

Committee Briefing Item 3



Subject: Madison Square Gardens (Chobham Farm South) (PREAPP/18/00014)
Meeting date: 27 March 2018
Report to: Planning Decisions Committee
Report of: Daniel Davies, Principal Planning Development Manager

FOR INFORMATION

This report will be considered in private

1. Project team:

Client/Applicant:	Stratford Garden Property Limited
Planning Agent:	DP9
Architect:	Populous

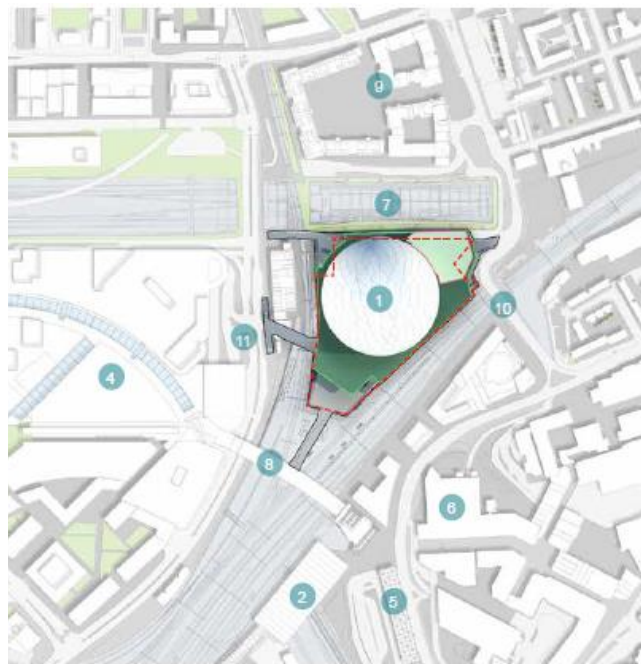
2. Reason for Briefing

To brief Members on emerging proposals for a large scale state-of-the-art entertainment and e-gaming venue adjacent to Westfield Stratford City Shopping Centre. The applicant is intending to submit a full planning application and other related consents in by October 2018.

Figure 1: Site Plan

- 1. Site
- 2. Stratford Underground
- 3. Stratford International Station
- 4. Westfield Stratford City
- 5. Stratford Bus Station
- 6. Stratford Centre
- 7. HS1
- 8. Link Bridge
- 9. Chobham Farm Residential

- 10. Angel Lane
- 11. Montfichet Road



3. Site Description and background

The site is triangular in shape and 'land locked' by railway lines to the west and east, and High Speed 1 (HS1) 'Box' to the north. It lies within the Stratford Metropolitan Centre and adjacent to Westfield Shopping City. The sole existing access to the site is via an entrance on Angel Lane.

Previously the site accommodated facilities to provide logistical support during the 2012 Olympic and Paralympic Games such as coach drop-off and coach parking.

Beyond the site to the north construction is underway by Telford Homes who are constructing a mixed-use scheme comprising 471 residential dwellings, commercial floorspace and a nursery (15/00266/REM).

To the east beyond Angel Lane the site is flanked by the Moxy, the Unite Student Housing Scheme and residential tower under construction by Telford Homes.

4. The Proposed Development

Full planning permission will be sought to construct an entertainment venue which along with music and e-gaming will have associated ancillary retail uses and office space.

The venue will have capacity for between 18,150 -22,000 patrons and will require the construction of up to 3 bridges from the site to the adjoining areas to enable pedestrian access. Two of the bridges will extend from the site to Montfichet Road one landing to the north and one to the south of the energy centre (see Figure 3). There are also proposals for a central bridge that connect with the link bridge between the Stratford Centre and Westfield.

The venue would be clad in a material which incorporates LED's and will be capable of projecting images and adverts. Advertising consent will be sought alongside the full application.

5. Relevant Planning History

The site was previously used during the 2012 Olympic and Paralympic Games for coach drop-off and coach parking. Engineering and reconfiguration of levels was consented to provide a cleared site for future development.

The application proposals will be subject to pre-application consultation with the LLDC.

The site lies just outside of Zone 1 of Stratford City which benefits from Outline Planning Permission 10/90641/EXTODA.

