OFFICER REPORT

Case No: 25/00191/ADV Advert Consent

Proposal: New Internally Illuminated Taco Bell letters and Taco Bell Symbol and New LED arch to entrance

Location: Unit R2 Towerfields Huntingdon

Applicant:

Grid Ref: 524050 274136

DESCRIPTION OF SITE AND APPLICATION

This application relates to the installation of advertisements at Unit 2, Towerfields, a retail centre to the North of Huntingdon, as below;

1) Fascia Sign - 0.65 m x 0.65 m and 3.4 m from ground level of an aluminium frame with acrylic face and applied graphics projecting 0.15 m from the front elevation. Maximum height of the letters 0.65 m colour Pantone 267C, RAL 9004. The sign will be statically and internally illuminated to 250cd/m2.

2) Fascia Sign - 0.45 m x 3.3 m and 3.4 m from ground level of an aluminium frame with acrylic face projecting 0.15 m from the front elevation. Maximum height of the letters 0.45 m colour white on Black. The sign will be statically and internally illuminated to 250cd/m2.

3) Arch - 3.39 m x 2.2 m on ground level of an aluminium frame with acrylic face projecting 0.15 m from the front elevation. The colour will be Panton 2603C and Black. The sign will be statically and internally illuminated to 101 cd/m2.

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) paragraph 8 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 also sets out the Government's planning policies for (amongst other things):
* making effective use of land
* achieving well-designed, beautiful, and safe places;
* conserving and enhancing the natural 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

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.

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
LP14: Residential Amenity
LP17: Parking and Vehicle Movement

Huntingdon Neighbourhood Plan 2019 - 2026
Policy TC1 - Retail Development
Policy TC2 - Public Realm
Policy TL2 - Leisure and community facilities

Supplementary Planning Guidance/Documents:

Huntingdonshire Design Guide Supplementary Planning Document (2017):
3.1 Place Making Principles
3.7 Building Form

Huntingdonshire Landscape and Townscape Supplementary Planning Document 2022

Huntingdonshire Design Guide 2017

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

RELEVANT PLANNING HISTORY

21/00890/ADV - Partially Retrospective - Sign 01 - 1 no. Fascia Sign on existing signage panel Sign 02 - 2no. Menu Totems adjacent Entrance - Consent - 08.06.2021
21/00889/FUL - Partially Retrospective Application to change external finishes and installation of new signage - Permission - 08.06.2021

CONSULTATIONS

CCC Highways comment raise no objections.

HDC Environmental Health raise no concerns

REPRESENTATIONS

No representations have been 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

Design and Visual Amenity
In this regard, the relevant policies within the local plan to 2036 (LP 11 Design Context, LP 12 Design Implementation and LP34 Impact of Heritage assets and their settings) seek to manage development that should respond positively to their context, draw inspiration from the key characteristics of its surroundings and contribute positively to the area's character and identity.

Officers consider that the advertisement proposed, is in keeping with the host building and its proposed use and would not present an obtrusive addition to the local area or have a detrimental impact or the appearance of the area.

Overall, given the location, scale and design of the advertisement, the proposal is considered to be acceptable concerning design and visual amenities and would not be detrimental to the character and appearance of the area. It, therefore, accords with Policies LP11, LP12 and LP34 of Huntingdonshire's Local Plan to 2036, and paragraph 141 of the NPPF (December 2024), in this regard.

Public and Highway Safety
Concerning highway safety, the relevant policies within the local plan to 2036 LP 14 (Amenity) and LP17 (Parking and Vehicle Movement) apply.

CCC Highways and HDC Environmental Health have been consulted and raise no objections to the proposal.

Officers have noted the comments made by highways and environmental health and have reviewed the submitted plans. Officers consider that the position of the advertisement signs would not impede any form of transport including pedestrians under its proposed location. Officers have also considered if the advertisement is confusing or distracting, as to cause a hazard to or endanger, people in the vicinity. Officers consider that the level of illuminance is sufficient within its surroundings and will be secured by conditions to protect public safety.

Officers have assessed the impact of the new advertisement on the neighbouring businesses and nearest residential properties. The neighbouring business have similar schemes to that proposed in terms of advertising and the scheme what can be expected of a retail area. The nearest neighbour at Kings Ripton Court is approximately 150m away, partially obscured by the cinema building and dissected by Kings Ripton Road.

Given the siting and design it is considered that, subject to condition, the proposal would not harm highway and public safety, therefore accords with Policies LP14 and LP17 of Huntingdonshire's Local Plan to 2036 and the NPPF (2023) in this regard.

CONCLUSION

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

* an appropriate scale and design;
* would not have a significantly detrimental impact on visual amenity of the area;
*Would not have a detrimental impact on the amenity of neighbouring properties;
* would not harm public or highway safety.

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

If you would like a translation of this document, a large text version or an audio version, please contact us on 01480 388424 and we will try to accommodate your needs.

CONTACT OFFICER:
Enquiries about this report to **Andrea Dollard**