HUNTINGDONSHIRE DISTRICT COUNCIL

24/02404/ADV

OFFICER REPORT

Case No: **24/02404/ADV** **Advert Consent**

Proposal: **Erection of a non-illuminated sign (retrospective).**

Location: **10 Cambridge Street Godmanchester**

Applicant: **Mrs Jude Lechmere**

Grid Ref: **524719 270571**

DESCRIPTION OF SITE AND APPLICATION
The application site is located within a mixed area in Godmanchester, with both residential and commercial use and on land liable to flood.

The application is for the retrospective erection of a non-illuminated sign.
The sign is printed on 3mm thick aluminium and measures 1.2 metres in height, 1.5 metres wide and is of an irregular shape. The base is 2.3 metres above ground level. It is positioned centrally over the front door.

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 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 Local Plan to 2036 (Adopted 15/05/2019)
LP11: Design Context
LP12: Design Implementation
LP14: Amenity
LP17: Parking Provision and Vehicle Movement

Supplementary Planning Documents:
Huntingdonshire Design Guide Supplementary Planning Document 2017
Parts 3.6 Shop Fronts and 3.8 Building Detailing

Godmanchester Neighbourhood Plan 2017-2036 (2017)
Policy GMC15: Improving and enhancing the Town through street furniture lights and signage that reflect the Town's character

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

PLANNING HISTORY

8401417FUL – Replacement Building – permission granted 01.11.1984
8700370OUT - Erection of 16 flats, shop and office, off East Chadley Lane, Godmanchester – Refused 15.04.198
9001160FUL - Change of use to church with ancillary flat. Premises formerly Printing Works, East Chadley Lane, Godmanchester – permission granted 23.10.1990
0303243FUL – Erection of youth/community centre building – permission granted 27.01.2004
0900158FUL - Erection of youth/community centre – permission granted 27.03.2009
23/00895/FUL - Renovation with associated works of the existing storage structure to the rear of the Godmanchester Baptist Church to be used as ancillary space for the Godmancheter Baptist Church Food Bank to operate from - permission granted 13.07.2023

CONSULTATIONS

CCC Highways - It was noted that the proposal is for a non-illuminated sign that does not project over or across the public highway. Therefore it is considered that there will be no signficant adverse effect upon the Public Highway as a result of the proposal.

REPRESENTATIONS

None received

SUMMARY OF ISSUES

The main issues to consider with this application are the impacts on visual amenity and on highway 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 this application.

The main issues relevant to the proposal are:
- Design and Visual Amenity
- Public Safety

*Design and Visual Amenity and Impact on Heritage Assets

In this regard, the relevant policies within the local plan to 2036 are LP11 Design Context, LP12 Design Implementation and LP34 Heritage assets and their Settings. They state that development 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.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 does not define 'amenity' but notes that relevant factors include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The proposed signage is a non-illuminated sign that does not project over or across the public highway. It is placed centrally above the front door of the premises. The sign is printed on 3mm thick aluminium and measures 1.2 metres in height, 1.5 metres wide and is of an irregular shape. The base is 2.3 metres above ground level. The sign has a white/yellow background with yellow/gold outline with text in maroon.

Therefore, given the location, scale and design of the advertisement, the proposal is considered to be acceptable with regard to design and visual amenity and would not be detrimental to the character and appearance of the Huntingdon Conservation Area. It therefore accords with Policies LP11 and LP12 of Huntingdonshire's Local Plan to 2036, the Godmanchester Neighbourhood Plan 2017-2036 (2017), and paragraph 141 of the NPPF (December 2024), in this regard.

*Public and Highway Safety

In regard to highway safety, the relevant policies within the local plan to 2036, LP14 (Amenity) and LP17 (Parking Provision and Vehicle Movement) apply.

'Public safety' relates to any form of transport including pedestrians, and the principal consideration is to assess whether or not the advertisement is so confusing or distracting, as to cause a hazard to, or endanger, people in the vicinity. With reference to Part 1, Regulation 3 (2)(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 068 (Reference ID: 18b-068-20140306) of the PPG, due to the positioning, scale and design of the proposed advertisements. Cambridgeshire County Council Highways has been consulted on the proposal and note that the proposal is for a non-illuminated sign that does not project over or across the public highway. Therefore, the local highway authority has no objections to application. Therefore, given the siting and design, it is considered that the proposed signage would not have a negative impact in terms of public safety for either pedestrians or users of the road network and is therefore acceptable in this regard.

Therefore, given the location, scale and design of the advertisement, the proposal is considered to be acceptable with regard to public safety. It therefore accords with Policies LP14 and LP17 of Huntingdonshire's Local Plan to 2036 and the NPPF (2024) 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 upon visual amenity of the area;
* would not have a harmful impact upon public or highway safety.

Having regard to relevant national and local planning policies, and having taken all relevant material considerations into account, it is recommended that Advertisement Consent be granted, subject to the imposition of 'the standard conditions' outlined in Schedule 2 of The Town and County Planning (Control of Advertisements) (England) Regulations 2007.

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