

PLANNING COMMITTEE - 3 NOVEMBER, 2004

Report Of The Development Control Manager

MISCELLANEOUS ITEM

43/2003/029 - ERECTION OF SALES AND STORAGE WAREHOUSE WITH FIRST FLOOR OFFICES, STORAGE YARD, ACCESS, LANDSCAPING AND EXTERNAL LIGHTING, FORMER LINCOTT NURSERY, BAGLEY GREEN, WELLINGTON

The above planning permission was granted under delegated powers in consultation with the Chair in May 2003. The proposed colour scheme for the building was approved under delegated powers in consultation with the Chair in September 2003.

A request for a change to the previously approved colour scheme for the building has been received, amending the use of aztec yellow to poppy red. The background to this is that the original applicants have been bought out by another builders merchants. To integrate these new premises within their growing national chain and to maintain the chain standards and corporate image that has been successfully established elsewhere.

Wellington Town Council would like a darker red used. Wellington Without Parish Council (the neighbouring parish) has also written in expressing concern about the use of the previously approved yellow on the building and requesting that every effort is made to tone down the new colour of red to reduce its visibility.

Four letters of representation have been received objecting to the use of red colour on the building. It is considered that it would be a terrible eyesore and totally out of keeping with the other industrial units in this area, all of which are muted greens and greys, and the adjoining residential properties. Irrespective of corporate colours, they feel that primary colours are far too garish for the area. They consider that the whole building is a blot on the landscape on the boundary of the rural area. They question why the whole building has to look like Legoland. If it has to be red, it is considered that the shade should be toned down to a burgundy red.

The applicants have indicated that due to commercial need to establish a national corporate image, they are unable to agree to the Town Council's suggestion of a darker shade of red. They therefore wish to incorporate their corporate colour, a poppy red, into the externals of the building, but are prepared to accept some limitation of the extent. It is now proposed that the previously agreed Aztec yellow to the first floor clerestory strip be changed to albatross grey. The first floor window frames, the roof gutter and downpipes and the pedestrian ground floor doors being the only elements that are changed, from solent blue, to the poppy red. The overhead doors remain as before as albatross.

I consider this proposed change to be acceptable and recommend accordingly.

RECOMMENDATION

The proposed changes to the colour scheme for the building as set out above be APPROVED as a minor amendment.

In preparing this report the Planning Officer has considered fully the implications and requirements of the Human Rights Act 1998.