HUNTINGDONSHIRE DISTRICT COUNCIL

25/01013/ADV

OFFICER REPORT

Case No: **25/01013/ADV** **Advert Consent**

Proposal: **Display of 1No. Internally illuminated fascia sign and 1No. Internally illuminated projecting sign**

Location: **121 High Street Huntingdon PE29 3LG**

Applicant: **Miss Marina Alleyne**

Grid Ref: **523905 271796**

DESCRIPTION OF SITE AND APPLICATION

The application site is 121 High Street located within Huntingdon Town Centre and within the Huntingdon Conservation Area, with a number of Listed Buildings located along High Street. The application site falls partly within Flood Zone 1 of the Environment Agency's Flood Map for Planning.

This application seeks permission to replace the existing signage with 1No. Internally illuminated fascia sign and 1No. Internally illuminated projecting sign.

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) 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 sets out the Government's planning policies for (amongst other things):

* delivering a sufficient supply of homes;
* building a strong, competitive economy;
* achieving well-designed, beautiful and safe places;
* conserving and enhancing the natural, built and historic 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

PLANNING POLICIES

Huntingdonshire's Local Plan to 2036 (Adopted 15th May 2019)

LP11: Design Context
LP12: Design Implementation

LP17: Parking Provision and Vehicle Movement
LP34: Heritage Assets and their Settings

Neighbourhood Plan and relevant policies where applicable

Huntingdonshire Design Guide Supplementary Planning Document (2017)

Huntingdonshire Landscape and Townscape Supplementary Planning Document (2022)

Huntingdon Neighbourhood Plan 2018-2026 (2019)

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

RELEVANT PLANNING HISTORY

7500819FUL - SUPERMARKET HIGH STREET HUNTINGDON (Permission)

9400243ADV - Shop fascia sign and projecting sign 122-123, High Stret, Huntingdon. (Consent)

9400244FUL - Alterations to shop front and associated signage 122/123, High Street, Huntingdon. (Permission)

9400245FUL - Alterations to shop front and associated signage 122/123, High Street, Huntingdon. (Permission)

1000864ADV - Installation of 2 illuminated hanging signs (Refused)

1100277ADV - Projecting double sided, non-illuminated sign (Consent)

16/01341/ADV - 1no internally illuminated fascia signage 1no Internally illuminated projecting sign (Consent)

19/00915/ADV - Installation of new fascia signage, 1No hanging sign and 1No menu board (Consent)

CONSULTATIONS

Huntingdon Town Council - Recommend approval on the basis that the application contributes to the economy of the town centre which is supported by Neighbourhood Plan Policy TC2.

Cambridgeshire County Council Highways Officer - No objections, like for like replacement of existing signage which are all at least 2.3m above the footway

HDC's Conservation Officer - Stated that there is no comment required.

REPRESENTATIONS

None received at the time of determination.

SUMMARY OF ISSUES

The main issues to consider in the determination of this application are:

- Design, Visual Amenity and Impact on Heritage Assets
- Public 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 the application.

*Design, Visual Amenity and Impact on Heritage Assets

The application site at 121 High Street is occupied by a commercial building with existing, associated signage and located within Huntingdon Town Centre, with the nature of the surrounding area primarily retail and commercial. The proposal seeks to replace the existing signage in the same locations, including a fascia sign and projecting sign, both internally illuminated.

Given the commercial surroundings and varying signage in the vicinity it is not considered that the proposed development would be uncharacteristic of the locality. Additionally, given the siting, scale and design of the signage in place of existing, they would be visually in keeping with the wider street scene. Both signs will be internally illuminated with illuminance levels of 300 cd/m², and when considering the maximum permitted luminance levels for town centre uses set out in the Professional Lighting Guide 05 (The Brightness of Illuminated Advertisements), the illuminance levels for the proposed signage is deemed acceptable. Overall, given the scale and design of the proposed signage, it is therefore considered to be acceptable with regard to visual amenity and would not be detrimental to the character and appearance of the area. It therefore accords with Policies LP11 and LP12 of the Local Plan to 2036.

As detailed above, the application site lies within the Huntingdon Conservation Area and there are a number of Listed Buildings in the vicinity. As such, it should be regarded that:

Section 16(2) of the Planning (LBCA) Act 1990 (as amended) requires special regard to be had to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 66 of the Planning (LBCA) Act 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Planning (LBCA) Act 1990 (as amended) states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a Conservation Area.

Para. 212 of the NPPF sets out that 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance'.

Para. 213 states that 'Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification'

Local Plan policy LP34 aligns with the statutory provisions and NPPF advice.

Given the location of the proposed signage in place of the existing, alongside the other commercial activity in a town centre location, it is not considered that these changes would be harmful to the

designated heritage assets. Additionally, whilst HDC's Conservation Officer was consulted on the proposals, they stated that no comment was required in this instance. As such, taking into account the above assessment and the development relating to a non-listed building within a town centre location, no harm would be caused to the significance of the Conservation Area or the nearby Listed Buildings. The development therefore accords with Policy LP34 of the Local Plan to 2036, the provisions of the NPPF (2024) and the Planning (LBCA) Act 1990.

*Public Safety

"Public safety" relates to any form of transport including pedestrians, and the principal consideration is to assess whether or not the advertisement is confusing or distracting, as to cause a hazard to, or endanger, people in the vicinity. Given the location (visible from a public highway), Cambridgeshire County Council's Highways Team have been consulted and raise no objections to the proposals, highlighting that the proposals are for replacement signage located at least 2.3 metres above the footway. It is also noted that both of the signs will be internally illuminated to 300 cd/m², which is acceptable for a town centre area, and is unlikely to have any detrimental impact on the public highway.

Overall, taking the above factors into consideration the proposed development would not have an adverse impact on public safety. It therefore accords with Policy LP17 of Huntingdonshire's Local Plan to 2036 in this regard.

*Conclusion

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

*Is an appropriate scale and design;
*Would not have a harmful impact upon the character or appearance of the area;
* Would not have a significantly detrimental impact upon the designated heritage assets;
*Would not have a harmful impact upon public safety.

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

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CONTACT OFFICER:
Enquiries about this report to **Josh France**