6. Key Policy Considerations

- National Planning Policy Framework, March 2012
- The London Plan, March 2016

- LLDC Local Plan, July 2015:
- Site Allocation SA3.1: Stratford Town Centre West;
- Policy B.2:5 Thriving town, neighbourhood and local centres;
- Draft NPPF (2018)
- Draft London Plan (2017)

The local plan site allocation requires development on this site to provide a large-scale town centre use with supporting elements. The proposals comply with this aspiration in land use terms and further details will be developed regarding the quantum and type of ancillary retail facilities.

7. Quality Review Panel (QRP)

The Scheme is scheduled to be presented to QRP in May and July 2018.

Key Issues

The key planning considerations are:

- Massing of venue and its relationship to the surrounding context
- Townscape and visual impacts
- The external appearance of the building 'at rest and at play' during the day and night
- Illumination impacts and residential amenity
- Accessibility and inclusive access
- Crowd/Event Management
- Opportunities to improve the interchange at Stratford Station
- Impact of traffic generation/operational vehicle movements
- Landscaping and public access to podium
- Local benefits of venue
- Phasing of infrastructure delivery
- Cumulative impact with other venues

The application is referable to the GLA and accompanied by an Environmental Impact Statement.

Figure 3: Madison Square Garden Sphere – Night-time

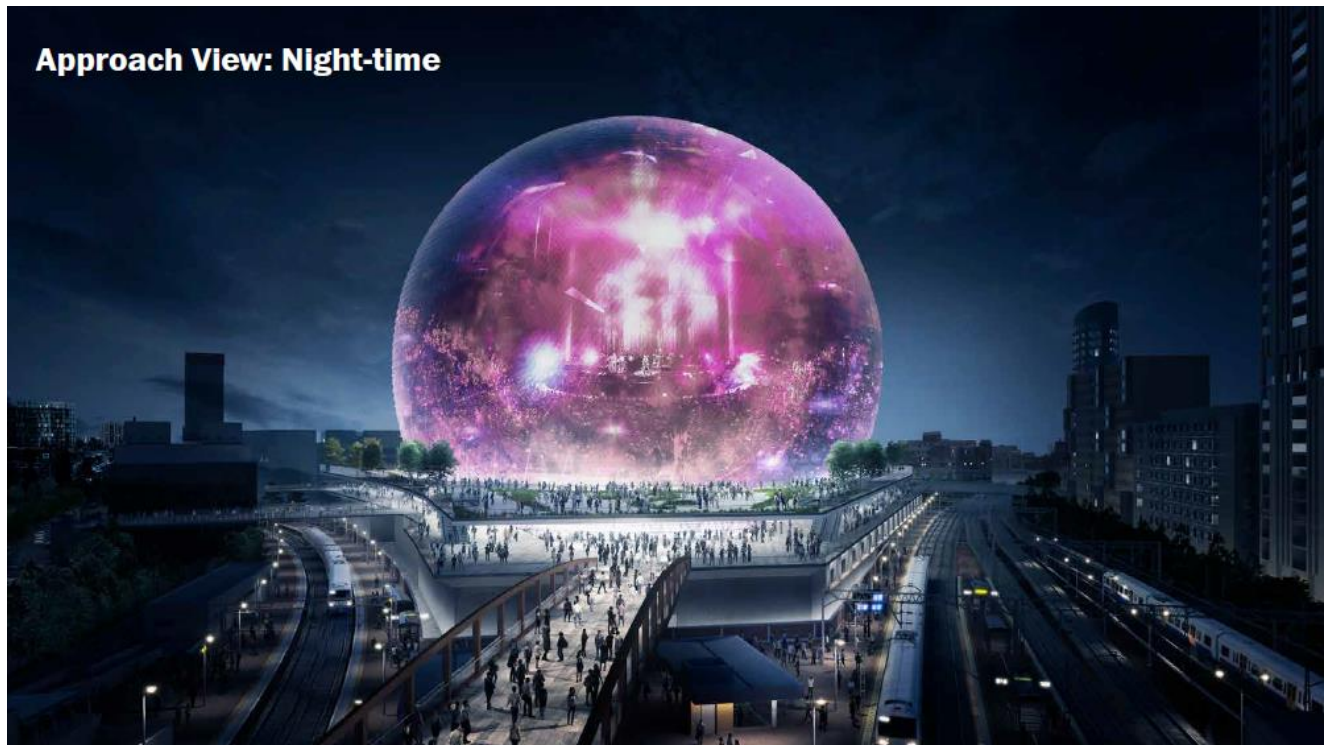


Figure 3: Madison Square Garden Sphere – Day-time

