Application Number: 25/00095/ADV

TOWN & COUNTRY PLANNING ACT 1990

Consent for the Display of Advertisement(s)

Miss Amber Beardshall
18 Market Square
St Neots
Cambridgeshire
PE19 2AF

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

1x sign displaying company logo with 2x over hang lights
at Equity House 18 Market Square St Neots PE19 2AF

in accordance with your application received on 16th January 2025 and plans (listed below) which form part of the application

Plan Type	Reference	Version	Date Received
Plans	Proposed Sign		16.01.2025
Proposals			21.01.2025
Block Plan			21.01.2025
Location Plan			16.01.2025

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.

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);

C. Kerr

Clara Kerr
Chief Planning Officer

Date 27th February 2025

Pathfinder House, St Mary's Street
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(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
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.

C. Kerr

Clara Kerr
Chief Planning Officer

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7. Condition.
The development hereby permitted shall be carried out in accordance with the approved plans listed in the table above.

Reason: For the avoidance of doubt and to facilitate any future application to the Local Planning Authority under Section 73 of the Town and Country Planning Act 1990.

8. Condition.
The advertisement(s) hereby approved shall only be illuminated whilst the premises upon which it is displayed are open for trade.

Reason: In the interests of visual amenity in accordance with Policy LP12 of the Huntingdonshire Local Plan to 2036.

9. Condition.
The 2 swan neck lights to illuminate the advertisment hereby approved, shall remain static and not exceed an illuminance level of 600 cd/m2 and shall be retained as such for the lifetime of the advertisement.

In the interests of highway safety and in order to comply with the guidance and recommendations of the Institution of Lighting Professionals "Professional Lighting Guide 05 (PLG05): Brightness of Illuminated Advertisements" (2020) and in accordance with Policy LP14 of the Huntingdonshire Local Plan to 2036.

10. 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

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Chief Planning Officer

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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.



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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.



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