Development once operational will support up to 3,200 direct, indirect and induced jobs across the UK, with over 2,900 of these in London. A large proportion of the remaining lower-skilled jobs created are anticipated to be customer services and sales occupations, which is in line with the types of occupations that unemployed local residents may be seeking.

6.58 Through benchmarking and understanding what has been achieved by other schemes within the LLDC area, the Applicant intends to use reasonable endeavours to achieve the following targets:

- 35% of all construction jobs to be filled by residents of the London Borough of Newham;
- 5% of the overall construction workforce to comprise trainees, apprentices or improvers;
- 35% of all operational jobs to be filled by residents of the London Borough of Newham; and
- 5% of the overall operational workforce to comprise trainees, apprentices or improvers.

6.59 It is the intention of the Applicant to use reasonable endeavours to ensure that the operational jobs taken up by local residents are distributed across all skills levels. To date across the LLDC, Workplace has been very successful in getting unemployed local people into work. Building on this, a further aim now is to try to ensure that it is not just entry level positions but also more skilled opportunities which can be taken up by local people.

6.60 Therefore, the Proposed Development will create significant employment opportunities for local residents in line with Policy 4.12 of the London Plan, the Town Centre SPG, the Culture and Night Time SPG, and the LLDC Local Plan – policies SP1 and B.5.

6.61 The Applicant will work with LBN to engage with local businesses to improve their ability to take advantage of supply chain opportunities arising from the Proposed Development.
6.62 The Applicant has offered to make a financial contribution of £2,100,000 towards employment and training initiatives aimed at reducing worklessness in the LBN. This financial contribution will be used by LBN to support appropriate initiatives, and is required to provide necessary skills training and encourage local recruitment.

6.63 All full-time and part-time staff directly employed by the Applicant will be paid, as a minimum, the London Living Wage. The Applicant will promote the London Living Wage for all construction jobs and other jobs at the Proposed Development. Please see the draft S106 Heads of Terms for further details.

6.64 These commitments will further enhance the employment and skills initiatives delivered by the Proposed Development in accordance with regional and local planning policies.

6.65 In summary, the Proposed Development meets fully all relevant national, regional and local policy objectives and requirements in terms of its economic effects. It will deliver additional high quality employment, skills training, and enhance the London and local economies and provide significant additional spin off benefits to other local business.

Event management, public safety and security

6.66 This section covers the following considerations:

- Operation of the Proposed Development – the Applicant’s overarching approach to the safe and secure operation of the Proposed Development on event and non-event days is set out in the supporting CONOPS - in response to paragraph 95 of the NPPF and policy D1 of the draft London Plan.

- Security strategy – a security strategy is submitted in support of the application, which sets out the security measures and processes that will be adopted and incorporated into the Proposed Development – in response to Paragraph 95 of the NPPF, policy 7.3 of the London Plan and policy D1 of the draft London Plan. Information and details relating to the security strategy that are deemed sensitive have been omitted from this report, as it will be publicly accessible.

- Fire safety – the Design and Access Statement includes a section on fire safety in response to Policy D11 of the draft London Plan.

Operation of the Proposed Development

6.67 The Proposed Development could operate up to 365 days per year, and will have approximately 300 ‘event days’ per year and the potential for more than one event per day. Smaller events could run simultaneously i.e. in the main venue and in the ancillary commercial spaces. A range of events are envisaged, including but not limited to concerts, residencies, immersive experiences, family shows, award shows, product launches, corporate events and sporting events.

6.68 The CONOPS sets out the characteristics of the Proposed Development, and identifies the public, crowd management and local transport management considerations relating to event-days and non-event days.
6.69 The CONOPS covers the following activities leading up to, during and following an event at the Proposed Development, as well as non-event day activities:

- Number of events and event timings;
- Liaison with key stakeholders;
- Communication with guests in advance of the event;
- Provision and circulation of information;
- Production and Service vehicle stacking, access, circulation and departure;
- Staff arrival and departure;
- General safety and security management;
- Management of guests;
- Crowd Management including during event coincidences with neighbours;
- Wayfinding and Signage;
- Car Parking and Drop-off/Pick-up;
- Cycle Parking;
- Management and parking of guest coaches;
- Accessibility, including pick up, drop off and parking;
- Event-day traffic management measures;
- Arrangements for installation and removal of temporary barriers and signs;
- Street cleaning (litter collection and disposal);
- Use of CCTV;
- Use of MSG Sphere public address (PA) system;
- Use of MSG Sphere external screens and signage;
- Use of MSG Sphere external lighting;
- Public access to the site;
- Non-event day safety and security provision;
- Pedestrian and highway signage

6.70 The document has been developed in collaboration with a range of stakeholders, including:

- LLDC
- LS185
- E20 Stadium LLP
- LBN Licensing
- LBN Highways
- Westfield
- Metropolitan Police
- London Underground Limited
- TfL Buses
- TfL Coaches
- South Eastern Rail
- HS1
- Network Rail

6.71 The CONOPS will inform the development of detailed operations plans that will be prepared in readiness for opening the venue. These will converge in a Venue
Operations Manual (VOM) to ensure a holistic and cogent venue operations regime, which would be referenced in the Applicant’s application for a Premises Licence. The VOM will evolve through to and beyond the opening of the venue, but will be consistent with and comply with the parameters and details set out in the CONOPS.

6.72 The CONOPS therefore sets out the Applicant’s comprehensive plans to ensure safe and effective operation of the venue and local area, and demonstrates MSG's commitment to on-going stakeholder liaison. In this context, the Proposed Development therefore accords with paragraph 95 of the NPPF and Policy D1 of the draft London Plan.

Security strategy

6.73 A security strategy is submitted in support of the application. The strategy undertakes an assessment of the threats to the Proposed Development and sets outs measures to mitigate the threats, and ensure a safe and secure environment is achieved in accordance with Paragraph 95 and Policy D10 of the draft London Plan.

6.74 The following measures are covered by the security strategy and have been developed in collaboration with relevant stakeholders, including the LLDC and the Metropolitan Police:

- Secured by design principles;
- Security zoning;
- Vehicle access and Hostile Vehicle Mitigation Measures;
- Search and screening measures;
- Surveillance;
- Access controls;
- Intruder detection systems;
- Security control facilities.

6.75 A detailed security operating plan will be developed during the building construction and fit out stages, based on the principles established by the submitted security strategy.

6.76 In the context of the security strategy for the Proposed Development, the Applicant is committed to maintaining safe and convenient access to the Site for its guests, and other legitimate users when it is safe and appropriate to do so. As set at para 3.32 above, the Applicant will allow public access to the Site, but will be entitled to close the site connections at certain times.

6.77 The above approach is based on recommendation and feedback from the Applicant’s security advisors and Metropolitan Police who have recommended closure of the Site during non-event times.

6.78 The security strategy therefore demonstrates that the Proposed Development accords with Paragraph 95 of the NPPF, policy 7.3 of the London Plan and policy D10 of the draft London Plan.
Fire safety

6.79 The Design and Access Statement includes a section on fire safety. This demonstrates that, to the extent that Fire Safety is a planning consideration, the Proposed Development will meet all relevant policy requirements and Building Regulations.

Transport

6.80 This application is accompanied by a Transport Assessment, a Draft Delivery & Servicing Plan, a Draft Visitor and Staff Travel Plans, and a Draft Construction Logistics Plan.

6.81 These documents provide a comprehensive review of the Proposed Development and a robust assessment against relevant national, regional and local planning policies.

Transport network

6.82 The Site is ideally located to accommodate the Proposed Development, given that the Site benefits from an excellent range of sustainable transport measures.

6.83 The Transport Assessment includes trip generation, mode share forecasts and impact assessments to illustrate the impact of the Proposed Development on the transport network for the year of opening in 2022 and for the future year of 2031.

6.84 An assessment matrix has been created that summarises the impact assessment scenarios that have been tested. A comprehensive set of scenarios that cover a range of event occurrences have been tested, including when there are coincidences with the London Stadium, a busy Westfield, the weekday PM peak hour and the O2 Arena.

6.85 Worst case assumptions have always been used that assume full capacities at all venues, a busy pedestrian network and no retention after an event. Also, the benefits associated with Travel Demand Management e.g. influencing visitors through technology and communication have not been accounted for.

6.86 The Transport Assessment assesses the forecast impact of the Proposed Development on the transport network with a particular focus on line capacity, Stratford Station and the local highway network.

6.87 Please see the Transport Assessment and the CONOPS for further information on the event scenarios that have been tested and the proposed mitigation measures.

