PLANNING CONSULTATION RESPONSE

To Benjamin Eyre Huntingdonshire District Council Pathfinder House St Marys Street Huntingdon PE29 3TN	**Place & Sustainability** **Highway Development Management** Cambridgeshire County Council West Highways Division Huntingdon Highways Depot Stanton Way Huntingdon Cambs PE29 6PY
App Reference: 26/0980/ADV	**Contact**: Sonia Hansen Assistant Engineer
Date In: 03/11/2026 Date Out: 05/11/2026	

RE: Application description

Proposal: Erection of a single-sided freestanding D6 small format advertising display.

Site address: Eaton Socon Service Station Great North Road Eaton Socon

No Highway Objection

The Local Highway Authority has reviewed the submitted proposal for the erection of a single-sided freestanding digital advertising display at the petrol filling station on Great North Road, Eaton Socon.

Based on the submitted information, the proposed display would be located within the existing forecourt and is not considered to adversely affect visibility at the site access or obstruct any highway infrastructure. The display is proposed to operate as a static digital advertisement with no moving images or animation, advertisement dwell times of 10 seconds, and brightness controlled through ambient light sensors.

The submitted information confirms that luminance levels will be restricted to a maximum of 300 cd/m² during hours of darkness and controlled in accordance with the principles contained within the Institute of Lighting Professionals guidance for illuminated advertisements. Daytime luminance levels of up to 5,000 cd/m² are proposed, controlled through ambient light sensors.

the proposal is not considered likely to result in a severe or unacceptable impact on highway safety.

Based on the information submitted, from the perspective of the Local Highway Authority the proposed development is acceptable.

If the Local Planning Authority are mindful to approve the application, please append the following Conditions to any consent granted:

Source of Illumination

HDMC 33 No part of the source of floodlighting or the illumination of signs shall be directly visible to users of the adjacent public highway.

Reason: In the interests of highway safety.