DESIGN, ACCESS, AND HERITAGE STATEMENT for 1 Advertisement Sign and 2 Traditional Sign Lights

This application pertains to the property located at 18 Market Square, St Neots, previously occupied by ‘Taylors’ sales and lettings with advertisement. The building has recently had an application approved for significant work to include conversion to HMO. This application relates only to the commercial space (already approved planning) which requires an advertisement sign.

Considering the building's placement within the predominantly commercial town centre, an area characterised by a variety of signage, it will not negatively impact the character or appearance of the area. As such, it aligns with Policies LP11 and LP12 of Huntingdonshire's Local Plan to 2036 and the NPPF (2021). Additionally, favouring traditional lighting preserving the Listed Building and its setting, while also respecting the broader St Neots Conservation Area. Therefore, it complies with sections 16, 66, and 72 of the Planning, Listed Buildings, and Conservation Areas Act (1990) and with Policy LP34 of Huntingdonshire's Local Plan to 2036.

Residential Amenity
Given the nature and placement of the proposed signage, which does not include any modern bright illumination, there are no concerns regarding residential amenities. Thus, the proposal adheres to Policy LP14 of the Huntingdonshire Local Plan to 2036 and the NPPF (2021). The lighting will not be as bright as the street lamp that sits directly outside, impacting light pollution very little.

Public Safety
A professional company will be used, that has experience installing safe signs. The sign will be much smaller than other signs on Market Square.

As this application involves development in or adjoining a Conservation Area, this sign will allow the community to preserve and utilise an empty decaying building that has sat unloved for years. This by default will ensure the building lives on within our community and demonstrate how the proposal would preserve or enhance the character or appearance of the Conservation Area including views into and out of that area as the commercial space will be occupied by a small business paying for its expensive long term upkeep.