6.88 The Proposed Development therefore accords with paragraph 108 of the NPPF, relevant London Plan and Local Plan policies, including Policy T.5.

Highways improvement works

6.89 Highway design proposals have been developed for Montfichet Road to reduce the dominance of vehicular traffic, improve the public realm, cycling facilities and accommodate the required crowd movements and infrastructure associated with the Proposed Development.

6.90 The core design principles for the Montfichet Road design originate from ‘Reconfiguration of Westfield Avenue and Montfichet Road - Feasibility Design Report (May 2015)’ commissioned by LLDC.
6.91 The proposed reduction from a dual to single carriageway reduces the capacity of this highway link. However, it is clear from the LLDC design brief that the key aims are to refocus the highway towards prioritising pedestrians and cyclists rather than vehicles.

6.92 The design features that were specifically proposed for Montfichet Road are as follows:

- Create a new footway for pedestrians on the east of Montfichet Road
- Create dedicated cycle facilities in both directions
- Reduce the dual carriageway down to a single vehicular lane in each direction

6.93 The proposed highway design has been discussed extensively with the LLDC, LBN and TfL as part of the pre-application discussions.

6.94 Highway improvements are proposed to Angel Lane to facilitate pedestrian access to the podium and MSG Sphere service yards.

6.95 The proposals have been developed in close coordination with the Landscape design team to ensure high quality public realm / landscaping design is achieved.

6.96 Please see the Transport Assessment for further details of the proposed highways improvement works. The highways improvement works along Montfichet Road and Angel Lane do not form part of the Proposed Development, but are intended to be delivered pursuant to a Section 278 Agreement.

6.97 The Proposed Development therefore accords with relevant policies of the London Plan policies T.6 and T.9 of the Local Plan by promoting and supporting the provision of safe routes for walking and cycling.

**Car and cycle parking**

6.98 The Transport Assessment demonstrates that operational car parking (37 spaces) and sufficient cycle parking for both staff and visitors is proposed. The car parking spaces will be accessed from the Leyton Road access.

6.99 100 cycle parking spaces for staff are proposed to be located on the podium by Bridge 1. These will be provided as two-tier racks in two secure sheds (one shed with 40 spaces, another with 60 spaces).

6.100 Additionally, 50 Sheffield stands will be provided on Montfichet Road for visitors, located underneath Bridge 2.

6.101 No cycle parking is proposed within MSG Sphere. This is because of the security implications of allowing cyclists to access the basement level of the building. There are also safety issues as the cyclists would only be able to access the cycle parking via the active servicing road.


6.103 Please see the section below in relation to Blue Badge car parking.
Travel Plans

6.104 Staff and visitor Framework Travel Plans accompany the planning application, which set out the key actions which will be taken to achieve mode share targets that have been set for the Proposed Development and encourage use of sustainable transport measures.

6.105 The Proposed Development therefore accords with the London Plan and Local Plan, including policy T.7.

Access

Site access

6.106 The Site is not currently publicly accessible. The Proposed Development will unlock the accessibility by delivering four new public connections into the Site, including three new pedestrian bridges – two of which are along Montfichet Road (subject to the Applicant’s control outlined above).

6.107 Site Allocation SA3.1 of the Local Plan identifies one new bridge connecting into the Site from the existing TCLB. Therefore, the Proposed Development exceeds the requirements of the Site Allocation and significantly improves the accessibility within the Legacy Corporation by helping to link the western and eastern parts of Stratford.

6.108 Accordingly, the Proposed Development fully accords with Policy 7.4 of the London Plan and Policy T.6 of the Local Plan, which require development proposals to integrate into the local area and facilitate improvements to local connectivity.

Access and Inclusion

6.109 The Design and Access Statement, the Transport Assessment and Accessibility and Inclusion Management Statement (forming part of the CONOPS) set out the Applicant’s approach to including the needs of the widest range of people into the design, management and operation of the Proposed Development.

6.110 The access strategy for visitors with mobility issues has been designed with input from a specialist Accessibility Consultant and following feedback from consultation with LLDC, LBN and the Built Environment Access Panel (BEAP). Lifts are provided as part of the Bridge 1 and 2 along Montfichet Road, which have the capacity to accommodate two wheelchair users and two companions. The Angel Lane access also has a protected wheelchair ramp.

6.111 No visitor car parking can be provided on site due to spatial constraints and safety and security reasons associated with parking in a live service yard. The details relating to the provision of blue badge car parking spaces is set out in the supporting Transport Assessment and CONOPS.

6.112 A minimum of 155 wheelchair seats will be provided within the main venue with an associated companion seat. A further 155 seats will be suitable for ambulant disabled visitors. This equates to a total of 465 visitors who may need to use an element of the mobility strategy, with 155 of these being companions. 35% of these visitors are expected to travel by private car, equating to 109 cars.
A mobility assistance operation is proposed to support disabled access to MSG Sphere. Please refer to the supporting CONOPOS for details of the proposed mobility assistance operation.

Therefore, the Proposed Development accords with paragraph 91 of the NPPF, policy 7.2 of the London Plan, policies D1 and D3 of the draft London Plan, and policy BN.5 of the Local Plan by ensuring it can be entered, used and exited safely, easily and with dignity by all.

**Energy and sustainability**

The supporting Energy Assessment and Sustainability Assessment which accompany the application demonstrate that the Proposed Development meets relevant national and development plan policies, and constitutes sustainable development.

The Energy Assessment explains that to incorporate passive design and energy efficiency measures, the Proposed Development will utilise the district heating and cooling network generated from the adjacent ENGIE energy centre to supply 100% of the energy demand for space heating, domestic hot water and cooling, except for the media void. This accords with policy S.3 of the Local Plan, which requires major developments to demonstrate that opportunities to connect to existing energy networks in the Legacy Corporation have been maximised.

Air Source Heat Pump technology will also be integrated where chilled water cannot be used for cooling.

The Energy Assessment concludes that the Proposed Development will achieve a carbon emission saving of 13.4% against the Part L Building Regulations. This translates to a shortfall of 21.6% against the targets set by policy 5.2 of the London Plan, the Sustainable Design and Construction SPG and policy S.2 of the LLDC Local Plan. In accordance with these policies, the shortfall leads to the requirement for a carbon offset payment. Please see the energy assessment for further details.

The carbon offset payment is included within the submitted S106 Heads of Terms.

The supporting Sustainability Assessment demonstrates that the Proposed Development will optimise sustainability through the incorporation of best practice design, construction and operation measures. Some of key features include:

- A commitment to building design in accordance with the principles of the energy hierarchy and fabric efficiency;
- A location close to an excellent range of sustainable transport measures;
- The application of materials efficiency, waste hierarchy, life cycle environmental effect and responsible sourcing principles in the design, specification and construction process for the proposed development;
- Inclusion of water efficient sanitary ware and rainwater harvesting to reduce potable water consumption
- Incorporation of SUDS measures to reduce surface water run-off compared to the existing site;
Commitment to ensuring all forms of pollution are minimised in design and construction, and during the operational phases;
Commitment to ensuring there is no net loss of site biodiversity; and
Commitment to maximise the wellbeing for users of the proposed development.

6.121 The application is also accompanied by a BREEAM pre-assessment, which confirms that the Proposed Development will achieve a minimum of BREEAM Very Good. This accords with policy S.4 of the Local Plan.

6.122 The Proposed Development therefore accords with paragraphs 124 and 131 of the NPPF, policy 5.3 of the London Plan, the Mayor Sustainable Design and Construction SPG, and policies SP.5, S.4 of the Local Plan.

Daylight, sunlight, overshadowing, light intrusion and upward sky glow and solar glare

Daylight, sunlight and overshadowing

6.123 Chapter 10 of the Environmental Statement sets out an assessment of the daylight, sunlight and overshadowing effects of the Proposed Development on surrounding residential and quasi residential properties in accordance with BRE guidelines.

6.124 The assessment concludes that the Proposed Development will lead to some impacts on daylight/sunlight levels in nearby residential properties above the quantitative BRE guidance, as would be expected in the case of a large development within an urban site which has seen dense new residential development up to the boundaries of adjacent sites.

6.125 Notwithstanding this, the assessment concludes that no mitigation measures are required for the completed Proposed Development. This is on the basis that any effects greater than minor adverse are as a result of either the effect of the Proposed Development being assessed against the unrealistic baseline of an undeveloped site in an urban location (Unite Student Accommodation, Moxy Hotel and Stratford Central), or the building’s inherent architecture being the main factor in the relative loss of daylight and sunlight (Chobham Farm Zone 4 – presence of projecting balconies).

