HUNTINGDONSHIRE DISTRICT COUNCIL

25/00696/ADV

OFFICER REPORT

Case No: **25/00696/ADV** **Advert Consent**

Proposal: **Erection of a freestanding V-Board sign**

Location: **Land West Of The East Coast Mainline Railway And North Of Spittals Way Huntingdon**

Applicant: **Paul Murfin**

Grid Ref: **523472 274380**

DESCRIPTION OF SITE AND APPLICATION

1. This site relates to a wider Strategic Development under policy SEL1.1 located at Alconbury Weald, and with 2no. consents (refs. 1201158OUT and 13/01341/OUT) for, inter alia, 6500 dwellings and 290,000m2 of employment floor space. This specific part of the site is adjacent to the second access that serves the development and adjoins the A141, currently under construction. The application proposes 2no. billboard signs, sited in a 'V' position, and measuring 6m in length and 4.5m in height.

NATIONAL GUIDANCE AND POLICY

2. The National Planning Policy Framework 2024 (NPPF) sets out the three objectives – economic, social and environmental – of the planning system to contribute to the achievement of sustainable development. The NPPF 2024 at paragraph 10 provides as follows: 'So that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development (paragraph 11).'

3. The NPPF 2024 sets out the Government's planning policies for (amongst other things):
   - delivering a sufficient supply of homes;
   - achieving well-designed places;
   - conserving and enhancing the natural environment;
   - conserving and enhancing the historic environment.

4. Planning Practice Guidance, including the National Design Guide, is also relevant and a material consideration.

5. For full details visit the government website: https://www.gov.uk.

RELEVANT PLANNING POLICY

6. Huntingdonshire's Local Plan to 2036 (Adopted May 2019)
   - LP2 Strategy for Development
   - LP11 Design Context
   - LP12 Design Implementation
   - LP14 Amenity
   - LP17 Parking Provision and Vehicle Movement
   - SEL1.1 Former Alconbury Airfield and Grange Farm

7. Stukeleys Neighbourhood Plan (Made July 2023)
   - Policy 1 – Definition of 'Built-Up Area' (Settlement Boundary)
   - Policy 3 – Strategic Development Delivery

8. Supplementary Planning Documents
   - Huntingdonshire Design Guide SPD – Adopted 2017

RELEVANT PLANNING HISTORY

9. 1201158OUT - Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks. Approved. 01/10/2014.

10. 19/01341/OUT – Outline planning permission (all matters reserved) for a mixed-use phased development to include - residential development of up to 1,500 dwellings (C2 and C3), local centre including retail and community facilities (A1-A5 and D1), open space, play areas, recreation facilities, landscaping, associated demolition, ground works and infrastructure. Approved. 27/09/2024.

CONSULTATIONS

11. Parish Council – No comments

12. CCC Highways – No objection subject to the signage being located outside County Highway land.

REPRESENTATIONS

13. No other representations received.

PLANNING ASSESSMENT

14. The main considerations in the determination of this application are therefore;
   - Design and Character
   - Highway Impacts
   - Residential Amenity

Design and Character

15. Officers note the nature of the signage is to advertise the new development coming forward, and reflects similar signage approved near to the other access into the allocated site. While there is limited signage along this road, that is predominantly due to the lack of accesses that would otherwise be present, and officers note that this signage would be presented against the backdrop of development as it comes forward, as opposed to the current more rural appearance.

16. While the signage is sizeable, the limited number of the billboards is considered to limit any significant character impact. Noting standard conditions would be imposed that would

require the removal of the signage once the need for it has ceased, notwithstanding the lengthy build-out of the wider development, officers consider the proposal would not materially harm the character of the area and would therefore accord with policies LP11 and LP12.

Highway Impacts

17. Officers note the comments of the Local Highway Authority have queried the location in relation to the verge, and the applicant has confirmed that the signage is located outside adoptable highway land.

18. The signs are non-illuminated and set back sufficiently from the edge of the carriageway that officers consider they would not represent such an obvious distraction that they might impact on the safe functioning of the highway. The proposal is therefore considered to accord with policy LP17.

Amenity

19. The signage is sited at a sufficient distance from surrounding property that it would not materially impact the amenity of surrounding occupants and would therefore accord with policy LP14.

CONCLUSION AND RECOMMENDATION

20. Taking national and local planning policies into account, and having regard for all relevant material considerations, it is recommended that advertisement consent is approved subject to the standard conditions within Schedule 2 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 and the following additional condition;

1. Accordance with approved plans.

CONTACT OFFICER:
Enquiries about this report to **Aaron Sands**