



RCC TOWN PLANNING CONSULTANCY



Site: Pocock Yard, Hopton Road, Devizes, SN10 2EU

Proposals:

- a) Planning Application: Change of use to B2 General Industrial and erection of extension to existing building.
- b) Advertisement Application: Erection of non-illuminated signage

On behalf of: Devizes Accident Repair Centre

Date of Issue: June 2026



RCC TOWN PLANNING CONSULTANCY

PLANNING STATEMENT

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1.0 BACKGROUND AND DEVELOPMENT PROPOSAL

- 1.1 This statement has been prepared on behalf of the applicant to support two applications that are to be submitted to Wiltshire Council relating to Pocock Yard, Hopton Road, Devizes, SN10 2EU:
 - a) A full planning application for the change of use of the site from Class E(g)(iii) (light industrial) to B2 (General Industrial) and erection of extension to existing building
 - b) Advertisement application for the erection of a non-illuminated sign at the premises
- 1.2 The application site comprises an existing industrial building together with associated parking and operational areas used in connection with the former use at the site. It is situated on the south western end of Hopton Industrial Estate.
- 1.3 The planning history at the site is limited. The most recent planning permission is K/86/0610, which granted permission for the erection of a light industrial unit on the site. As such, the lawful planning use of the premises is understood to be the former Class B1 use, which now falls within Class E(g) of the Town and Country Planning (Use Classes) Order.
- 1.4 Devizes Accident Repair Centre, formerly known as RBC Automotive Solutions, is a local automotive business specialising in automotive resprays, body repairs, and custom paintwork for all makes and models, including prestige vehicles and supercars. They are seeking to relocate the business from rural premises to Pocock Yard, enabling them to have a more central and sustainable location for customers. They predominantly undertake cosmetic bodywork repairs to vehicles. The proposed spray booth is an integral part of the business as the repairs are typically cosmetic with bodywork requiring re-painting – anything more significant and the car is typically “written off” by insurers. The booth will be housed in an enclosed building which will contain the vehicle spraying activities. This will be added as an extension to the existing building. The existing building will house the other repair activities
- 1.5 Although the use is not typically noisy or associated with odour, vehicle body repair and spraying activities are generally regarded as falling within Class B2 (General Industrial) owing to the nature of the operations undertaken, including body repair works, panel preparation and paint spraying processes. The current application therefore seeks permission to change the use of the site to Class B2 and to provide the associated spray booth required for the business.
- 1.6 Given that the spray booth will involve the use of mechanised equipment, a noise assessment has been carried out of the proposed car paint spray booth. The report by DKN Acoustics Ltd has therefore been submitted in support of the proposals and should be read alongside this Planning Statement.



- 1.7 In addition, advertisement consent is sought for the erection of a non-illuminated sign at the site entrance.
- 1.8 This Planning Statement will cover both proposals and will be submitted in support of both application types.
- 1.9 The statement will examine how the proposed development and the advertisement relate to the site and its context. The statement will also provide an explanation and justification for the scheme having regard to the national and local plan policy context.

2.0 SITE CONTEXT

- 2.1 This application concerns Pocock Yard, Hopton Road, Devizes. Hopton Industrial Estate lies to the north of London Road (A361) and is Devizes' largest and most established industrial estate, accommodating a wide range of commercial, industrial and employment-generating uses. The application site occupies a position on the edge of the estate, close to Folly Road, but remains physically and functionally part of the wider industrial area.
- 2.2 To its northern, eastern and western boundaries, the site abuts commercial uses (including Ball Aerocan and Sydneham's Builders Yard). To the south, at Folly Road, lies a gym and two residential properties (see figure 2).
- 2.3 The map and aerial photograph at figures 1 to 3 show the site in relation to Devizes and its immediate surroundings. The photographs at images 1 to 9 show the site and its surroundings.