6.126 When the effect of the Proposed Development upon the daylight amenity within Unite Student Accommodation, Moxy Hotel and Stratford Central is assessed against a BRE recommended ‘mirror’ baseline and the effect upon the daylight and sunlight amenity within Chobham Farm Zone 4 is assessed, as referred to in the BRE guidance, without its balconies, the overall effect to these properties is considered to be of no greater than minor adverse (not significant).

6.127 The Proposed Development therefore accords with policies 7.6 and 7.7 of the London Plan and policy BN.10 of the

Light Intrusion and Upward Sky Glow

6.128 Chapter 11 of the Environmental Statement sets out an assessment of the Light Intrusion and Upward Sky Glow effects from the Proposed Development. The technical analysis has been undertaken in the context of the Institute of Lighting
Professionals (ILP) Guidance Notes, which provides measurable lighting level values to ascertain the acceptability of light intrusion at night.

6.129 For the most part, the neighbouring uses are not sensitive, comprising the flank wall of Westfield, the ENGIE Centre, and TCLB/rail lines. The most sensitive receptors are the closest residential and quasi-residential occupiers to the north and east of the Site, albeit these have been developed up to their site boundaries, in the knowledge of the Site’s allocation for a major town centre use.

6.130 In order to mitigate any impacts, the LED panels on the external surface of the sphere and other external digital displays will be controlled by way of operating hours and luminance levels to safeguard the amenity of surrounding residents in the context of ILP guidance. These controls will be incorporated into the planning conditions attached to the planning permission. Please refer to the Light Intrusion and Upward Sky Glow and Mitigation and Monitoring chapters of the Environmental Statement for further detail.

6.131 The assessment undertaken has not identified any post-mitigation likely significant effects relating to light intrusion and upward sky glow associated with the Proposed Development.

Solar Glare

6.132 Chapter 12 of the Environmental Statement sets out a comprehensive assessment of solar glare associated with the Proposed Development in relation to road and rail safety. It also assesses solar glare in relation to surrounding residential buildings.

6.133 The analysis identifies that there could be brief and localised incidents of possible glare to drivers of cars and trains approaching the Proposed Development from some of the sensitive viewpoints.

6.134 It should be borne in mind that the assessment has been undertaken for a worst-case climate scenario, i.e. a clear sky, whereas in reality, frequently, the sky will be overcast, particularly in the winter months, which is often when the most significant adverse effects occur due to the sun’s low altitude. In addition, car and train drivers which may be affected by these brief solar glare instances will be travelling towards the Proposed Development at the times that they occur. As such, the instance of solar glare, as they approach the Proposed Development, will move to the drivers’ less sensitive field of vision. In reality, therefore, the instances of disabling glare in the drivers’ line of sight, may last for only a matter of seconds.

6.135 It is proposed to specify an alternative façade material for the Sphere to mitigate the issue as part of the detailed design process to be undertaken prior to the start of construction of MSG Sphere. The use of a lower reflectance material will either remove the glare incidences or reduce the glare incidences to an acceptable (insignificant) level. Research undertaken to date by the design team has confirmed that alternative panel materials are available that will allow glare to be mitigated and which will not materially affect the visual appearance of the Sphere when in ‘architectural mode’.

6.136 It is evident that further detailed façade material and glare studies are required in parallel with ongoing discussions with key stakeholders, principally Network Rail.
These further studies and discussions will inform the specifics of the mitigation strategy. Analysis undertaken to date of various different façade materials has demonstrated that alternative less reflective materials are available and so this allows the conclusions of the solar glare assessment to commit to no likely significant solar glare effects. It is proposed that a planning condition will be attached to any planning permission which requires further detailed solar glare analysis to define the specifics of the mitigation strategy associated with the façade material in order to secure this outcome.

Summary

6.137 Daylight, sunlight, overshadowing, solar glare and the impact of the illuminated surface of the Sphere have all been the subject of detailed testing.

6.138 Inevitably the Proposed Development will bring about changes in outlook, create some overshadowing and changes in daylight/sunlight to surrounding properties, and create light emissions not currently experienced by adjoining occupiers, given that the Site is currently undeveloped. However, none of the effects are judged to be significantly adverse after proposed mitigation.

6.139 The Proposed Development therefore accords with Policies 7.6 and 7.7 of the London Plan, which requires that developments do not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, including in relation to overshadowing. It also states that tall buildings should not affect their surroundings adversely in terms of overshadowing and reflected glare.

6.140 The Proposed Development also accords with Policy BN.10 of the Local Plan states that proposals for tall buildings that are likely to have a significant adverse impact on daylight, overshadowing, light spill/reflection and wider amenity will be considered unacceptable.

Wind microclimate

6.141 Chapter 9 of the Environmental Statement sets out the outcomes of the wind microclimate impact assessment for the Proposed Development.

6.142 The chapter concludes that the presence of the proposed landscaping scheme and other mitigation measures incorporated into the design of the scheme, all assessed areas achieve the desired wind conditions for their intended uses. Therefore, there are no significant effects.

6.143 The Proposed Development therefore accords with policy 7.7 of the London Plan

Ecology

6.144 The supporting Biodiversity Net Gain Assessment confirms that the Proposed Development exceeds legislative requirements and will result in a net gain in biodiversity of the Site.

6.145 An inaccessible green roof is proposed on top of the Stage Box, along with two smaller areas which will demonstrate the highest feasible and viable sustainability standards in line with the London Plan Policy 5.11. The design will be in line with the London

6.146 The green roofs will largely consist of a wildflower blanket system developed to provide a wide range of native species which will be selected to ensure species are suitable for the location. The proposed green roof design once established will provide a self-seeding low maintenance system.

6.147 Significant landscaped open space areas are included within the Proposed Development, which provide opportunities for new planting. Native tree and scrub species are included within the landscaping to enhance the site. Plant selection will also consider the use of species with recognised wildlife value where appropriate. The planting schedule will consist of a carefully selected palette of plants which will provide ornamental value throughout the year, as well as providing nectar, pollen, and berry sources for invertebrates and birds. Larger shrubs/trees should be under-planted to create greater structure and cover for wildlife. The use of block planting of single species will be avoided in favour of a higher diversity of plant types per square metre.

6.148 During construction and maintenance of the landscaped areas, good horticultural practice will be utilised, including the use of peat-free composts, mulches and soil conditioners.

6.149 A Bat Activity Survey report is also submitted with the application. The report notes that the railway corridor immediately to the east of the site boundary is used infrequently by common pipistrelle. The report concludes that the construction and operation of the Proposed Development is likely to have a low impact on bat activity at the eastern site border. The low impact will not affect the conservation status of the species of bat using the site and its immediate environs.

6.150 The Proposed Development therefore accords with Para 170 of the NPPF, policy 7.19 of the London Plan and policies SP.3 and BN.3 of the Local Plan.

**Noise**

6.151 Para 180 of the NPPF states that new developments should mitigate, and reduce to a minimum, any potential adverse impacts resulting from noise.

6.152 London Plan Policy 7.15 requires development proposals to manage noise by avoiding significant adverse noise impacts on health and quality of life as a result of new development. This policy requires proposals to mitigate and minimise the existing and potential adverse impacts of noise on, from, within, as a result of, or in the vicinity of new development without placing unreasonable restrictions on development or adding unduly to the costs and administrative burdens on existing businesses.

6.153 Draft London Plan Policy D13 explains that development proposals should manage noise, by inter alia, avoiding significant adverse noise impacts on health and quality of life. Policy BN.11 of the LLDC Local Plan states that developments will be expected to contribute towards improving air quality and minimise the effect of noise on amenity.
Chapter 7 of the ES details the results of a noise survey undertaken and provides acoustic performance recommendations for the Proposed Development to ensure that acceptable noise criteria can be achieved.

In the context of the proposed major town centre use, within a town centre location, planning policy supports and encourages the development of the night-time economy. An increase in noise on the currently vacant Site is inevitable as part of the delivery of a major town centre use consistent with the policies which promote the Site for such uses.

The Proposed Development has been designed to control noise emissions from the main venue and ancillary space to ensure there is limited impact on surrounding residential properties.

An assessment of the noise from the dispersion of visitor’s forms part of the Environmental Statement. The assessment indicates that there will be temporary increases in ambient noise level at local receptors, and overall moderate adverse impact. The assessment identifies the potential for a significant adverse along Windmill Lane during a worst-case 15 minute period for egress of crowds leaving the venue (when at full capacity) between 00:30 and 00:45.

