

Our ref: ME/Q200814
Your ref: PP-11866343
Email: Matt.Eyre@quod.com
Date: 27 February 2023



Director of Planning Policy and Decisions
London Legacy Development Corporation
Level 9
5 Endeavour Square
London
E20 1JN

For the attention of Sara Dawes

Dear Sara

Detailed Planning Application for a 504 Bedroom Purpose-Built Student Accommodation Development (Sui Generis) and Supporting Non-Residential Uses (Class E)

Plot N16, Zone 3, Stratford City, Celebration Avenue, Stratford (now part of East Village)

On behalf of Stratford Village Property Holdings 1 Limited (“SVPH1”) and Stratford Village Property Holdings 2 Limited (“SVPH2”) (“the Applicant”) please find enclosed detailed planning application for a purpose-built student accommodation (PBSA) development at Plot N16, within East Village, Stratford (the “Site”).

Plot N16 is situated within Zone 3 of the Stratford City Outline Planning Permission (ref: 10/90641/EXTODA) (“SC OPP”), where parameters allow for a residential-led building up to 70m AOD tall.

This detailed planning application seeks approval a development comprising 504 PBSA bedrooms (Sui Generis Use Class), with two Class E units on the ground floor together with associated car and cycle parking and landscaping around the Site. The PBSA accommodation will be subject to a Nominations Agreement with a Higher Education Institution (“HEI”) for 51% (254 bedrooms), including all affordable student accommodation (36%/180 bedrooms). The remaining bedrooms will be directly let.

A total of 332m² Gross External Area (“GEA”) is provided as Class E floorspace on the ground floor, with a separate 170m² unit fronting Celebration Avenue and a further 175m² Class E unit within the public lobby on Liberty Bridge Road.

This application hereby enclosed is submitted concurrently with, and related to:



- (i) **An application pursuant to Section 96A (“S96A”) of the Town and Country Planning Act (“TCPA”) 1990 (as amended) to the SC OPP** – to ‘Slot Out’ Plot N16 from the SC OPP; and
- (ii) **An approval of details (“AOD”) application** – seeking to update the Zones 3-6 Zonal Masterplan to exclude Plot N16 pursuant to Condition A1 of the SC OPP.

The detailed proposals have been developed by the design team in full consultation with the London Legacy Development corporation (“LLDC”) Planning Policy and Decisions Team (“PPDT”), LLDC Design and Landscape officers, the LLDC’s Quality Review Panel (“QRP”), the LLDC’s Built Environment Access Panel (“BEAP”) and the LLDC’s Planning Committee. The proposals have also evolved in response to public consultation events undertaken by the Applicant from March to July 2022.

The description of development for the purposes of this detailed planning application are as follows:

“Full planning permission for the construction of a part 10-storey, part 18-storey building providing purpose-built student accommodation (Sui Generis), with commercial, business and service floorspace (Use Class E) at ground floor, and landscaping, parking and other associated works.”

The Submission

Table 1 below sets out the documents submitted with this application and have been agreed with the LLDC PPDT during pre-application consultation. The application has been submitted via the Planning Portal (ref: PP-11866343).

A fee of £54,217.20 has already been paid via bank transfer to cover the requisite application fee consistent with the requirements of the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012.

Appendix 1 attached to this letter provides a schedule of application drawings.

Table 1: Application Submission

Planning Application Documents	
Drawings for Approval	
01	Site Location Plan
02	Proposed Plans
03	Proposed Elevations
Drawings for Information	



04	Existing Site Plan/Block Plan
05	Existing and Proposed Site Sections
06	Illustrative Bay Studies
Documents for Approval	
07	Design and Access Statement
Documents in support of the Application	
08	Acoustic Planning Report
09	Air Quality Assessment
10	Application Form
11	Arboriculture Impact Assessment
12	CIL Additional Information Form
13	Circular Economy Statement (including whole life-cycle carbon emissions assessment)
14	Construction Environmental Management Plan
15	Construction Waste Management Plan
16	Covering Letter
17	Daylight, Sunlight & Overshadowing Assessments including: <ul style="list-style-type: none"> • Internal Daylight, Sunlight and Overshadowing Assessment; and • Impact on Neighbouring Properties Report
18	Draft Heads of Terms
19	Drainage Impact Assessment
20	Ecological Appraisal and Biodiversity Statement
21	Economic Statement (explaining wider benefits of proposals)
22	Energy Statement
23	Fire Statement
24	Geo-Environmental Desk Study
25	Planning Statement (including Statement of Convergence and Draft Heads of Terms)
26	Statement of Community Involvement (SCI)
27	Student Housing Needs Study



28	Sustainability Statement
29	Townscape and Visual Assessment
30	Transport Assessment
31	Tree Survey
32	UAL Supporting Letter
33	Utilities and Services Report
34	Wind Microclimate Assessment

Background

Plot N16 is located within East Village which is an established and vibrant residential neighbourhood that forms part of the wider Stratford City development. It accommodated the Athletes' Village during the 2012 Olympic and Paralympic Games ("the 2012 Games") before being occupied by first permanent residents in 2013 – it represents the first residential legacy of the 2012 Games.