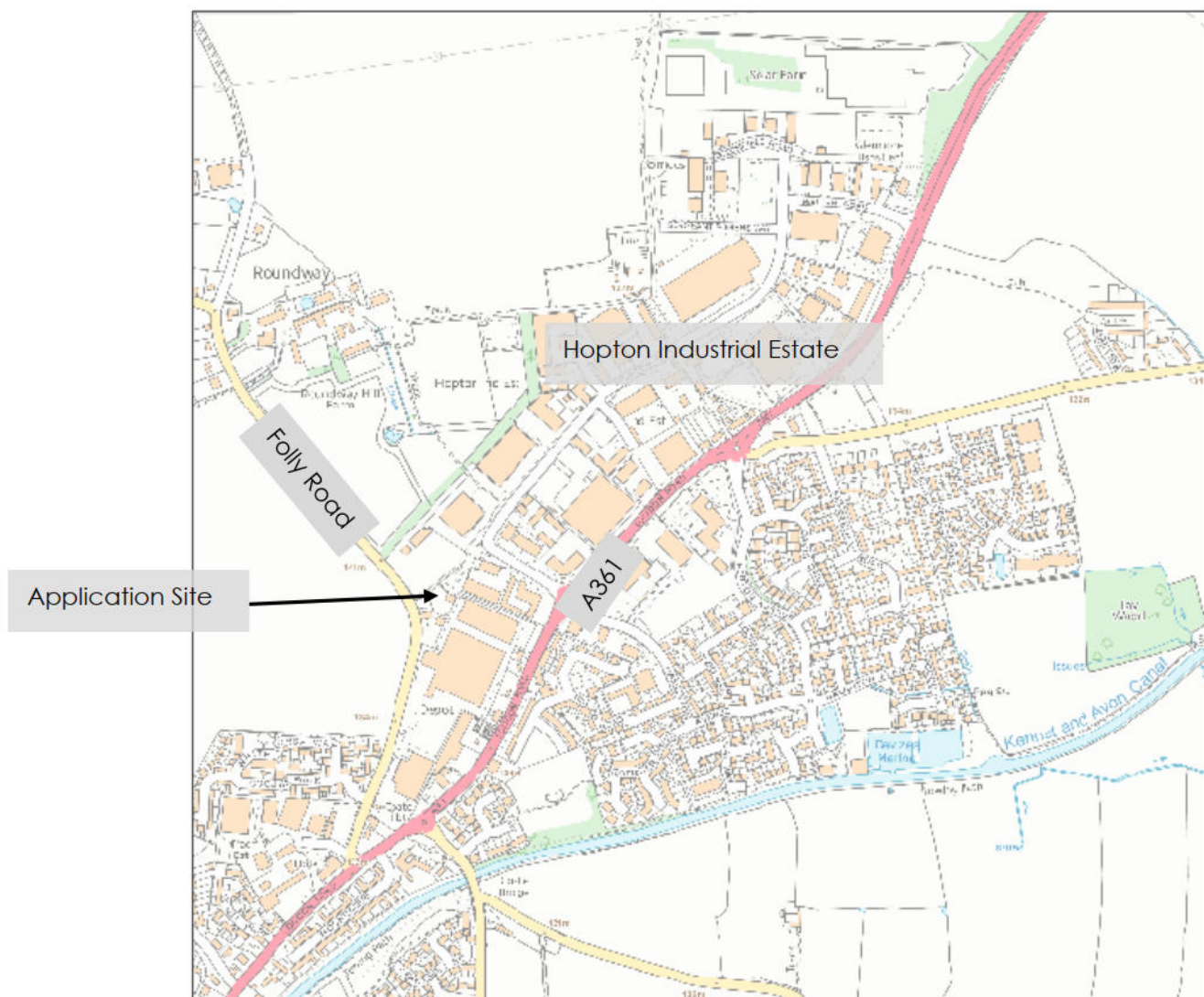


Figure 1: Location Plan



Figure 2: Aerial photograph showing the site in its immediate context



Figure 3: Aerial photograph showing the proposals



Image 1: View of application site from within Hopton Industrial Estate



Image 2: View looking towards Hopton Industrial Estate from within the application site



Image 3: View of building to be extended from site entrance



Image 4: Building to be extended



Image 5: Rear elevation – proposed location of extension



Image 6: View looking south-west across the yard towards the residential properties at Folly Road