To mitigate the potential effects from crowd dispersal, alternative egress routes will be promoted during these periods and the event management plan will monitor noise levels and identify methods of reducing noise from maximum events i.e. positioning crowd management staff along the route. Please refer to Chapter 16 of the ES and the CONOPS for further details of the mitigation measures.

Therefore, where potential adverse noise disturbances have been identified, mitigation and monitoring measures will be implemented in accordance with relevant regional and local planning policies.

**Air Quality**

The Air Quality chapter of the Environmental Statement (Chapter 7) confirms that with the adoption of the recommended mitigation measures, the Proposed Development will not have a significant effect on air quality, during both the construction and operational phases.

The Chapter also confirms that the Proposed Development is air quality neutral.


**Waste**

A Site Waste Management Plan (SWMP) and Operational Waste Management Strategy (OWMS) accompany the application.

The SWMP demonstrates that there are opportunities to reduce construction and demolition waste arising from the Proposed Development.

The OWMS describes how waste generated from the Proposed Development will be managed once the development becomes operational.
6.166 The Proposed Development therefore accords with policy 5.18 of the London Plan and policy 5.6 of the Local Plan.

Archaeology

6.167 Chapter 14 of the Environmental Statement gives a comprehensive assessment of the potential effects the Proposed Development could have on archaeological findings on the Site and the local area.

6.168 The Chapter concludes that the construction groundworks for the Proposed Development have the potential to remove the archaeological remains where they occur. The effects of the Proposed Development can be mitigated through the preservation by record, comprising a scheme of archaeological and geo-archaeological investigation and recording, which can be secured by planning condition.

6.169 The Proposed Development therefore accords with paragraph 128 of the NPPF and policy 7.8 of the London Plan.

Overall Summary

6.170 In summary, the Proposed Development accords with all the relevant provisions of current, and emerging, national, regional and local planning policy. The Site is within a defined Metropolitan Centre, and is one of the most accessible locations in London, served by an exceptional level of public transport.

6.171 The Site is currently undeveloped, and land-locked. The Site is specifically allocated for a main town centre use in the LLDC Local Plan, and therefore the proposed entertainment/leisure use accords with the Site’s policy allocation. Therefore, the principle of redevelopment, and of the proposed land use, are acceptable, as confirmed by both the GLA and LLDC in extensive pre-application discussions.

6.172 The Proposed Development is of exceptional quality, and innovative design. It will create a new London landmark, and enhance the character and appearance of this area, and of Stratford as a whole. The Proposed Development will create a significant amount of high quality publicly accessible landscaped space (subject to the Applicant’s control), in the heart of the Metropolitan Centre, and enhance local and strategic views. The Proposed Development has no impact on any designated heritage asset.

6.173 The Proposed Development will be accessible by an exceptional choice and level of public transport options, maximising the opportunity for non-car travel modes. Further improvements are proposed to the existing arrangements. The new pedestrian links will create an exceptional level of additional connectivity, exceeding the requirements of the Site Allocation, and the Proposed Development has been designed from the outset to provide safe, convenient access for all its guests.

6.174 Careful consideration has been given to the environmental impacts of the Proposed Development, as detailed in the Environmental Statement.

6.175 While the Environmental Statement identifies some impacts, which are inevitable in the context of a major development on a currently unused urban site, mitigation measures where appropriate will be secured by planning condition or planning
obligation. Please refer to the Mitigation and Monitoring chapter of the Environmental Statement for further details.

6.176 The Proposed Development is highly sustainable. It accords with the London Plan energy policies, and would achieve a BREEAM rating of Very Good. The Proposed Development will be connected to the adjacent ENGIE energy centre. Wherever possible, additional measures have been included to optimise the use of renewables, and secure efficiencies.
7.0 THE ADVERTISEMENT APPLICATION

Context

7.1 As noted in previous sections, the Site is located within a Metropolitan Centre location, already characterised by multiple large format illuminated advertisements.

7.2 Over the London Plan period, Stratford is expected to significantly increase its current offer to both locals and visitors, becoming a globally renowned International Centre.

7.3 The Site is not situated within a Conservation Area or within the vicinity of any listed buildings or designated heritage assets. As noted in the Townscape and Visual Impact report there are no protected views to or from the Site.

7.4 The Site is located between existing railway lines and next to the ENGIE centre. Until recently, the Site has had no immediate residential neighbours, and all the adjoining sites have been developed in the context of the Site’s allocation for major ‘town centre’ uses, within the heart of a Metropolitan Centre.

7.5 As such, the Site is not in an established residential area, or an area designated for such uses. The commercial nature of the surrounding area is characterised by the advertisements already in place within Stratford centre, and in the immediate vicinity of the Site.

7.6 Any major town centre use on the site would inevitably require signage, and be commercial in nature.

The Proposed Advertisements

7.7 Several elements of the Proposed Development have been specifically designed to display adverts, including the external immersive surface of MSG Sphere, bridge parapets and portals, gates, lift columns, tickertape on leading slab edges and billboards. The proposed advertisements are detailed in the Advertising Design Statement, prepared by Populous, which is submitted in support of the Advertisement Application.

7.8 The Advertising Design Statement sets out the location and rationale for the proposed advertisements, which broadly fall into the following, interrelated requirements:-

- Venue naming signage (linked to a naming rights deal);
- Promotion of events taking place at MSG Sphere;
- Wayfinding on the Site, public information, and details of current and forthcoming events. This is a fundamental part of any major venue; and
- Commercial advertisements.

7.9 It should be noted that when not in use for any of the above uses, which would constitute ‘advertisements’, the external surface of the sphere and other adverts offer the opportunity for artistic content.

7.10 In the case of the external surface of the sphere, it will display commercial adverts for a maximum of 50% of the time that the external façade is illuminated, excluding any
adverts related to the naming rights or information or images relating to current or future events, which are an integral part of the external surface programme.

Planning History of Advertisement Consents

7.11 While the Site itself has no relevant history of advertising consents, the Stratford Metropolitan Centre is characterised by a number of highly visible advertisements which have been approved by the LLDC and its predecessors, or on Appeal.

7.12 On 17th August 2011, the ODA granted advertisement consent (LPA Ref:11/90036/ADVODA) for 13 advertisements on various external elevations of five of the permitted buildings within Zone 1 of Stratford City, as well as advertisements on TCLB and within the public realm of the Street, for the following:

"The erection and display of 13 advertisements comprising 5 Digital Animated Screens and 8 double sided LCD Screens within Zone 1, Stratford City."

7.13 This provides relevant context. Without recourse to every advertisement consent granted within the vicinity of the Site, it is relevant to note the consistent recognition on the part of LLDC, and on the part of planning inspectors, that as a Metropolitan Centre, advertisements are an acceptable part of the townscape, and expected by those who choose to work, live in, or visit, a busy Metropolitan Centre.

7.14 There are no immediately adjoining residential occupiers, or developers, whose decision to develop or live in adjoining sites pre-dates the allocation of this Site for a main town centre use.

7.15 The character of the Site and surrounding area are of modern, high density, urban development in the vicinity of a busy vibrant shopping centre, a train station, an Energy Centre and other current and planned high density urban uses. The planning and advertisement applications both have to be considered in this context.

Planning Policy

7.16 As noted previously, Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that ‘if regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise’.

National Policy

7.17 The NPPF sets out the Government’s economic, environmental and social planning policies.

7.18 Advertisements are subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those which have an appreciable impact on a building or their surroundings should be subject to the local planning authority’s detailed assessment.

7.19 Planning Practice Guidance (PPG) complements the NPPF and provides practical advice for practitioners. Paragraph 79 of the PPG provides guidance on the definition of amenity and serves as a reminder to Local Authorities that large format advertising is acceptable in principle in the right locations, stating:
“...In assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features. This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.”

7.20 In this case, none of these considerations apply. The Site is situated in the heart of a Metropolitan Centre within an obvious location for outdoor advertising, given the commercial characteristics of Stratford City, where the precedent for the display of similar advertisements has already been established.

7.21 The proposed advertisements have been carefully located as part of a clear strategy which respects and builds upon the existing character of Stratford, and planned role of this Site as a major new ‘town centre use’ within the heart of the Metropolitan Centre. As such, the Proposed Development would be in keeping with the commercial nature of the area, within which the display of advertisements of the nature proposed would not be out of place and would certainly not adversely affect the visual amenity which is already dominated by the commercial hub of Westfield.

7.22 As set out above, the Proposed Development would not have any impact on designated heritage assets.

7.23 The clear expectation is that the Proposed Development will attract more visitors to Stratford, by enhancing its attractiveness.