East Village is operated by Get Living ("GL"), one of the UK's largest Build to Rent ("BtR") operators and is now home to over 6,500 residents with 25 acres of parklands and public spaces, children's play spaces, exceptional transport connections and cycle paths and facilities such as an Ofsted 'Outstanding' school (Chobham Academy), health centre (Sir Ludwig Guttmann Health and Wellbeing Centre) and dental practice.

GL has invested heavily in East Village over the last nine years and are committed to ensure that it remains an exemplar neighbourhood in London (and the UK more widely) with a desire to evolve to meet the changing needs of residents. As long-term guardians of East Village, GL has undertaken a review of the remaining development Plots (Plots N16 and N18/19), as there is an opportunity to deliver more sustainable and much needed high-quality homes as well as to refine and improve the surrounding public realm.

Both Plots N16 and N18/N19 benefit from reserved matters application (RMA) consent for primarily residential uses (with non-residential uses at ground floor) for a cumulative total of 898 market housing units. Both RMA's (N18/N19 ref: 14/00141/REM and N16 ref: 14/00056/REM) are consistent with the SC OPP and are capable of implementation. Since the approval of the RMA's in 2014 however, the Applicant has reviewed the requirements of East Village to identify ways in which the proposals can respond to the evolving BtR market and the requirements of East Village. This has identified:

- The need to ensure that East Village does not provide a homogenous product. Development Plots not yet built out provide a unique opportunity to ensure that East Village can respond to tenant requirements/changing demographics in the BtR sector, particularly at the scale provided at East Village;



- East Village is maturing; people are staying longer, the demographic is broadening and residents' preferences are changing. The average resident age of 29 is increasing, the average resident salary is in line with the London average, there are 81 different nationalities, with the highest referenced employer is the NHS;
- The resident proposition must be compelling but bring genuine social value and environmental sustainability, given GL's long-term owner perspective; and
- The desire to have an iconic gateway into East Village and sense of theatre commensurate with the scale of East Village.

The Applicant recognises that this provides a one-off opportunity to ensure that the remaining development Plots at East Village can integrate seamlessly into the existing estate, whilst also capitalising on the opportunity to evolve East Village in response to the neighbourhood's needs. Accordingly, the planning strategy agreed with the LLDC PPDT reflects an overarching masterplanning approach. In addition to the suite of applications outlined above, a new RMA and a standalone and detailed planning application (and associated applications) are being submitted concurrently with the enclosed, as follows:

- **Plot N18/19:** a new RMA, pursuant to the SC OPP for predominantly residential uses. Two separate applications are being submitted alongside this RMA: a S96A application is being submitted in support to allow the detailed proposals for Plots N18/N19 to deviate from the SC OPP in respect of development heights and housing mix; and an AOD application that seeks an update to the approved Stratford City Site Wide Housing Strategy (SWHS) pursuant to Condition C1 of the SC OPP;
- **Public Realm:** a new standalone and detailed application for enhancements to key areas of public realm, namely Victory Park and the area formerly known as the Belvedere. There is no planning requirement to make such enhancements, but this demonstrates the Applicant's commitment to ensure that the amenities at East Village evolves in response to the neighbourhood's needs whilst continuing to invest in its infrastructure.

These applications are being submitted separately, albeit concurrently, reflecting the way in which all proposals have been the subject of a comprehensive pre-application process resulting in entirely compatible proposals.