Image 7: View looking south across the yard towards the gym on Folly Road



Image 8: Entrance to the site and position of the proposed sign

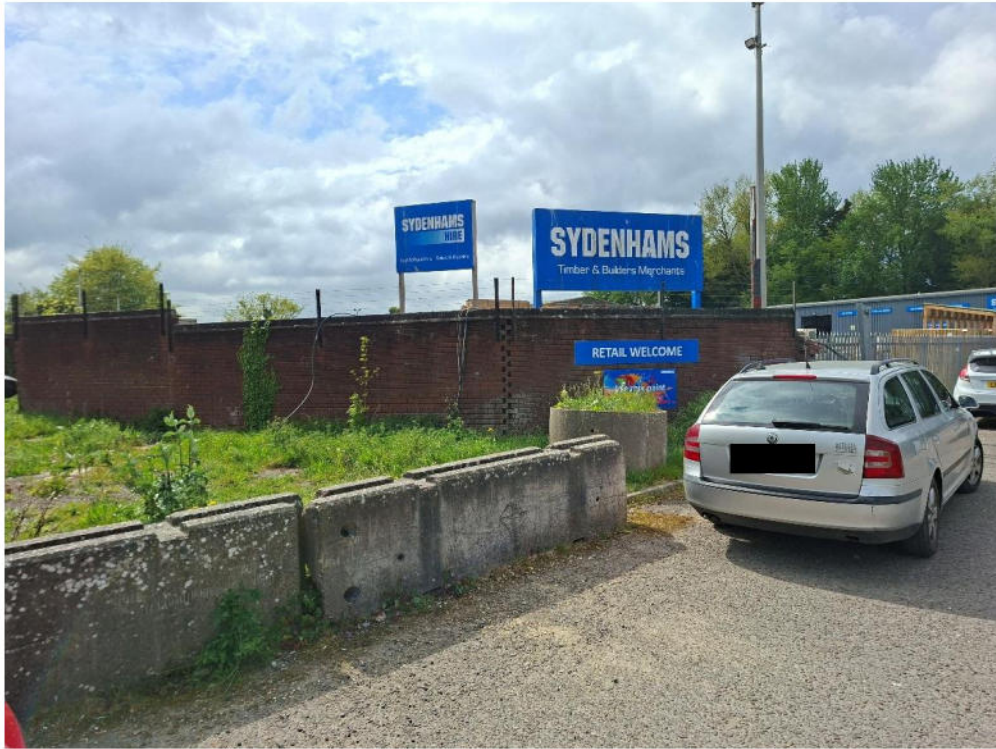
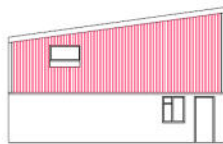


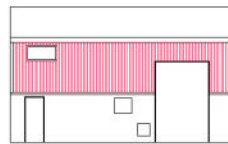
Image 9: Signage at neighbouring commercial site

3.0 PROPOSALS

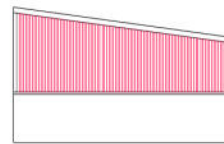
- 3.1 It is proposed to extend the building positioned almost centrally within the yard to the south. This will house the vehicle spraying booth. The existing building will be used for general body repair work with offices and storage.