The London Plan

7.24 Policy 7.4 of the London Plan advocates a proactive approach to planning with proposals improving an area’s visual or physical connection with its surroundings. In localities of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area. The Site is clearly of poor/ill-defined character at present.

7.25 Policy 7.5 states that proposals should be secure, accessible and connected, whilst also being easy to maintain.

7.26 Policy 7.6 reiterates that developments should incorporate the highest quality of architectural design and materials, which are not only appropriate to their local context but make a positive contribution to the streetscape, amenity and wider public realm.

7.27 As noted previously, the Proposed Development is of the highest quality and makes a positive contribution to streetscape, amenity and wider public realm. In this context, the proposed advertisements are entirely consistent with these objectives and is therefore fully in accordance with the London Plan.

Given the central location of the Site within Stratford, the Proposed Development will match, and materially enhance, the general commercial and retail characteristics of the surrounding area. LLDC Local Plan

Page 78
7.28 At local level, BN15 provides specific guidance in relation to advertisements. The most applicable criteria for the Proposed Development are as follows;

   a) “That the advertisement will not have an adverse impact on amenity;
   b) That the advertisement will not result in visual clutter through the proliferation of advertisements in the area;
   c) The advertisement will not obstruct architectural features; and
   d) The advertisement will respect the appearance, character, scale and street scene of the building/site upon which they are proposed.”

7.29 In respect of Policy BN15, the proposed advertisements comprise a co-ordinated approach to advertising in a location clearly appropriate for the placement of naming advertisements, wayfinding and public information, and commercial advertisements within the heart of the Metropolitan Centre.

7.30 Understood in the proper context, the proposed advertisements will materially enhance the general amenity of this part of the Metropolitan Centre.

7.31 The proposed advertisements will not result in visual clutter, or obstruct architectural features; on the contrary, they are an integral part of the architecture of the Proposed Development. Given the character of the Site at present, they will materially enhance the appearance, character and street scene of the building/site.

**Public Amenity**

7.32 The meaning of amenity can be wide ranging but the NPPG states that "amenity" includes aural and visual amenity.

7.33 The PPG (ID: 18b-079-20140306) provides an explanation of "amenity" by reference to the definition contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which explains that factors relevant to amenity consideration include the "general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest."

7.34 The Site is not situated within a Conservation Area or within the vicinity of any listed buildings or other designated heritage assets. There are no protected views to or from the Site. The Site is overlooked by a number of recently developed residential premises, all of which have come forward in the context of the Site’s designation for a ‘town centre use’.

7.35 Reflecting the commercial character of the wider area and the demand for advertisement space, we note there have been a number of recent advertisement consents granted by the LLDC for signage.

7.36 Most notably, the digital LED wrap forming part of the Olympic Stadium redevelopment (LPA Ref: 15/00397/ADV), whereby permission was granted for the installation of vertical steel mullions 15 metres in height and extending 270 degrees around the exterior of the stadium façade (620 metres).

7.37 When considering the impact on amenity of the Olympic Stadium wrap application, the LLDC acknowledged that there would be an impact given the size of the digital wrap. However, the analysis concluded that any effects on the townscape and cultural
heritage of the adjacent Conservation Area designation would not be significant; residential amenity would not be unacceptably impacted, and the level of brightness was considered to be within the recommended industry guidance.

7.38 On balance, LLDC considered that the advertisements would not be unacceptable to the amenity of residents or character of the surrounding area, concluding:

“Through the control of hours and brightness, as contained within the Development Specification Framework, and secured by condition, while some townscape and visual impacts have been identified as moderate adverse, they are not significant due to controls in place. Officers acknowledge that there will be an impact from the proposal and are confident that it will not result in an unacceptable impact on the amenity of residents or the character of the surrounding area, in accordance with Policy BN.1 and point (2) of Policy BN.15.”

7.39 LLDC's approval of the Stadium digital wrap recognises the commercial character of the Metropolitan Centre and the ‘in principle’ acceptability of advertisements. The Site occupies a more central, urban location than the Stadium, and does not have the same sensitivity in terms of ecological effects.

7.40 More recently, permission was granted at appeal for the temporary display of vinyl adhesive adverts on the north and southern glazed panels of the TCLB (LPA Ref: APP/M9584/Z/15/3135265), in the immediate vicinity of the Site.

7.41 At that Appeal, the Inspector concluded that whilst the advertisements would be very prominent to people passing over the bridge, they would relate to the busy commercial environment at the entrance to Westfield, stating:

“The TCLB is not within a conservation area and the scheme would not affect the setting of a listed building. Given its commercial context, I am satisfied that the proposal would accord with the local characteristics of the neighbourhood, and that it would not harm the visual amenity of the area.”

7.42 These and other decisions demonstrate that Stratford is an appropriate location for advertising. The Site is similarly located within what will become a busy pedestrian thoroughfare, at the heart of the Metropolitan Centre. The same considerations clearly apply to the proposed advertisements on the new bridge links, if not more so on the basis that they are a) integrated into the design, and b) the links will mainly be used by people choosing to visit the Proposed Development.

7.43 Whilst the Site is currently land-locked and unused, and therefore gives rise to no activity and noise/lighting impacts on neighbouring sites, this is not a relevant baseline for assessing the proposed advertisements. Any alternative ‘major town centre use’ on the Site would inevitably require some level of advertising and signage.

7.44 Any assessment of the impact on the amenity of current and future residents in the immediate vicinity has to have regard to the context, as set out above. As part of the planning application, careful consideration has been given to the visual impact of the Proposed Development, and any impacts of light emissions on residential amenity.

7.45 These matters are addressed in the detailed assessment undertaken by Point 2 in Chapter 11 of the Environmental Statement and will be controlled by way of operating
hours and luminance levels, to safeguard residential amenity. As a consequence, the impact of light emissions on any nearby residential receptors will be mitigated by condition to levels which are acceptable in the urban context of the Site.

7.46 In addition, the supporting Townscape, Heritage and Visual Impact Assessment assesses the proposed advertisements, and concludes that the Proposed Development will meet all heritage, conservation and urban design related planning policy requirements at local, regional and national levels.

**Public Safety**

7.47 No concerns have been raised about the effects of the digital content displayed on the surface of the Proposed Development, or the additional advertisements proposed, on road safety. The neighbouring roads are urban, low speed roads.

7.48 The CONOPS deals with event management and crowd safety, and concludes that the Proposed Development will not lead to any material concerns over crowd safety. In any event, there is no evidence to suggest that the proposed advertisements will have any material impact on this aspect of safety.

7.49 As part of the pre-application stage, ongoing discussions have been held with TFL/LUL/Network Rail. These have centred around any potential impacts of the Proposed Development on rail safety. Although this process is ongoing, no material rail safety issues have been identified.

**Mitigation**

7.50 The content of advertisements falls to the Advertising Standards Agency. Subject to any relevant controls on light emissions levels, there is no material difference, in amenity or safety terms, between advertising and non-advertising content.

7.51 However, reflecting the positive contribution which the Proposed Development will make to the local townscape, and the benefits of a programme of non-advertising content displays, the Applicant is prepared to restrict purely commercial advertising content on the external surface of the sphere to not more than 50% of the time that it is illuminated.

7.52 For the avoidance of doubt, this restriction would not govern advertisements associated with naming rights or information or images relating to current or future events.

7.53 Furthermore, the Advertisement Application will also be subject to proposed controls, including hours of operation and light emittance levels, which are the same for advertising and non-advertising content. Please refer to the Light Intrusion and Upward Sky Glow and Mitigation and Monitoring chapters of the Environmental Statement for further details. The controls will be incorporated into the planning conditions of the planning permission and advertising consent.

7.54 As a consequence of these controls, the proposed advertisements will result in no material adverse impact on amenity or safety. On the contrary, the Proposed Development will deliver an iconic, high quality redevelopment of an unattractive vacant site, will result in a material improvement in the amenity of those living and working in, and visiting, Stratford.
Summary

7.55 Given the nature of the proposed advertisements, the location of the Site and the nature of the surrounding area, it is evident that they will have no adverse impact upon amenity and accords fully with all the relevant provisions of the LLDC Local Plan, and specifically, Policy BN15.

7.56 Specifically, they will have no material impact on the amenity of residents and others; do not result in visual clutter and proliferation, or obstruct architectural features, and respect the appearance and scale of the building and site. On the contrary, they are an integral and fundamental part of the design and character of the Proposed Development.

