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Ref: IC/2195

VIA PLANNING PORTAL

8th August, 2019

Head of Planning
Hillingdon Council

Dear Sir/Madam,

**APPLICATIONS SUBMITTED ON BEHALF OF MONSTER ENERGY EUROPE LTD.
OPERATIONAL DEVELOPMENT AND ADVERTISEMENT CONSENT AT
THE GATE, 7 HIGH STREET, COWLEY BUSINESS PARK, UXBRIDGE UB8 2AD**

We are instructed by our clients, Monster Energy Europe Ltd., to submit two contemporaneous applications in respect of The Gate, 7 High Street, Cowley Business Park, Uxbridge, UB8 2AD as follows:

- An application for planning permission for a series of external changes to the building; and,
- An application for advertisement consent for a single sign to the front of the building.

The application building is a unit is a freestanding office building known as "The Gate" at the northern end of Cowley Business Park.

The business park is accessed via a roundabout from the A408 Cowley Road and lies to the south of Uxbridge centre.

The application site is the northernmost of a series of freestanding office blocks each within their own grounds each with significant areas of allocated parking.

The road to the unit is the subject of no waiting or stopping restrictions for the most part.

The Gate has recently been marketed as a newly refurbished self-contained HQ building with an area of 10,245 square metres (*for the avoidance of doubt we note that it was previously known as Symphony House and indeed this name still appears on the OS base and the application plans clarify this point by annotating the new name*).

The works for which planning permission is sought are relatively minor.

We would add that in their own right a number of the changes would on balance not require planning permission with regard to the Burroughs Day test, however, the cumulative total

sum of all the works proposed would suggest that an application for permission is required and hence this submission.

A single covering letter/planning statement is submitted to cover both the full application for planning permission and the application for advertisement consent.

Both clearly affect the external appearance of the building.

Application for planning permission

The works for which planning permission is required are as follows:

- On the front (northern) elevation the removal of two doors and their replacement with glazed doors in the same opening in order to provide access to a new raised terrace with ramp down;
- This will result in the loss of 3 car parking spaces and in fact 6 will be provided: 4 in the northern part of the car park and 2 at the end of a bay in the car park to the front of the property;
- New door on west elevation replacing a full height window in this location; and,
- Installation of air conditioning unit in existing enclosure.

Assessment

We have had regard to the Local Plan Part 2 Development Policies Site Allocations and Designations revised proposed submission version of October 2015.

Policy DME1 deals with employment uses in designated site and policy DM3 office development.

The first policy is clearly supportive of such uses in the interest of economic development and policy DM3 is more concerned with the principle of office development in various locations other than very minor changes to existing infrastructure.

Effectively the application provides an outside terrace area in the interest of improving the working environment and within the context of the envisaged long-term occupation of the unit by Monster Energy Europe. The works will not affect the architectural integrity of the building which is clearly balanced and symmetrical and has been approved through the planning system in any event.

They are very small changes capable of being adequately absorbed within the context of this site without giving rise to any material change in character.

The additional air conditioning units are proposed in the existing compound to the rear of the property.

As these are some distance from the nearest residential properties we have not submitted a noise report albeit a standard noise-related condition would clearly be acceptable.

Application for advertisement consent

The application is for a single Monster logo on the front elevation as attached to the louvered feature.

As confirmed on the application plans this is to measure 3.82m x 5.5m in height with a depth of 100mm.

It is to be non-illuminated and a 3D grey painted metal built-up with acrylic front panel.

The two relevant matters in respect of the consideration of advertisement application are amenity and public safety.

Safety is not considered to be a particular issue in this location away from the main road and only readily perceived once you are well into the site itself.

In respect of amenity the purpose of the application is to "badge" the site for Monster noting the office unit is one a number of similar designs along this street.

The signage introduces a level of diversity and interest by referencing the occupier.

It will form a focus to the building and whilst nonetheless a large sign will not dominate nor compete with any of the architectural features as it will sit comfortably above the main entrance centrally located within the louvered feature with the two bays of the building either side.

The scheme is therefore seen as a sensible addition in the interest of the long-term occupation by Monster Energy and contributes sensibly to the overall aesthetic of this building.

For these reasons both applications accord with the relevant provisions of the Development Plan and/or advertisement regulations as appropriate.

Ian Coward from these offices is dealing with this matter.

Yours faithfully

**Collins & Coward
encs**