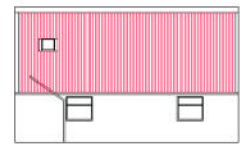
North Western Elevation



North Eastern Elevation

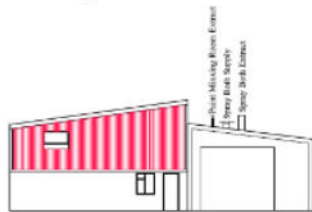


South Eastern Elevation

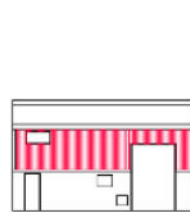


South Western Elevation

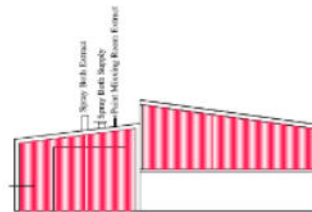
Existing Elevations



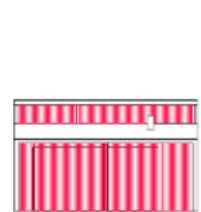
North Western Elevation



North Eastern Elevation



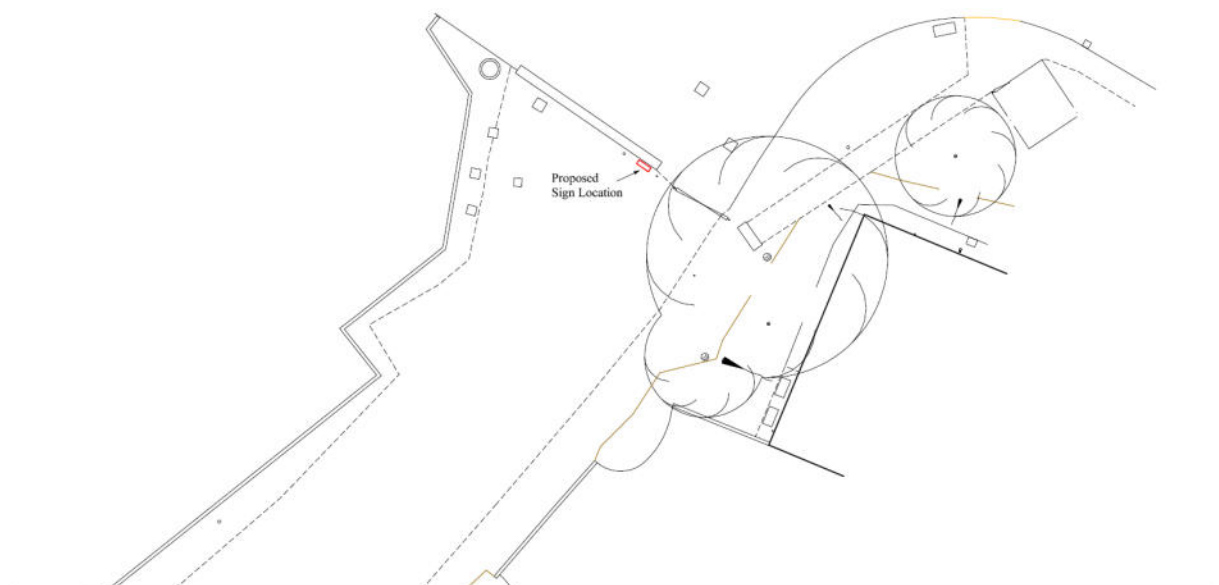
South Eastern Elevation



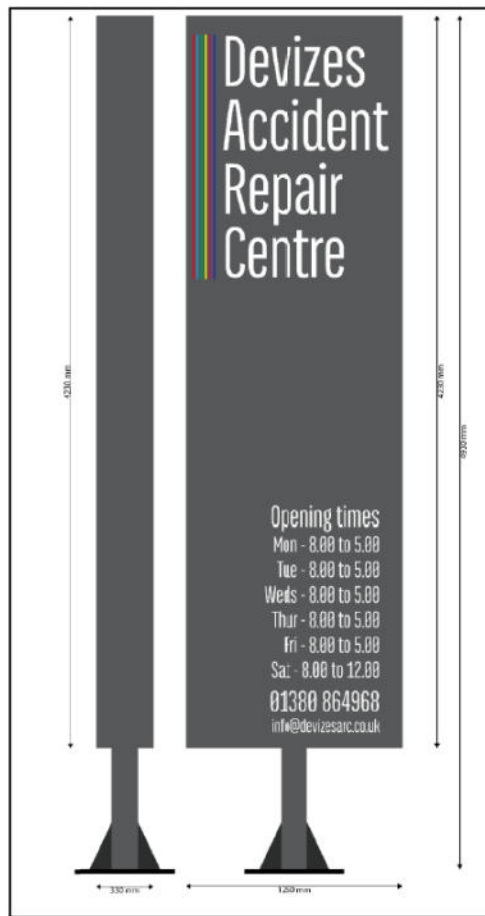
South Western Elevation

Proposed Elevations

- 3.2 In addition, advertisement consent is sought for the erection of a non-illuminated, free-standing sign at the site entrance.



Proposed Location of Signage



Proposed Signage

- 3.3 The signage will measure 4.93m from ground level to its highest point, and this includes the stand. The main sign itself is 4.23m tall. The sign is the former totem sign from the nearby Cannings Hill petrol station which will be refurbished by a local signage company.