7.57 The Proposed Advertisements are acceptable from an amenity and public safety perspective. As an integral part of the Proposed Development, there is a clear planning case for the proposed advertisement consents, subject to the controls and mitigation proposed.
8.0 COMMUNITY INFRASTRUCTURE LEVY AND PLANNING OBLIGATIONS

Community Infrastructure Levy

8.1 There are two Community Infrastructure Levy (CIL) regimes which apply to the proposed development on the Site: the Mayoral CIL adopted by the Mayor of London, and Borough CIL adopted by the LLDC.

8.2 The Mayor formally adopted a CIL charging schedule on 1 April 2012. For development schemes in LBN, the Mayoral CIL will be levied at £20 per m² (plus indexation) of chargeable area for all land uses, with the exception of educational and charitable uses.

8.3 The Proposed Development is therefore currently subject to a £20 per sq. m charge plus indexation.

8.4 The MCIL2 charge is currently anticipated to be adopted in April 2019. The draft charging schedule includes a charge of £60 per sq. m for all new development in LLDC, except for health and education uses.

8.5 The LLDC CIL, which is payable in addition to the Mayoral CIL, became effective in April 2015. The Site is within the Stratford Retail Area within the CIL Charging Schedule, which includes the following levy rates:

- All residential development - £60 per sq. m
- Convenience supermarkets and retail warehouses (over 1,000 sq. m) - £100 per sq. m
- Hotels - £100 per sq. m
- Student accommodation - £100 per sq. m
- Comparison and all other retail in ‘Stratford Retail Area’ - £100 per sq. m
- Comparison and all other retail (A1-A5) outside ‘Stratford Retail Area’ - £Nil
- All other uses expect education and healthcare - £Nil
- Education and healthcare - £nil

8.6 The Proposed Development is Sui Generis and therefore falls under ‘all other uses except for education and healthcare’. Accordingly, the Proposed Development is not subject to a LLDC CIL charge.

8.7 LLDC published a new Charging Schedule for consultation in October 2018.

Planning Obligations

8.8 The Applicant is willing to agree planning obligations which meet the requirements of Reg 122 and 123 of the CIL Regulations 2010. Regulation 122(2) requires planning obligations to be necessary to make the development acceptable in planning terms, directly related to the development, and fairly and reasonably related in scale and kind.

8.9 The Applicant’s proposed S106 Heads of Terms have been prepared by Herbert Smith Freehills LLP following discussions with LLDC, LBN, TfL and other stakeholders. The draft Heads of Terms have been submitted with the planning application, and a S106 Agreement will be prepared as part of negotiations during the application determination period.
9.0 THE PLANNING BALANCE AND OVERALL CONCLUSIONS

9.1 Based on the detailed supporting information which accompanies this application, it is considered that the Proposed Development accords with all relevant provisions of the Development Plan, and therefore benefits from the presumption in favour of development unless material considerations indicate otherwise.

9.2 We have reviewed the provisions of the emerging London Plan, and direction of travel of the forthcoming update of the LLDC Local Plan, and LBN planning policies. In as far as they carry material weight at this stage, these fully support the principle of the development and proposed land uses, and the comprehensive technical evidence which accompanies the application demonstrates that the application complies with relevant policies.

9.3 The Proposed Development also meets the requirements of all relevant supplementary guidance, and other appropriate guidance, having regard to the context. Clearly as a major town centre use, generating additional activity and vitality in this busy metropolitan centre, in accordance with the specific site allocation, the Proposed Development will generate additional activity, and place additional demands on public transport.

9.4 The ES concludes that the Proposed Development may result in adverse effects in respect to transport, highways and movement, and noise and vibration from crowd dispersion. However, these effects will be mitigated and monitored by conditions and planning obligations as necessary. Furthermore, the impacts are the consequence of a clear policy objective to focus new development and growth in Stratford, reflecting its significant potential, and excellent accessibility, and must be considered in the context of recent and further planned developments in the area in accordance with this strategy.

9.5 The potential impacts on crowd management and station capacity arising in certain peak event scenarios from the combination of guests using MSG Sphere, and other current and planned attractions in Stratford, including Westfield and the Olympic Stadium, have been addressed by the proposed event timings, and by the design and CONOPS.

9.6 In addition, the Proposed Development includes measures which will improve connectivity, signage, public realm improvements, and station improvements, which will mitigate any impacts arising at peak times, and deliver material improvements at other times.

9.7 Potential impacts of light emissions on nearby residential and quasi-residential uses from the external surface of the Sphere will be kept within appropriate levels by calibrating the technology which controls the façade display and light levels. Lighting levels, and operating hours will be controlled by planning conditions.

9.8 To mitigate the potential effects from crowd dispersal, alternative egress routes will be promoted during these periods and the event management plan will monitor noise levels and identify methods of reducing noise from maximum events i.e. positioning crowd management staff along the route.
9.9  As the Proposed Development fully accords with the Development Plan, and any impacts arising from the development and operation of the venue will be satisfactorily mitigated by conditions and planning obligations as necessary, there are no material considerations that would dis-apply the statutory presumption in favour of the grant of planning permission.

9.10  However, even if the Proposed Development was judged to give rise to some material impacts, these would have to be weighed in the balance against the significant planning benefits which the development will deliver. These comprise:-

- Delivery of a world-leading, technologically-advanced entertainment and leisure venue / music venue, which meets a clearly defined need in London, and accords with the Mayor’s vision to protect and promote music venues in London.
- Further enhancing London as a world class visitor destination, and demonstrating confidence in the UK and London economy, and Stratford itself, as the chosen location for this major investment;
- Supporting Stratford’s Metropolitan Centre designation and contributing towards its evolution into an International Centre classification, as identified in the London Plan, complementing other planned projects in Stratford, such as the new cultural quarter in Queen Elizabeth Olympic Park, East Bank;
- Supporting the growth and diversification of the visitor economy and night-time economy in Stratford and London as a whole, in accordance with the Mayor’s 24-hour vision;
- Providing an exceptionally high quality, iconic landmark building, on a currently undeveloped, unattractive, land-locked site, at the heart of the Metropolitan Centre, in accordance with a longstanding planning policy objective and the Site’s allocation in the Local Plan;
- Delivering substantial economic benefits, including generating and supporting a significant number of employment opportunities in Stratford and across the UK, alongside new workplace skills training. It is estimated that the Proposed Development would support approximately 1,000-1,100 full time equivalent jobs directly on site (equivalent to 1,200-1,300 jobs accounting for part-time employment), of which approximately 20% are considered highly skilled positions. In addition, it is estimated that the Proposed Development once operational will support up to 3,200 direct, indirect and induced jobs across the UK, with over 2,900 of these in London.
- Delivering an entertainment/leisure use, as well as ancillary retail/commercial uses in line with Site Allocation SA3.1 of the LLDC Local Plan, which specifically allocates the Site for “large-scale town centre uses.” The Proposed Development will therefore support and contribute towards LLDC’s targets for additional retail space in Stratford, and enhance the vitality and viability of the centre, in line with planning policy objectives at every level;
• Unlocking the accessibility of the Site by delivering four new public connections, creating an exceptional level of connectivity, and helping to improve connections between the eastern and western parts of Stratford. In accordance with Site Allocation SA3.1, the proposals will provide a new link bridge connecting the Site onto the Town Centre Link Bridge;

• Contributing to further improvements to Stratford Station, to enhance the exceptional public transport connectivity of the site, consistent with the strategy to maximise the use of public transport, while providing dedicated, convenient blue badge parking and a range of other measures to improve accessibility;

• Delivering exceptionally high quality, inclusively designed publicly accessible open space, and off-site contributions towards the remodelling of Montfichet Road. The highways design proposals for Montfichet Road reduce the dominance of vehicular traffic and improve the public realm, cycling facilities and the pedestrian environment. Works are also proposed to Angel Lane to reduce vehicle speeds and create a better environment for cyclists and pedestrians;

• Providing a sustainable development, located next to and connected to the ENGIE District Network, which incorporates a range of sustainability measures, and would achieve a minimum of BREEAM Very Good;

• Delivering a community programme, including the use of the small music venue for Events to promote Stratford and the host boroughs as a centre of excellence for live music and associated sectors; and

• Delivering a significant contribution of towards Mayoral CIL.

9.11 In these circumstances, we consider that the benefits of the Proposed Development more than outweigh any potential adverse impacts, and planning and advertising consent should be granted.
Appendix 1
PRESENTED BY SOUND DIPLOMACY

LONDON'S VENUE MARKET
AN INTERNATIONAL BENCHMARKING STUDY

PRESENTED BY SOUND DIPLOMACY
INTERNATIONAL COMPARISONS

We benchmarked London’s venue ecosystem against four other major cities: Berlin, Paris, Madrid and New York City.

