HUNTINGDONSHIRE DISTRICT COUNCIL

25/00505/ADV

OFFICER REPORT

Case No: **25/00505/ADV** **Advert Consent**

Proposal: **High level sign to front elevation, replacement vinyls/panels to existing totem poles, loading bay sign to rear elevation, hoop sign and vinyl graphics to internal face of windows/doors.**

Location: **3 Stukeley Road Retail Park Huntingdon PE29 6DA**

Applicant: **Mr Ken Jones**

Grid Ref: **523305 272750**

DESCRIPTION OF SITE AND APPLICATION

The application site is 3 Stukeley Road Retail Park, located within the Retail Park to the south of Stukeley Meadows Industrial Estate in Huntingdon. The application site falls partly within Flood Zone 3 and completely within Flood Zone 2 of the Environment Agency's Flood Map for Planning.

This application seeks permission for a high level sign to front elevation, replacement vinyls/ panels to existing totem poles, a loading bay sign to the rear elevation, hoop sign and vinyl graphics to internal face of windows and doors.

Officers have scrutinised the plans and have familiarised themselves with the site and surrounding area.

NATIONAL GUIDANCE

The National Planning Policy Framework (December 2024) (NPPF 2024) 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).'

The NPPF 2024 sets out the Government's planning policies for (amongst other things):

* delivering a sufficient supply of homes;
* building a strong, competitive economy;
* achieving well-designed, beautiful and safe places;
* conserving and enhancing the natural, built and historic environment.

Planning Practice Guidance and the National Design Guide 2021 are also relevant and material considerations.

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

PLANNING POLICIES

Huntingdonshire's Local Plan to 2036 (Adopted 15th May 2019)

LP11: Design Context

LP12: Design Implementation
LP14: Amenity
LP17: Parking Provision and Vehicle Movement

Huntingdonshire Design Guide Supplementary Planning Document (2017)

Huntingdonshire Landscape and Townscape Supplementary Planning Document (2022)

Local policies are viewable at https://www.huntingdonshire.gov.uk

RELEVANT PLANNING HISTORY

8802136OUT - Erect retail warehouses and garden centre with car parking, Stukeley Road & County Council Depot, (north of), Huntingdon (Permission)

9000115REM - Retail Warehousing with garden centre and associated vehicle repair facilities Stukeley Road, Huntingdon. (Details Approved)

9301410ADV - Display free standing sign (Consent)

9301409ADV - Display illuminated fascia signs (Consent)

0001116ADV - Display of illuminated advertisements (Consent)

25/00507/FUL - Installation of 3 no. new full height sections of shopfront complete with automatic bi-parting entrance doors (Pending Consideration)

25/00563/FUL - Partial blocking up of existing roller shutter opening and double fire exit door and installation of new, smaller roller shutter, 2 no. single doors and construction of lean-to canopy over. (Pending Consideration)

CONSULTATIONS

Huntingdon Town Council - No comments received at the time of determination.

Cambridgeshire County Council Highways Officer - No objections.

HDC's Environmental Health Officer - No Objections.

REPRESENTATIONS

None received at the time of determination.

SUMMARY OF ISSUES

The main issues to consider in the determination of this application are:

- Design and Visual Amenity
- Public Safety

Applications for advertisement consent are subject to planning policy on both national and local levels. Paragraph 141 of the NPPF states that "the quality and character of places can suffer when advertisements are poorly sited and designed". The NPPF also maintains (in accordance with Regulation 3 of the 2007 Advertisement Regulations) that advertisements should only be controlled in the interests of amenity and public safety, taking account of cumulative impacts. The specific

wording or content of adverts is not a matter which can be considered within the determination of the application.

*Design and Visual Amenity

The application site at 3 Stukeley Road Retail Park is occupied by a large retail facility, with existing signage and located within Stukeley Retail Park, with the nature of the surrounding area primarily commercial. The proposal seeks to replace the existing signage in the same locations, with a high-level sign to the front elevation, replacement vinyls/ panels to existing totem poles, a loading bay sign to the rear elevation, a hoop sign and vinyl graphics to internal face of windows and doors.

Given the commercial surroundings and varying signage in the vicinity it is not considered that the proposed development would be uncharacteristic of the locality. Additionally, given the siting, scale and design of the signage in place of existing, they would be visually in keeping with the wider street scene. The proposal is therefore considered to be acceptable with regard to visual amenity and would not be detrimental to the character and appearance of the area. It therefore accords with Policies LP11 and LP12 of the Local Plan to 2036.

*Public Safety

"Public safety" relates to any form of transport including pedestrians, and the principal consideration is to assess whether or not the advertisement is confusing or distracting, as to cause a hazard to, or endanger, people in the vicinity. Given the location (visible from a public highway), Cambridgeshire County Council's Highways Team have been consulted and raise no objections to the proposals. It is noted that one of the signs will be internally illuminated to 300 cd/m², which is acceptable for a suburban area, and is unlikely to have any detrimental impact on the public highway.

Overall, taking the above factors into consideration the proposed development would not have an adverse impact on public safety. It therefore accords with Policy LP17 of Huntingdonshire's Local Plan to 2036 in this regard.

*Conclusion

The proposed development is considered to be compliant with the relevant national and local policy as it:

*Is an appropriate scale and design;
*Would not have a harmful impact upon the character or appearance of the area;
*Would not have a harmful impact upon public safety.

Taking national and local planning policies into account, and having regard for all relevant material considerations, it is recommended that planning permission be granted, subject to the imposition of appropriate conditions.

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CONTACT OFFICER:
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