4.0 PLANNING POLICY

- 4.1 The main planning policy framework relevant to this proposal is the Wiltshire Core Strategy (WCS) and the Devizes Neighbourhood Plan (DNP), as well as saved policies from the Kennet Local Plan.
- 4.2 Material considerations comprise Government guidance within the National Planning Policy Framework 2023 (NPPF) and the National Planning Practice Guidance (NPPG). At local level, the Wiltshire Local Transport Plan 2011- 2026 Car Parking Strategy is a relevant material consideration, as is the Wiltshire Design Guide.
- 4.3 The Devizes Area Neighbourhood Development Plan (DANDP) was made in 2015 and is currently at the early stages of a review. There are no policies in the DANDP pertinent to these applications.
- 4.4 The tables below list the relevant policies and guidance for decision making.

WILTSHIRE CORE STRATEGY

Policy	Title
CP1	Settlement Strategy
CP2	Delivery Strategy
CP12	Spatial Strategy: Devizes Community Area
CP35	Existing Employment Land
CP57	Design and Place Shaping
CP60	Sustainable Transport
CP 61	Transport and Development

NATIONAL PLANNING POLICY FRAMEWORK

Chapter	Title
2	Achieving sustainable development
6	Building a strong, competitive economy
12	Achieving well-designed places

5.0 PLANNING ASSESSMENT

- 5.1 This assessment will firstly address the planning application pertaining to the wider change of use and erection of extension before moving onto a discussion of the proposed advertisement.

Planning application for the change of use of the site from Class E(g)(ii) (light industrial) to B2 (General Industrial) and extension of existing building.

- 5.2 The application site lies within the Devizes Hopton Park Industrial Estate which is designated as a Principal Employment Area by the Wiltshire Core Strategy (WCS). Core Policy 35 'Existing Employment Sites' seeks to ensure Principal Employment Areas are retained for employment purposes within use classes B1, B2 and B8 to safeguard their contribution to the Wiltshire economy and the role and function of individual towns. This policy, alongside policies CP1, CP2 and CP12, sets the context against which all proposals at key employment sites must be assessed. That is, against the backdrop of the local and national drive for sustainable economic growth.
- 5.3 This proposal relates to a B2 General Industrial use and, more specifically, a car repair garage. The yard is currently vacant and these proposals would see it brought back into an active economic use.
- 5.4 We therefore submit that the proposal conforms to CP35 and is a proposal that should be actively supported by the Council.
- 5.5 The existing building is sat centrally within the site and visually, the proposed extension would be very well screened by existing buildings and trees. Any public views of the extension would be distant and glimpsed. Moreover, they would be read within the context of the wider industrial estate. It is not, therefore, considered that any visual harm would arise as a result of the proposal.
- 5.6 Turning to matters of highway safety, policies CP60 and CP64 deal with the traffic impacts of development and parking standards. These policies aim to ensure developments adequately address matters of access arrangements and road safety alongside adequate parking provision.
- 5.7 The NPPF states that "*development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are **severe***" (our emphasis).
- 5.8 There is more than sufficient space on the site to accommodate the extension and associated parking for the B2 use. The submitted plans show how the parking of 6 vehicles can readily be achieved, with the remainder of the yard being available for any additional parking or other requirements associated with business. This is in line with the requirements of The Local Transport Plan
- 5.9 Having regard to neighbour amenity concerns, it is acknowledged that there are two residential properties situated approximately 25m to the south of the application site. However, these dwellings are not located within a solely

residential environment and instead sit immediately adjacent to Hopton Industrial Estate, where they are already influenced by the activity associated with surrounding commercial and industrial premises.