Like London, these four cities are standard stops on venue tours, offering state-of-the-art venues to acts and music fans.

BERLIN
The Germany, Austria and Switzerland region sold over 7.3m tickets worth €380m in 2016 and has the highest average ticket price of all the regions surveyed in the report, with a cross-genre average of €51.74 and a concert ticket average of €61.62.

Berlin’s Mercedes-Benz Arena is a purpose-built €165m, 17,000 capacity venue. It boasts several event suites, 6 locker rooms and 4 dressing rooms across its 60,000 sqm of space. 2017 had the strongest first-half for Mercedes-Benz Arena since it opened, although it already averages 1.3m visitors and 130 events per year.

There is limited parking available onsite with the ability to pre-book online, along with 400 cycling bays. The venue is accessible via public transport, including from regional train services to other German cities and international services. All transport operates 24 hours on weekends, making post-show journeys home easy for audiences.

Since its opening, the venue has undergone some technical refurbishments, such as introducing Tripleplay technology by installing 200 IPTV (Internet Protocol Television) screens across the venue’s various bars, VIP lounges and concourse. The screens display scores, statistics and live streaming with almost nonexistent delay, capable of integrating social media. Employees are able to control individual screens with their phones or tablets. They also recently upgraded their Wi-Fi offering to ease the network pressure of its 15,000-strong crowds accessing at once and is developing its own app.

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>GDP PER CAPITA</th>
<th>AVERAGE TICKET PRICE</th>
<th>VENUE TO POPULATION RATIO</th>
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<tbody>
<tr>
<td>BERLIN</td>
<td>3.47m</td>
<td>€31,504(^1)</td>
<td>€51.74/€61.62 concerts (GAS regional)(^2)</td>
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<tr>
<td>LONDON</td>
<td>8.78m</td>
<td>€43,629(^3)</td>
<td>€50.30/€50.20 concerts (UK &amp; Ireland regional)(^4)</td>
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\(^1\) IHK Berlin (2015)  
\(^2\) IQ Magazine (2017)  
\(^3\) Barclays (2017)  
\(^4\) IQ Magazine (2017)
PARIS

The AccorHotels Arena reopened after renovations in October 2015, selling 1.1m tickets in its first year back. It hosted 111 events, 61 of which were music events. The year after, this increased to 1.5m tickets for 178 events, although the sports events far outsold music events at 101 to 53. The Paris attacks had a short-term impact on ticket sales, but the industry picked up again in the second half of 2016, with sales now exceeding previous years. To date, it has seen over 30m spectators, averaging 130 events per season.

The venue has a capacity of 20,300 and offers 30 different layouts for events. It also has 8 smaller rooms, such as lounges, to act as convention spaces. The venue has recently installed security gates and scanners at all entrances.

AccorHotels is in the city centre, less than 900m from Paris Gare de Lyon, Paris-Austerlitz and Paris-Bercy, which offer access to Metro lines, bus services and RER express trains.

AccorHotels Arena says the key to maintaining a competitive edge against other venues is to provide as many amenities and experiences as possible for everyone from concert-goers to sponsors and the artists themselves. For customers, this includes a selection of bars and restaurants offering live entertainment to both ticket holders as well as 370 screens located throughout the grounds. The venue’s new app allows customers to reserve parking, pre-order and pay for meals during intermission and receive event notifications. Two VIP programmes are also available, ranging from €310 per event to €220,000 per season for dedicated seating, parking and gastronomy.

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<tr>
<td>PARIS</td>
<td>2.24m</td>
<td>€53,617</td>
<td>€46.44 general/ €58.58 concerts (Western Europe regional)</td>
<td>1 venue = 2.24m people per venue</td>
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<tr>
<td>LONDON</td>
<td>8.78m</td>
<td>€43,629</td>
<td>€50.30 general/ €50.20 concerts (UK &amp; Ireland regional)</td>
<td>2 venues = 4.39m people per venue</td>
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10 Paris Region (2016)
11 IQ Magazine (2017)
12 Barclays (2017)
13 IQ Magazine (2017)
14 IQ Magazine (2017)
15 IQ Magazine (2017)
16 AccorHotels Venue (2017)
17 IQ Magazine (2017)
MADRID

Madrid has three venues which regularly host events and concerts: Vistalegre (14,200 capacity), WiZink Center (15,000) and La Nueva Cubierta Espacio (soon to be 12,500).

VISTALEGRE hosts a broad mix from concerts to sports games and conventions. A €25m development, it opened in 2000 with three spaces: The Venue (14,000 capacity), The Centre (5,000) and Sala San Miguel. It has 20 VIP boxes, as well as a dedicated Presidential Box, 12 bars, 1,000 parking spaces and medical facilities onsite.

WIZINK CENTER (previously Palacio de Deportes de la Comunidad de Madrid) is a €124m venue used for sporting events and concerts. 2016 marked its most successful year, with 135 events held (56 of which were concerts), showing a year-on-year growth since 2014. There are 6 restaurants on site and several VIP experiences including bars and dedicated entrances and seats.

LA NEUVA CUBIERTA ESPACIO in Madrid was recently purchased by Grupofriends and is undergoing a series of renovations which will give the former bullfighting ring better acoustics and increase the capacity to over 12,000 sqm. There will also be a range of services including onsite production services and venue hire, as well as its own ticketing platform. It is currently licensed to operate until 6.30am and has a retractable roof, which allows it to host events in any weather, as well as five dressing rooms for performers (with direct access to both street and stage). As the economy recovers, there is rising interest in VIP packages and experiences, and Madrid’s La Nueva Cubierta Espacio is looking to develop their offer. The Spanish heat affects venue attendance, because consumers don’t want to be indoors during the summer. However, the region appears to have the most passionate fans, with an average attendance of 9,434 per concert (the European average is 5,826). Venues hosted an average of 32 events per year, but attendance rates and sales ratios far exceeded those of the rest of Europe. Venue tours and festivals were particular market leaders in Spain in 2016.

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<tr>
<td>MADRID</td>
<td>3.16m</td>
<td>€32,81218</td>
<td>€33.43 general/ €43.74 concerts (Latin Europe regional)19</td>
<td>3 venues = 1.05m people per venue</td>
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<tr>
<td>LONDON</td>
<td>8.78m</td>
<td>€43,62920</td>
<td>€50.30 general/ €50.20 concerts (UK &amp; Ireland regional)21</td>
<td>2 venues = 4.39m people per venue</td>
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18 Investor Relations (2016)
19 IQ Magazine (2017)
20 Barclays (2017)
21 IQ Magazine (2017)
22 Impulsa Eventos y Instalaciones (2017)
23 IQ Magazine (2017)
NEW YORK CITY

New York City (the 5 boroughs) has a similar (even slightly lower) population than London, but a lot more venues.

The city itself has three venues: Madison Square Garden, the Barclays Centre and Forest Hills Amphitheatre. But the New York market includes 7 venues. They are (with capacities):

- Madison Square Garden (19,420)
- Barclays Centre (19,000)
- PNC Bank Arts Centre Amphitheatre (17,500)
- Nikon at Jones Beach Theatre Amphitheatre (14,400)
- Prudential Center (17,500)
- Forest Hills Amphitheatre (13,500)
- Nassau Coliseum (17,000).

Madison Square Garden is New York’s multi-purpose venue, hosting sports, concerts and family events. Today’s site opened in 1968 and has since amassed a total building and refurbishment cost of almost $2bn, not adjusting for inflation.28 It has a capacity of up to 21,000, covering 76,000 sqm and was the second-busiest venue in the world in 2016 after The O2, with 1,053,675 tickets sold.29

Located in midtown New York City, the venue sits directly above Penn Station, giving guests access to subway lines, buses and Amtrak services to cities along the East Coast (Boston to Washington D.C.). Parking is not directly provided onsite, but the venue does offer vouchers for local public parking garages.

In 2013, MSG’s sound system was renovated by Diversified to include new broadcast cabling, an IPTV system, wireless and satellite (RF) distribution, more television displays and sound systems from JBL, Yamaha, Renkus-Heinz and others.30 Further renovations during that same period introduced more retail and restaurant units, a broadcast studio, production offices, larger concourses, suspended pedestrian paths above the venue floor, LED video systems and improved dressing, locker and green rooms.31

The venue is home to the New York Knicks (NBA), Rangers (NHL), and introduced its first resident musician in Billy Joel, who plays monthly shows there.