The above proposals are of the highest quality and the result of a robust design development processes running concurrently that has been informed by extensive pre-application consultation with a range of stakeholders. A Social Value Statement is submitted with the Plot N18/N19 RMA and outlines several cumulative benefits that will arise from all three main proposals (i.e. the RMA for Plots N18/N19 and the standalone and detailed planning applications for Plot N16 and the public realm) which includes:

- New homes that respond to the needs of local people, in particular, individuals, families and students;



- Retention of local people within East Village through expanding the provision of housing, facilitating the trend that a third of residents come from within the area.
- Increased walking and cycling opportunities;
- Improved quality and function of open space focusing on diversity of landscaping and opportunities for social cohesion and wide-ranging usage;
- Improved accessibility and legibility of the public realm which specifically responds to resident feedback that highlighted the need for more amenities and activities;
- Excellent and improved access through East Village to shops and services for health, leisure, and socialising;
- Attracts additional investment into area helping the local economy thrive;
- Excellent access to improved outdoor space to play and exercise, including community sports events as well as better security across the areas of public realm;
- Improved biodiversity, an increased urban greening factor (UGF) and biodiversity net gain through urban greening, trees, extensive planting, and community gardens; and
- Additional opportunities for cultural and creative expression and shared experience with neighbours.

Benefits

On-Site Benefits

If approved, the development will deliver a number of benefits within the Site, including:

- 504 PBSA student bedrooms, with 36% of bedrooms provided for affordable student accommodation and 51% to be secured under a Nominations Agreement with UAL as a Higher Education Provider (HEI);
- Extensive internal communal amenity and study space at first floor and the top floor of the western block and external amenity provided by level 1 courtyard, level 2 terrace, and a roof terrace;
- Public realm improvements around the Site and an increase of 325m² in the amount of open space compared the 365m² to the RMA consented in 2014, which provides public seating and amenity, as well as improved legibility from De Coubertin Street to Victory Park;
- A lobby open to the public, with ground floor spaces for student displays and exhibitions, community programming and a café;
- A UGF score of 0.34; and
- An enhanced design when compared to the RMA consented in 2014 including improvements to daylight compliance rate, the provision of external private amenity;



increased cycle parking; and sustainability and energy reduction to target circular economy and zero carbon requirements set out in the London Plan (2021).

Wider Public Benefits

The delivery of PBSA on Plot N16 will have a wider public benefit in the context of housing.

Firstly, the supply of PBSA in Stratford does not meet the demand so many students are restricted to renting homes in the local area. For example, students presently occupy 54% of homes at N06. The provision of PBSA at Plot N16 will provide students with the specialist housing they require, helping release conventional housing in East Village to more local people.

Secondly, the refined masterplan approach consolidates the remaining Zone 3 residential floorspace previously approved in the 2014 RMAs for Plots N16 and Plot N18/N19 in an optimised Plot N18/N19 RMA submitted concurrently. As a result, the new PBSA proposals for Plot N16 provide additional housing and make effective use of the highly accessible brownfield sites to maximise housing delivery.

The ability to accommodate additional development on Plot N16 creates a unique opportunity to provide an additional public benefit through the funding of the comprehensive enhancement of key areas of public realm in the immediate vicinity of the Site, namely Victory Park and the area formerly known as the Belvedere. A key benefit of the masterplan approach is the enhanced and linked landscaping scheme across Plots N18/19, N16 and Victory Park and the Belvedere, providing the following improvements from the existing public realm and 2014 RMAs for N16 and N18/19. Overall, the landscape masterplan proposes significant enhancements in urban greening and biodiversity across Plots N16 and N18/19 and the public realm through the introduction of a wide range of new plant species and soft landscaping.

The associated detailed planning application for the public realm enhancements, if approved would deliver the following planning benefits:

- **Improvements to public realm** – both the quality and function of Victory Park and the Belvedere will be significantly refined, improved, and enhanced. This will be achieved by the creation of new community spaces that inspire creativity, health, connection, and sustainable living as well as significant landscape improvements that better respond to the evolving needs of East Village residents and visitors;
- **Improvements to legibility** – the proposals will result in physical health benefits through increased walking and cycling opportunities. Improvements to legibility and the integration with pedestrian and cycling connectivity will ensure the public realm better connects with East Village as a whole and further afield towards Stratford International Station;
- **Improvements to accessibility** – the public realm has been designed to provide an inclusive and welcoming environment to bring together existing and new communities in the LLDC administrative and the surrounding boroughs. For example, access to the



Victory Park mound will be improved significantly and include a new canopy with seating and swings that can be used by disabled users;

