www.huntsdc.gov.uk
Email: mail@huntsdc.gov.uk
Tel: 01480 388418

Planning Services, Pathfinder House, St Mary's Street, Huntingdon, Cambs, PE29 3TN

Huntingdonshire DISTRICT COUNCIL

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number: 3

Suffix:

Property Name:

Address Line 1: Stukeley Road Retail Park

Address Line 2:

Address Line 3: Cambridgeshire

Town/city: Huntingdon

Postcode: PE29 6DA

Description of site location must be completed if postcode is not known:

Easting (x): 523305

Northing (y): 272750

Description:

Applicant Details

Name/Company

Title

Mr

First name

Ken

Surname

Jones

Company Name

Iceland Foods Ltd

Address

Address line 1

Second Avenue

Address line 2

Deeside Industrial Park

Address line 3

Town/City

Deeside

County

Country

Postcode

CH5 2NW

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Ray

Surname

Robinson

Company Name

Address

Address line 1

The Firs

Address line 2

Graig Road

Address line 3

Lisvane

Town/City

Cardiff

County

Country

UK

Postcode

CF14 0UF

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

High level sign to front elevation, replacement vinyls/panels to existing totem poles, loading bay sign to rear elevation, hoop sign and vinyl graphics to internal face of windows/doors.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
2.93 metres

Width:
5.05 metres

Depth:
0.19 metres

What is the height from the ground to the base of the advertisement?:
3.11 metres

What is the maximum projection of the advertisement from the face of the building?:
0.19 metres

What is the maximum height of any of the individual letters and symbols?:
80 centimetres

What materials will the advertisement be made of?:
Aluminium box with vinyl decorated pvc skin - Sign A high level front elevation

The colour of text and background:
White on red

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.4 metres

Width:
1.65 metres

Depth:
0.01 metres

What is the height from the ground to the base of the advertisement?:
6 metres

What is the maximum projection of the advertisement from the face of the building?:
0.005 metres

What is the maximum height of any of the individual letters and symbols?:
17 centimetres

What materials will the advertisement be made of?:
Digital print on MD5 vinyl - 2 no. replacement panels to existing totem pole - Sign B

The colour of text and background:
White on red

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:

0.56 metres

Width:
1.75 metres

Depth:
0.01 metres

What is the height from the ground to the base of the advertisement?:
2.3 metres

What is the maximum projection of the advertisement from the face of the building?:
0.003 metres

What is the maximum height of any of the individual letters and symbols?:
18 centimetres

What materials will the advertisement be made of?:
Dibond panel with vinyl - Loading bay sign to rear elevation - Sign E

The colour of text and background:
White on red

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.2 metres

Width:
2 metres

Depth:
0.03 metres

What is the height from the ground to the base of the advertisement?:
1 metres

What is the maximum projection of the advertisement from the face of the building?:
0.003 metres

What is the maximum height of any of the individual letters and symbols?:
32 centimetres

What materials will the advertisement be made of?:
Replacement ACM panels 2 no. within existing hoop framework - Sign F hoop sign

The colour of text and background:
White on red

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

High level sign to front elevation, replacement vinyls/panels to existing totem poles, loading bay sign to rear elevation, hoop sign and vinyl graphics to internal face of windows/doors.

These graphics form part of this application but we are informed that they are deemed to have consent under schedule 3 Part 1 class 12 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 and therefore the details of these vinyls/graphics are not listed on this application form

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

◯ Yes
⊘ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- [x] Yes
- [ ] No
- [ ] Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Yes refer to Blaze Signs package of drawings and photos submitted herewith

Will the proposed advertisement(s) project over a footpath or other public highway?

- [x] Yes
- [ ] No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

18/05/2025

To Date

18/05/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- [ ] Yes
- [x] No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

Interest In the Land

Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

- [x] I / We agree to the outlined declaration

Signed

Ray Robinson

Date

18/03/2025