HNW Architects

BYD, Snows, Waterlooville

1 Elettra Ave, Hambledon Rd, Waterlooville PO7 7XW

Application for Advertisement Consent (incl. Elevation Alterations)
Summary

Chichester
61 North Street, PO19 1NB
01243 533300

Brighton and Hove
Platf9rm, Church Road, BN3 2AF
01273 952485

London
Spaces, 25 Wilton Road, SW1V 1LW
020 30987300

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1.0 Introduction

HNW Architects Ltd. have been commissioned to prepare and submit proposals for advertisement consent at Snows, Waterlooville. The site is currently being used as an automotive retail unit for Yeomans Nissan and will now be used for Snows BYD franchise. No change of use, nor changes to the existing building footprint are proposed.

This statement is structured to explain the proposed works to enable new signage to the existing building in the form of an Application for Advertisement Consent.

2.0 The Client

Snows is a privately owned motor retail group that represents some of the automotive industry's most prestigious brands across the South and South West of England. The Snows group have over 50 franchised dealerships and several approved service centres and multi-franchise used car centres in various locations across the South. Their aim is to deliver high-quality, affordable motoring to as many people as they can.

3.0 The Site Context

The site lies along Elettra Avenue in Waterlooville, Portsmouth. Adjacent to the site is Snows Toyota, another car dealership owned by the Client. Opposite the site lies food retail units with approved planning applications for a further 3no. food retail units.

4.0 Planning History

The existing showroom was built in 2011 and has since been used as a car dealership, with a workshop to the rear. Since then, several advertisement consents have been granted for the site.

APP/24/00824 - Advertisement consent to remove existing signage and install new illuminated and non-illuminated Toyota brand signage.

APP/11/01435 - Consent to display an advertisement.

5.0 Proposed Signage (to be read in conjunction with submitted drawings)

This application seeks to achieve advertisement consent for new brand signage on an existing car showroom building, along with a replacement totem. This new brand signage consists of a 'BYD Crown' and 'ACM (aluminium composite material) façade' that wraps around the existing showroom building at high level, on the Eastern, Southern and Western elevations. This cladding is the only proposed intervention; the glazing and louvre extent will remain as per the existing.

'ACM Façade' Design Intent

The 'ACM façade' looks to wrap around existing elevations by dividing it into 10 equal vertical segments. This helps to balance the various proposed signage elements; 'BYD Crown' and city name. The 'BYD Crown' is strategically positioned on the Elettra Avenue corner elevation to maximise visual impact. The diagram below has been taken from the BYD design document to help explain the signage principles.

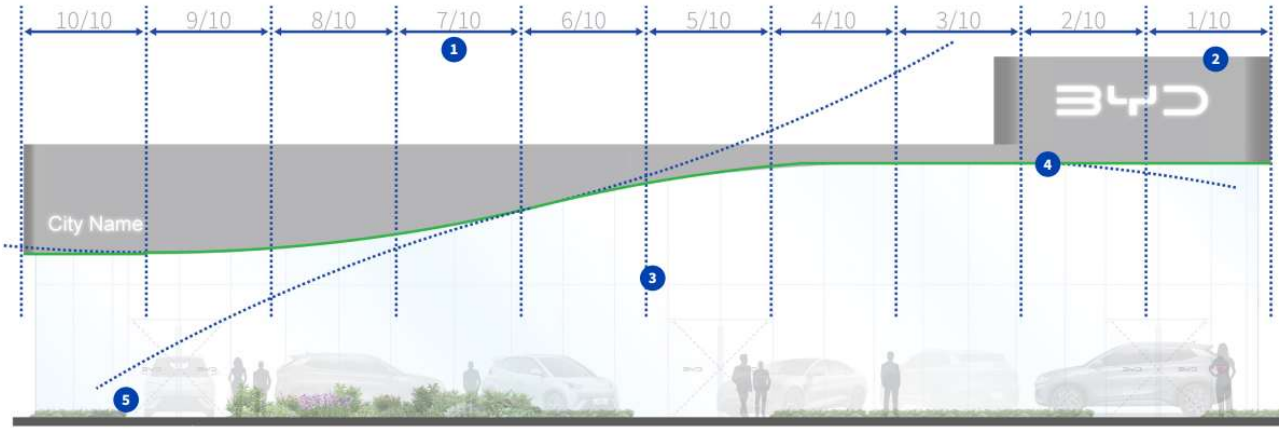

Fig.1 Façade Proportions

The proposed 'ACM façade' wraparound cladding will be grey metallic in colour (reference image below), which is sympathetic to the brand and surrounding building material palette.

Fig.2 Proposed Cladding Colour

Totem Signage (refer to drawing ref. 2220 for design intent)

Height: 6.25m, Width: 2.03m, Depth: 0.67m.
Maximum height of individual letters and symbols: 28.6cm.
Materials: Concrete base (flush with ground) LED strip light Aluminium, acrylic and vinyl.
Text Colour: White. Background Colour: Aluminium powder coated RAL 7011.
The advertisement will be illuminated internally.
Illuminance levels: 600cd/m2. The illumination will be static.

BYD Crown Illuminated Logo (refer to drawing ref. 2300 for design intent)

Height: 0.802m, Width: 4.2m, Depth: 0.08m.
Maximum projection of the advertisement from the face of the building: 0.08m.
Maximum height of individual letters and symbols: 77cm.
Materials: Stainless steel and acrylic.
Text Colour: White
The advertisement will be illuminated internally.
Illuminance levels: 600cd/m2. The illumination will be static.

6.0 List of Drawings

25037-HNW-ZZ-ZZ-DR-A-1000-P01 - Site Location Plan-A3
25037-HNW-ZZ-ZZ-DR-A-1300-P01 - Indicative Existing Elevations-A3
25037-HNW-ZZ-ZZ-DR-A-2100-P01 - Proposed Site Plan-A3
25037-HNW-ZZ-ZZ-DR-A-2220-P01 - Proposed Corporate Identity - Totem-A3
25037-HNW-ZZ-ZZ-DR-A-2300-P02 - Proposed Elevations-A3