

Merck Serono Ltd,
Stanwell Road, Feltham
TW14 8NX

**PLANNING STATEMENT
(ADVERTISEMENT CONSENT)**

JANUARY 2017

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INTRODUCTION

Cushman and Wakefield have been instructed to submit a planning application which seeks the approval of external signage at Merck Serono Ltd, Bedfont Cross, Stanwell Road, Feltham, TW14 8NX.

The planning application comprises of the following documents:

- Planning application forms and certificates duly signed;
- Plans:
 - a) Site Location Plan (Scale – 1:1250)
 - b) Existing and Proposed Elevations
 - c) Supplementary Information Pack with Proposed Signage Details

We also submit a cheque for the sum of £110.00 in payment for the planning application fee.

SITE & CONTEXT

The application site relates to a 3-storey office building located on the corner of Stanwell Road and A30 Great South-West Road. The building has a reasonably contemporary appearance, is flat roofed in design and is faced in materials of glass and mix of dark grey and yellow brickwork. The building is not listed nor does it lie within a conservation area.

Stanwell Road is a dual carriageway road with a speed restriction of 50mph. The application site is located at the traffic light controlled junction. The surrounding area is predominantly commercial/business/industrial in nature, with residential use to the east contained between Great South-West Road and Stanwell Road. Opposite the application site to the east is a vehicle rental business/forecourt, with residential use along West View Road to the south-east of the site. Immediately opposite to the south is a large open field, adjacent to the west is a global logistics business/warehouse and to the north further office and industrial warehouse premises.

The works sought under this application relate to the exterior of the building only at those locations as illustrated on the accompanying plans.

PLANNING HISTORY

The following includes the planning history of the application site, as derived from the London Borough of Hillingdon's website.

Application Number	Description	Decision & Date
50395/ADV/2007/78	Installation of 3no. illuminated company replacement signs.	Approved – 19 October 2007

The above referenced planning application relates to the erection of illuminated advertisement signs. This application was approved on 19 October 2007 subject to a number of conditions restricting the illumination levels, type of illumination to be fixed/constant lights and to be placed on the south elevation restricting the hours of illumination. This application is in effect

an update of these proposals; the application herewith seeking replacement signage only to reflect renewal of business branding.

PLANNING POLICY CONTEXT

The relevant planning policy considerations for the determination of this application are considered to be as follows:

National Planning Policy Framework (2012)

The NPPF recognises the need to support the existing business sector and to support the sustainable growth and expansion of all types of business.

The NPPF states that *“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation.”*

Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Local authorities are advised to determine applications only in the interests of amenity and public safety, taking account of cumulative impacts.

Further Alterations to the London Plan (2016)

This document forming part of the development plan for London and published in March 2016, is consolidated with all the alterations to the London Plan since 2011.

Policy 2.7 of the London Plan ‘Outer London: Economy’ supports improvements to the business environment as well as managing and improving stock of existing buildings to meet strategic and local need.

Local Planning Policy

The Unitary Development Plan (UDP) was the London Borough of Hillingdon’s long-term development strategy. Since its adoption in 1998, the strategic policies have been replaced by the Local Plan Part 1 – Strategic Policies 2012.

The following UDP policies relating to advertisements and shopfronts have been saved.

Policy BE27 states that the Council will only grant permission for advertisements if they are of such a size and so designed and located that they:

- **Complement the scale, form and architectural composition of individual buildings;**
- **Do not materially harm the visual amenity in the area; and**
- **Do not unduly compromise public safety**

Policy BE29 states that the Council has identified types of development other than commercial, industrial or business which may be acceptable for advertising displays subject to various criteria being met.

Policy OE1 states that planning permission will not normally be granted for uses and associated structures which are, or are likely to become, detrimental to the character or amenities of surrounding properties of the area, unless sufficient measures are taken to mitigate the environmental impact of the development and ensure that it remains acceptable.

PROPOSALS

This application seeks advertisement consent for the following: 'Installation of internally illuminated fascia signs (x4) to the east, south and western elevations, plus 1no. pylon sign at site entrance'.

The signage will be a combination of entrance signs, pylon signage and building signs. One existing sign at ground floor level on the southern elevation is to be removed. It is proposed that all existing signage will be replaced with the new signage, with no resulting cumulative increase from these proposals.

The table below details the specification and position of each advertisement signage:

Signage	Positioning	Size	Colour/Appearance	Illumination Measurement
Building sign (with back panel)	Western elevation at third floor level	1550mm x 4130mm	Yellow – constant in daytime Coloured animation in a continuous recurring loop	Yellow – 100 cd/m ² Magenta – 30 cd/m ² Purple – 15 cd/m ² Green – 40 cd/m ²
Building Sign (Principal fascia)	Southern elevation at third floor level	2025mm x 5890mm	LED Screen with a coloured animation in a continuous recurring loop	Panel – 350 cd/m ² Lettering Yellow – 650 cd/m ²
Building sign (with back panel)	Eastern elevation at third floor level	1550mm x 4130mm	Magenta – constant in daytime Coloured animation in a continuous recurring loop at night	Yellow – 100 cd/m ² Magenta – 30 cd/m ² Purple – 15 cd/m ² Green – 40 cd/m ²
Pylon sign	Western boundary of site at site entrance off Stanwell Road	3 metres 3000mm x 905mm	Magenta – constant in colour	Lettering Yellow – 350 cd/m ² Purple – 35 cd/m ² Magenta – 30 cd/m ² Green – 40 cd/m ²
Entrance Sign	Eastern elevation at ground floor level	540mm x 1030mm	Green – constant in colour	40 cd/m ²

The proposed illumination measurements do not exceed levels as stipulated in the decision notice of the previous application (ref: 50395/ADV/2007/78) – that is, do not exceed a total of 1,000 candelas per metre² on the lit portion.

PLANNING CONSIDERATIONS

This section sets out the main planning considerations and explains how the proposal is consistent with these.

Impact on Character of the Building and Surrounding Area

The signage proposed is considered to be a modern version of that existing, updating the brand for the site.

Taking into account the location of the site within an established predominantly commercial setting and the building's modern appearance, the proposals for the revised signage are considered to be in accordance with the character and appearance of the surrounding area and to no amenity detriment.

Impact on Neighbouring Amenity

The application site is positioned on a relatively prominent corner plot at the cross roads of Stanwell Road and Great South-West Road. Approximately 50m to the south-east of the site are a number of residential properties which face westwards onto the Great South West Road. Many of these properties are screened from the application building by a linear belt of landscaping and lie some distance from the building. It is acknowledged that some of the proposed signage (to the southern elevation) could be visible and it is considered that restriction of operation could be conditioned.

It is worth noting that a previous application was approved in July 2010 for similar proposals, subject to the condition of restricting the hours of illumination between 23.00 and 07.00 on any day.

CONCLUSION

This application for the installation of internally illuminated fascia signs (x4) and one internally illuminated pylon sign at the entrance of Merck Serono Ltd site, Bedford Cross, Stanwell Road, Feltham is considered to be in compliance with national and local planning policy with regard to both its appearance in the interests of amenity and public safety. As such, we respectfully request that planning permission is granted.