- **Improvement to sense of safety** – additional security is provided through the densification of landscaping and creation of more intimate spaces increasing sojourn quality and ensuring more eyes on the public realm.
- **Improvements to play space** – the proposals include new and improved access to outdoor space and play space for children of all ages with equal access for all residents and community members. Security across the play areas and distance to public toilets will also be improved;
- **The creation of a pavilion** – the introduction of a pavilion at the heart of East Village will help activate Victory Park. It will provide a retail kiosk/café with seating and flexible space to host a range of events for the local community. This will expand on the current community offer at East Village and strengthen social cohesion. The design of the pavilion is inspired by local context and will encourage local participation through community consultation, giving residents the opportunity to bring forward ideas on how it should take shape;
- **An area to provide civic space, activities, and events** – the proposals involve the creation of a “civic centre” which will help foster sense of community and local identity as it will provide opportunities for cultural uses such as an outdoor cinema, markets, exercise programmes, and performance space to be enjoyed by the whole community for people of all ages and disabilities. This specifically responds to resident feedback which specifically highlighted the need for more amenities and activities in the public spaces; and
- **Improved biodiversity** – the proposals also result in an improved biodiversity, an increased UGF and biodiversity net gain through urban greening, trees, extensive planting, and community gardens.

Importantly, these benefits are only realised upon the approval and delivery of the proposals for Plots N16 and N18/N19 in full to deliver the wider masterplan, which would allow for the investment to undertake the enhancements to the public realm.

Environmental Matters

Environmental Impact Assessment (EIA) Screening

An Environmental Impact Assessment (EIA) Screening Request was submitted by the Applicant on 9 December 2022 seeking the LLDC’s opinion whether detailed planning application would need to be accompanied by an Environmental Statement (ES) carrying out an EIA (ref: 22/00513/SCRES).

On 30 January 2023 the LLDC and their environmental advisors (Arup) confirmed that an EIA was not required for the proposals and included as **Appendix 2**.



We trust that the enclosed is sufficient for your purposes to register the Application and commence with the required consultation. We look forward to receiving confirmation that the Application has been registered and validated.

Please do not hesitate to contact me should you require any further information or additional copies of the submission.

Yours sincerely

A handwritten signature in blue ink, appearing to read "MEyre".

Matt Eyre
Associate



Appendix 1 – Drawing Schedule

DRAWING REFERENCE	DRAWING TITLE	SCALE	SIZE	REV
ARCHITECTURAL DRAWINGS				
SITE CONTEXT				
A12009 F0001	Existing Location Plan	1:1250	A3	I1
A12009 F0002	Existing Site Plan	1:500	A1	I1
A12009 D0002	Site plan - proposed	1:1250	A3	I1
GENERAL ARRANGEMENT PLANS				
A12009 F0100	General Arrangement Plan Existing Ground Floor Plan	1:200	A1	I1
A12009 F0101	General Arrangement Plan Existing 1st Floor Plan	1:200	A1	I1
A12009 F0103	General Arrangement Plan Existing Roof Level	1:200	A1	I1
A12009 D0099	Proposed Basement Level	1:200	A1	I1
A12009 D0100	Proposed Ground Level	1:200	A1	I1
A12009 D0101	Proposed 1st Level	1:200	A1	I1
A12009 D0102	Proposed 2nd Level	1:200	A1	I1
A12009 D0103	Proposed 3rd Level	1:200	A1	I1
A12009 D0109	Proposed 9th Level	1:200	A1	I1
A12009 D0110	Proposed 10th Level	1:200	A1	I1
A12009 D0117	Proposed 17th Level	1:200	A1	I1
A12009 D0118	Proposed Roof Level	1:200	A1	I1
ELEVATIONS AND SECTIONS				
A12009 D0200	Proposed West Elevation	1:200	A1	I1
A12009 D0201	Proposed North Elevation	1:200	A1	I1
A12009 D0202	Proposed East Elevation	1:200	A1	I1
A12009 D0301	Proposed A-A Section	1:200	A1	I1
A12009 D0302	Proposed B-B Section	1:200	A1	I1
A12009 D0303	Proposed C-C Section	1:200	A1	I1
GENERAL ARRANGEMENT ELEVATIONS AND SECTIONS				
A12009 F0200	General Arrangement Elevation Existing West Elevation	1:200	A1	I1
A12009 F0201	General Arrangement Elevation Existing North Elevation	1:200	A1	I1
A12009 F0202	General Arrangement Elevation Existing East Elevation	1:200	A1	I1
A12009 F0301	General Arrangement Section Existing Section A-A	1:200	A1	I1
A12009 F0302	General Arrangement Section Existing Section B-B	1:200	A1	I1
A12009 F0303	General Arrangement Section Existing Section C-C	1:200	A1	I1
BAY STUDIES AND DETAILS - EXTERNAL WALLS				
A12009 D1300	Bay Study Typical Windows	1:20	A1	I1
A12009 D1301	Bay Study Lower Levels - Celebration Avenue	1:50	A1	I1



