Application Number: 24/02250/ADV

TOWN & COUNTRY PLANNING ACT 1990

Consent for the Display of Advertisement(s)

Moto Hospitality Ltd
c/o Nick Jenkins
7 Canon Harnett Court
Wolverton Mill
Milton Keynes
MK12 5NF

Huntingdonshire District Council in pursuance of powers under the above Act, hereby expressly **CONSENT** to:

Advertisement to display 5 x fascial logo signs, 3 x totem/monolith signs, 3 x digital poster signs, BP petrol garage signs and various road/wayfinding signage.
at Sawtry Services Great North Road Sawtry

in accordance with your application received on 29th November 2024 and plans (listed below) which form part of the application

Plan Type	Reference	Version	Date Received
signage	Release 01		29.11.2024
signage	Release 00		29.11.2024
Location Plan			29.11.2024
signage	33633	00	29.11.2024

Subject to the following condition/s.

1. Condition
   No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

1. Reason
   To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

C. Kerr

Clara Kerr
Chief Planning Officer

Date 5th February 2025

Pathfinder House, St Mary's Street
Huntingdon. PE29 3TN
Dmadmin@huntingdonshire.gov.uk

01480 388424
www.huntingdonshire.gov.uk

2. Condition
No advertisement shall be sited or displayed so as to –
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

2. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

3. Condition
Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

3. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

4. Condition
Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

4. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

5. Condition
Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

5. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

6. Condition
The period of advertisement consent expires at the end of a period of 5 years from the date of this decision.

6. Reason

C. Kerr

Clara Kerr
Chief Planning Officer

Date 5th February 2025

Huntingdonshire DISTRICT COUNCIL

Pathfinder House, St Mary's Street
Huntingdon. PE29 3TN
Dmadmin@huntingdonshire.gov.uk

01480 388424
www.huntingdonshire.gov.uk

To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) Regulations, 2007. Any advertisement may continue to be displayed after this date, subject to the same conditions as set out in the Consent and the power of the Local Planning Authority to require discontinuance of the display under Regulation 8.

7. Condition.
   The advertisement hereby permitted shall be retained and maintained in accordance with the approved plans shown on said plans listed in the table above.

   Reason: In the interests of good planning and for the avoidance of doubt.

8. Note to applicant.
   National Highways has been appointed by the Secretary of State for Transport as a strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the Strategic Road Network (SRN). The SRN is a critical national asset and as such we work to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity.

   Having reviewed the size and scale of the proposed advertisement and signage, we note that one totem sign is in close proximity to the A1 off slip. Please note that this should be located beyond falling distance from the highway. However, it is believed that it is unlikely that this development will create a severe impact on the SRN.

9. Note to applicant.
   Statement as to how the Local Planning Authority (LPA) has worked with the applicant in a positive and proactive manner on seeking solutions:

   When an application is received, planning conditions will be used where they can make a development acceptable.

   A clear reason for refusal identifies the specific reasons why the development is unacceptable and helps the applicant to determine whether and how the proposal can be revised to make it acceptable.

   In relation to this application, it was considered and the process managed in accordance with the National Planning Policy Framework 2024.

C. Kerr

Clara Kerr
Chief Planning Officer

Date 5th February 2025

Huntingdonshire DISTRICT COUNCIL

Pathfinder House, St Mary's Street
Huntingdon. PE29 3TN
Dmadmin@huntingdonshire.gov.uk

01480 388424
www.huntingdonshire.gov.uk

NOTES

Rights of Appeal under the Town and Country Planning (Control of Advertisement) Regulations 1989

If the applicant is aggrieved by the decision of the Local Planning Authority to refuse permission for the proposed development or to grant permission subject to conditions, he/she may appeal to the Secretary of State responsible for planning within;

- **Eight weeks from the date of this decision notice.**

Appeals must be made on a form which is obtainable from the Planning Inspectorate, Customer Support Unit, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN. Alternatively all forms can be downloaded from their website www.planning-inspectorate.gov.uk. The Secretary of State has power to allow a longer period for the giving of a notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances, which excuse the delay in giving notice of appeal. The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been granted by the Local Planning Authority, or could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the statutory requirements, to the provisions of the Development Orders and to any directions given under the Orders. He does not, in practice, refuse to entertain appeals solely because the decision of the Local Planning Authority was based on a direction given by him.

If permission to develop land is refused or granted subject to conditions, whether by the Local Planning Authority or by the Secretary of State responsible for planning and the owner of the land claims that the land has become incapable of reasonably beneficial use by the carrying out of any development which has been or would be permitted, he may serve on the Council of the County District in which the land is situated a purchase notice requiring that Council to purchase his interest in the land in accordance with the provision of Part VI of the Town and Country Planning Act, 1990.

Claiming Compensation

In certain circumstances, a claim may be made against the Local Planning Authority for compensation where permission is refused or granted subject to conditions by the Secretary of State on appeal or on a reference of an application to him. The circumstances in which such compensation is payable are set out in Section 114 of the Town and Country Planning Act 1990.

C. Kerr

Clara Kerr
Chief Planning Officer

Date 5th February 2025

Huntingdonshire DISTRICT COUNCIL

Pathfinder House, St Mary's Street
Huntingdon. PE29 3TN
Dmadmin@huntingdonshire.gov.uk

01480 388424

www.huntingdonshire.gov.uk

General Notes

This decision notice does not convey any approval or consent which may be required under any enactment, bye-law or regulation other than Section 57 of the Town and Country Planning Act 1990.



Clara Kerr
Chief Planning Officer

Date 5th February 2025

Pathfinder House, St Mary's Street
Huntingdon. PE29 3TN
Dmadmin@huntingdonshire.gov.uk

01480 388424

www.huntingdonshire.gov.uk