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<th>GDP PER CAPITA</th>
<th>AVERAGE TICKET PRICE</th>
<th>VENUE TO POPULATION RATIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK CITY</td>
<td>8.5m</td>
<td>USD $69,074 (New York Metro area comprising New York, Newark and Jersey City)25</td>
<td>USD $81 concerts25</td>
<td>7 venues = 1.2m people per venue</td>
</tr>
<tr>
<td>LONDON</td>
<td>8.78m</td>
<td>€43,62926</td>
<td>€50.30 general/ €50.20 concerts (UK &amp; Ireland regional)27</td>
<td>2 venues = 4.39m people per venue</td>
</tr>
</tbody>
</table>

24 Open Data Network (2013)
25 Crypto Media (2018)
26 Barclays (2017)
27 IQ Magazine (2017)
28 Esteban (2014)
29 Pollstar (2016)
30 Daley (2013)
31 Cacciola (2010)
6.5 CASE STUDY: NEW YORK CITY’S SECOND VENUE SPURS MARKET GROWTH

New York is a good case study for the effect of a new venue entrance into a populous market. Barclays 2012 opening helped create significant market expansion and competition.

In 2012, Barclays Centre opened in Brooklyn. Barclays helped lead Brooklyn’s economic boom into an entertainment and hospitality hotspot, with the local income rate and job market growing faster than the city’s four other boroughs. While the local residential population only grew 7% between 2001 and 2015, nightlife industries (arts, entertainment, hospitality and gastronomy) almost tripled during the same period. The chart on the following page outlines growth in wages across four of New York’s boroughs, showing Brooklyn the clear leader. Note that the steepest incline coincides with the opening of the Barclays Centre.

Charles Kopf (2017)

Chart from ATLAS
**Madison Square Garden was closed for approximately five months per year for each of these years for renovation.**

Data compiled from Pollstar Year-End Top Venues reports.

The chart above is a compilation of year-end ticket sales statistics from Pollstar in the years preceding the opening of Barclays to show its effect on the local venue market. Each venue’s share of their collective total is in parenthesis. The figures show that, despite a 2011/2012 dip in sales attributed to the gap in time between Madison Square Garden’s renovations and the opening of Barclays, total venue ticket sales in New York City have more than doubled what they were before Barclays opened, and Madison Square Garden’s annual sales continue to exceed 1 million tickets each year.

The two venues have carved their respective places in the market. Madison Square Garden attracts audiences from Manhattan and New Jersey, while Barclays appeals more to people from Long Island and Staten Island due to its transport connections. The two venues have not only been able to coexist but have grown the city’s ticketing market, as depicted in the graph (right).

In addition to ticket sales growth, external data shows significant growth in the number of New York market concerts. The average number of annual concerts in the New York market was 181 before the Barclays Centre opened (2009 and 2010). Over the past two years, the New York market has averaged 274 annual concerts. This represents a growth of 52% in the number of New York market concerts.

Additionally, building a venue doesn’t just bring revenue into the live entertainment industry; it’s capable of transforming entire neighbourhoods and cities. Barclays Centre has had a significant impact on Brooklyn, causing a sharp rise in local jobs and, less directly, sparking further area regeneration to capitalise on the influx of visitors. This means even more jobs were created as ancillary businesses opened, and tourism grew to include day-trippers as well as concert-goers.

---

<table>
<thead>
<tr>
<th>YEAR</th>
<th>MADISON SQUARE GARDEN</th>
<th>BARCLAYS CENTER</th>
<th>TOTAL TICKETS SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>977,868 (100%)</td>
<td>n/a</td>
<td>977,868</td>
</tr>
<tr>
<td>2010</td>
<td>1,152,792 (100%)</td>
<td>n/a</td>
<td>1,152,792</td>
</tr>
<tr>
<td>2011</td>
<td>616,874* (100%)</td>
<td>n/a</td>
<td>616,874</td>
</tr>
<tr>
<td>2012</td>
<td>453,894* (56%)</td>
<td>356,512 (44%)</td>
<td>810,406</td>
</tr>
<tr>
<td>2013</td>
<td>475,380* (32%)</td>
<td>991,752 (68%)</td>
<td>1,467,132</td>
</tr>
<tr>
<td>2014</td>
<td>793,395 (52%)</td>
<td>723,616 (48%)</td>
<td>1,517,011</td>
</tr>
<tr>
<td>2015</td>
<td>1,013,453 (60%)</td>
<td>671,092 (40%)</td>
<td>1,684,545</td>
</tr>
<tr>
<td>2016</td>
<td>1,053,675 (58%)</td>
<td>757,141(42%)</td>
<td>1,810,816</td>
</tr>
<tr>
<td>2017</td>
<td>1,167,544 (55%)</td>
<td>936,794 (45%)</td>
<td>2,104,338</td>
</tr>
</tbody>
</table>

*Madison Square Garden was closed for approximately five months per year from 2010-2012 for renovation. Data compiled from Pollstar Year-End Top Venues reports.
CASE STUDY: THE FORUM REASSERTS ITSELF AS L.A.'S CONCERT VENUE

The Forum opened in Inglewood in 1967 as the home of the Los Angeles Lakers (NBA) and the Los Angeles Kings (NHL), both of whom later moved to the Staples Centre upon its opening in 1998. After the Inglewood venue was purchased by Madison Square Garden, it underwent a USD $100m refurbishment.  

MSG's entry to the LA market with the refurbishment of The Forum in 2014 saw a total market growth of 41% based on ticket sales. The chart below, compiled from Pollstar's Year-End Venue figures, shows how the two venues compare in terms of ticket sales since the Forum reopened.

The Forum's refurbishments have grown the total venue market as well as lead in sales.  

In addition to ticket sales growth, external data shows significant growth in the number of Los Angeles market concerts. The average number of annual concerts in the Los Angeles market was 122 before the refurbished Forum was opened (2012 and 2013). Over the past two years, the Los Angeles market has averaged 201 annual concerts. This represents a growth of 65% in the number of Los Angeles market concerts.

The Forum led its marketing campaign with its ability to book long runs of shows and its updated amenities. The Forum is also scalable, with the ability to reduce its capacity to 7,500 and create a more intimate atmosphere for shows. The Staples Centre, regularly used by its home sports teams and events such as the Grammys, maintains a high level of booking. It also benefits from a downtown location close to restaurants and hotels.

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<td>627,613 (51%)</td>
<td>610,387 (49%)</td>
<td>1,238,000</td>
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<td>2016*</td>
<td>701,601 (55%)</td>
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*In 2017, the Staples Center stopped reporting its figures to Pollstar.

Data compiled from Pollstar Year-End Top Venues reports.

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Like the example set in New York in the previous section, The Forum’s refurbishments have grown the total market. The underlying argument is that the two venues complement each other. The Staples Centre has carved its place as the home of Los Angeles’s sports, while also hosting concerts and other shows. It benefits from the growth of the surrounding downtown area and is better suited for shopping.

The Forum, meanwhile, boasts a strong concert atmosphere, as reported by its owners and fans. Its open programming means artists can book longer runs, the scalability allows it to host smaller, more intimate shows and its layout ensures even guests in the farthest seats are close to the stage.

**CONCLUSIONS**

By comparing the populations of these cities to how many venues they have, we identified the average population size per venue (ppv). London had the highest ratio, almost 1 million people-per-venue ahead of the next-most densely serviced city (Berlin). New York, the only city listed with a comparable population size, has almost four times as many venues, which means each venue has a quarter of the audience pressure of London’s venues.

<table>
<thead>
<tr>
<th>LONDON</th>
<th>BERLIN</th>
<th>PARIS</th>
<th>NEW YORK</th>
<th>MADRID</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 venues = 4.39m ppv</td>
<td>1 venue = 3.47m ppv</td>
<td>1 venue = 2.24m ppv</td>
<td>7 venues = 1.2m ppv</td>
<td>3 venues = 1.05m ppv</td>
</tr>
</tbody>
</table>

In addition, New York’s 7 large venues hosted 299 concerts in 2017, whereas London’s 2 large venues hosted 183.

Using New York as an example of an equally-populated city with a thriving venue market, London could arguably support 7 venues. Even using the average of the other 3 cities studied, London could support around 4 large venues, reducing its people-per-venue pressure to just over 2 million. A new venue would also grow the market, as presented in the case studies of both the Barclays Centre and the Forum where the new venues have led total market growth by 115% and 41%, respectively.

In terms of individual venue offer, accessibility and on-site amenities are the key considerations for venues vying to attract audiences.

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