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Planning Policy
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Dear Sir/Madam,

LLDC LOCAL PLAN REVIEW MSG SPHERE, LAND OFF ANGEL LANE, STRATFORD

Introduction

On behalf of our client, Stratford Garden Development Ltd, we write to submit representations in response to the LLDC Local Plan Review in relation to the proposed development at land off Angel Lane (the Site).

Stratford Garden Development Ltd has recently purchased the Site unconditionally to deliver a new multi-use entertainment and leisure building referred to as the 'MSG Sphere' based on the Site's allocation in the adopted Local Plan (Site Allocation SA3.1: Stratford Town Centre West) for "*large-scale town centre use with supporting elements*". The National Planning Policy Framework defines Main Town Centre Uses as including leisure and entertainment facilities.

Accordingly, our client supports that the draft LLDC Local Plan continues to allocate the Site for town centre uses. A planning application for the MSG Sphere is expected to be submitted in late 2018.

This letter describes the site context, sets out an overview of the proposed development and outlines support for the Site's allocation in the Local Plan.

Site Context

The Site is bound to the north by railway lines running to and from Stratford International Station and which serve Eurostar and High Speed 1 services. Beyond the railway lines to the north of the Site is an emerging residential development known as 'Chobham Farm'. 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 developments comprising student housing, residential, hotel and commercial (office) uses. At the southern end of the site lies the Stratford Town Centre Link Bridge. Further south is Stratford Station.

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 Westfield Shopping Centre. Beyond this lies residential development on the Queen Elizabeth Olympic Park. The Olympic Stadium is located approximately 1 kilometre (km) to the south west of the site.

Overview of the Proposed Development

The MSG Sphere is currently being designed to accommodate a total of approximately 25,000 spectators. The arena can operate in a number of different modes with a mixture of seating and standing. The capacity can be varied from the maximum to a range of smaller capacities.

The arena will host a range of events, including but not limited to music, family shows, e-gaming and corporate events. This will be subject to a detailed event management plan.

Approximately 3,715sqm (~ 40,000sqft) of non-ticketed commercial floorspace is proposed. The range of commercial uses is currently being explored, but could include for example, restaurants, bars (including microbrewery) and cafes, a night club, retail and merchandising uses in addition to a smaller music club / venue.

Site Access

Four pedestrian connections will be provided into the Site via:

- **The Town Centre Bridge Link** - A new link bridge connecting the site onto the Town Centre Link Bridge;
- **The Northern Montfichet Bridge Link** - 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** - A bridge over the railway line to the west of the site from the site onto Montfichet Lane between the Engie Energy Centre and the High Speed 1 rail box; and
- **The Angel Lane Link** - The amendment of the existing access on the east side of the site directly from Angel Lane.

A fifth connection into the Site via a bridge over the High Speed 1 rail box with access from the A112/Leyton Road is currently being considered for construction access, light vehicle servicing and an additional access for emergency vehicles (The HS1 Link).

LLDC Local Plan

Site Allocation SA3.1: Stratford Town Centre West

As set out above, Stratford Garden Development Limited has purchased the Site unconditionally to deliver the MSG Sphere, which is a visionary statement for the arena of the future. The proposed use accords with the Site's allocation (Site Allocation SA3.1) in the adopted and emerging Local Plan, which state that the eastern parcel (the Site) "*should provide a large-scale town centre use with supporting elements*". The National Planning Policy Framework defines Main Town Centre Uses as including leisure and entertainment facilities.

The Site is uniquely placed to accommodate the MSG Sphere being in the heart of Stratford and benefiting from excellent infrastructure and public transport accessibility. The proposals justify LLDC's continued allocation of the Site for town centre uses and will deliver a significant number of benefits that enhance the function and role of Stratford town centre in accordance with SA3.1, including:

- Delivery of a world-leading, technologically-advanced entertainment and leisure venue / music venue, which accords with the Mayor's vision to protect and promote music venues.
- Further enhancing the offering of Stratford and London as a whole and supporting Stratford's Metropolitan Centre designation and future potential 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;

- Promoting Stratford and the wider Queen Elizabeth Olympic Park as an international visitor destination;
- Delivering substantial economic benefits, including generating and supporting a significant number of employment opportunities in Stratford and across the UK - estimated to be in the region of 3,200 FTE (direct, indirect & induced);
- Delivering ancillary retail/commercial uses that will support and contribute towards LLDC's targets for additional retail space in Stratford;
- Unlocking the accessibility of the Site by delivering four new public connections into the Site. In accordance with Site Allocation SA3.1, the proposals will provide a new link bridge connecting the Site onto the Town Centre Link Bridge.
- Delivering high quality, inclusively designed publicly accessible open space.

Accordingly, the proposed development is fully compliant with adopted and emerging national and strategic policies that support and promote town centre uses in town centres, and promote the role of Stratford, including:

- National Planning Policy Framework (2012):
 - Paragraph 23
- Draft National Planning Policy Framework:
 - Paragraph 86
- London Plan (2016):
 - Policy 2.15: Town centres
 - Policy 4.7: Retail and town centre development
 - Town Centres SPG (2014)
- Draft London Plan (2017)
 - Policy SD6: Town centres
 - Policy SD7: Town centre network
 - Policy SD8: Town centres: development principles and Development Plan Documents

Summary

Please let us know if there are any further policies that should be considered. We are happy to meet with you to discuss the above comments in further detail. In the meantime, please contact Chris Gascoigne or Joe Stockton at this office should you have any queries.

Yours faithfully,

DP9 Ltd

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