A12009 D1302	Bay Studies Lower Levels - De Coubertin Street	1:50	A1	I1
A12009 D1303	Bay Studies Lower Levels - Main Entrance	1:50	A1	I1
TPOLOGY PLANS				
A12009 D0400	Proposed Room Layout - En Suite Typologies	1:50	A1	I1
A12009 D0401	Proposed Room Layout - Studio Typologies	1:50	A1	I1
A12009 D0402	Proposed Kitchen Layout - Kitchen Typologies	1:50	A1	I1
LANDSCAPE DRAWINGS				
EXISTING DRAWINGS				
EAV627-GRA-N16-DR-L-1001-P	Existing General Arrangement Plan	1:200	A1	00
EAV627-GRA-N16-DR-L-1002-P	Existing Site Levels Plan/Topography Plan	1:200	A1	00
PROPOSED DRAWINGS				
EAV627-GRA-N16-DR-L-1003-P	Proposed Key Plan - Master Plan	1:200	A1	00
EAV627-GRA-N16-DR-L-1004-P	Annotation Sheet	N/A	A1	00
EAV627-GRA-N16-DR-L-1005-P	Proposed Plan - Illustrative Plan	N/A	A1	00
EAV627-GRA-N16-00-DR-L-1100-P	Proposed General Arrangement Plan - Ground Level	1:100	A1	00
EAV627-GRA-N16-01-DR-L-1101-P	Proposed General Arrangement Plan - L1	1:50	A1	00
EAV627-GRA-N16-02-DR-L-1102-P	Proposed General Arrangement Plan - L2	1:50	A1	00
EAV627-GRA-N16-17-DR-L-1103-P	Proposed General Arrangement Plan - L17	1:100	A1	00
EAV627-GRA-N16-00-DR-L-2100-P	Proposed Levels Plan - Ground Level	1:100	A1	00
EAV627-GRA-N16-01-DR-L-2101-P	Proposed Levels Plan - L1	1:50	A1	00
EAV627-GRA-N16-02-DR-L-2102-P	Proposed Levels Plan - L2	1:50	A1	00
EAV627-GRA-N16-17-DR-L-2103-P	Proposed Levels Plan - L17	1:100	A1	00
HARDWORK PLANS				
EAV627-GRA-N16-00-DR-L-3100-P	Proposed Hardwork Plan - Ground Level	1:100	A1	00
EAV627-GRA-N16-01-DR-L-3101-P	Proposed Hardwork Plan - L1	1:50	A1	00
EAV627-GRA-N16-02-DR-L-3102-P	Proposed Hardwork Plan - L2	1:50	A1	00
EAV627-GRA-N16-17-DR-L-3103-P	Proposed Hardwork Plan - L17	1:100	A1	00
SOFTWORK PLANS				
EAV627-GRA-N16-00-DR-L-5100-P	Proposed Softwork Plan - Ground Level	1:100	A1	00
EAV627-GRA-N16-01-DR-L-5101-P	Proposed Softwork Plan - L1	1:50	A1	00
EAV627-GRA-N16-02-DR-L-5102-P	Proposed Softwork Plan - L2	1:50	A1	00
EAV627-GRA-N16-17-DR-L-5103-P	Proposed Softwork Plan - L17	1:100	A1	00
EAV627-GRA-N16-18-DR-L-5104-P	Proposed Softwork Plan - GREEN ROOF	1:200	A1	00
EXISTING AND PROPOSED SECTIONS				
EAV627-GRA-N16-00-DR-L-1300-P	Existing Sections - 01/02	As shown	A1	00
EAV627-GRA-N16-00-DR-L-1301-P	Proposed Sections - 01/02 - Ground Level	As shown	A1	00



EAV627-GRA-N16-00-DR-L-1302-P	Proposed Sections - 03 - Ground Level	As shown	A1	00
EAV627-GRA-N16-01-DR-L-1303-P	Proposed Sections - 04/05 - L1	As shown	A1	00
EAV627-GRA-N16-02-DR-L-1304-P	Proposed Sections - 06/07 - L2	As shown	A1	00
EAV627-GRA-N16-17-DR-L-1305-P	Proposed Sections - 08/09 - L17	As shown	A1	00
DETAILS				
EAV627-GRA-N16-00-DR-L-3500-P	Proposed Planter and Bench Detail	As shown	A1	00
EAV627-GRA-N16-00-DR-L-3501-P	Proposed Ceramic Paving Detail	As shown	A1	00



Appendix 2 - Environmental Impact Assessment (EIA) Screening Response