- 5.10 The proposed accident repair business activities largely comprise vehicle body repair works and paint refinishing. The nature of the operation is such that all repair, preparation and painting activities will take place within enclosed buildings. No external workshop activities are proposed. Furthermore, the scheme has been designed so that the doors serving the spray booth extension face north-west and not south-west towards the position of the neighbouring residential dwellings.
- 5.11 The submitted signage confirms that the business will operate between 08:00 and 17:00 Monday to Friday and 08:00 to 12:00 on Saturdays only. These hours are consistent with normal daytime working hours and are comparable with those associated with surrounding commercial and industrial uses on the estate. However, to clarify, there will be no paint spraying taking place on Saturdays. The applicant is not intending on working every Saturday and any work undertaken will be low-key, largely office based or will simply involve customers picking up their cars. No late evening, night-time or Sunday working is proposed.
- 5.12 Given the proximity of nearby residential properties, a detailed Noise Assessment has been undertaken by DKN Acoustics Ltd in respect of the proposed spray booth and associated plant. The assessment included background noise monitoring at the nearest residential properties together with monitoring of the proposed spray booth whilst operational at its existing location.
- 5.13 The assessment identifies that the existing noise environment is already influenced by commercial and industrial activity within Hopton, including mechanical plant operating at multiple neighbouring premises. Against this backdrop, the assessment predicts that the proposed spray booth would result in a BS4142 rating level 5dB below the measured background sound level at the nearest residential receptors. The report concludes that this equates to a noise impact that is below the threshold normally regarded as a 'low impact' and that residential amenity would not be adversely affected. No specific noise mitigation measures are therefore considered necessary.
- 5.14 Having regard to the fact that all works will take place within a building, the proposed hours of use, the site's location within the designated employment area of Hopton Industrial Estate and the conclusions of the acoustic assessment, it is considered that the proposal would not result in any unacceptable impact upon the amenities of neighbouring occupiers, including the two residential dwellings to the south.
- 5.15 The proposal therefore accords with the amenity objectives of Core Policy 57 of the Wiltshire Core Strategy and there are no neighbour amenity grounds upon which planning permission should be withheld.

Advertisement application for the erection of a non-illuminated sign at the premises

- 5.16 Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities exercise their powers in relation to the display of advertisements in the interests of *amenity* and *public safety*, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 5.17 The NPPF (141) is clear that the quality and character of places can suffer when advertisements are poorly sited and designed and should be subject to control only in the interests of amenity and public safety, also considering the cumulative impacts.
- 5.18 Policy CP57 of the WCS requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

Impact on Amenity:

- 5.19 The NPPG states that "Amenity" is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 but is generally understood to include both visual and aural amenity. Factors relevant to amenity include the general characteristics of the locality, such as the presence of features of historic, architectural, cultural, or similar interest.

"...In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features. This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site".

- 5.20 The proposal site would be well integrated within Hopton Industrial Estate and surrounded by a wide range of commercial buildings and their associated signage. Within this context, the proposed signage is considered appropriately scaled and designed to advertise the location of the business, its operating hours and service available.



Impact on Public Safety:

- 5.21 "Public safety" is also not explicitly defined in the Regulations, but it generally refers to the potential impact of an advertisement on the safe use and operation of public spaces, including roads, footpaths, and other areas accessible to the public.
- 5.22 Due to the proposed location of the advertisement site set back into the site and the wider commercial context, the proposed sign is not considered to raise any public safety concerns. In particular, it does not obstruct visibility for road users or pedestrians and neither would it distract, confuse, or mislead drivers. There is no interference with any road signs and is positioned so as not to cause a physical hazard to pedestrians or car users. This assessment is made when both considering the sign individually and in conjunction with other signs.
- 5.23 It is considered that the proposal would not result in an unacceptable impact on public safety, either individually or cumulatively, and would therefore satisfy the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

6.0 CONCLUSION

- 6.1 This statement has demonstrated that the proposed change of use to Class B2, the extension to accommodate a vehicle spray booth, and the erection of a non-illuminated advertisement sign represent an appropriate form of development within the Hopton Industrial Estate Principal Employment Area. The proposals will bring a vacant site back into productive employment use, support a local business, and contribute to the local economy.
- 6.2 The development is consistent with the objectives of the Wiltshire Core Strategy and the National Planning Policy Framework. The proposals will not result in unacceptable impacts on visual amenity, highway safety, neighbour amenity or public safety, and the submitted acoustic assessment confirms that noise impacts will remain within acceptable limits.
- 6.3 Having regard to the development plan as a whole and all other material considerations, the proposals are considered sustainable and policy compliant. Wiltshire Council is therefore respectfully requested to grant planning permission and advertisement consent.