OFFICER REPORT

Case No: 24/02250/ADV **Advert Consent**

Proposal: **Advertisement to display 5 x fascial logo signs, 3 x totem/monolith signs, 3 x digital poster signs, BP petrol garage signs and various road/wayfinding signage.**

Location: **Sawtry Services Great North Road Sawtry**

Applicant: **Moto Hospitality Ltd**

Grid Ref: **517651 282511**

DESCRIPTION OF SITE AND APPLICATION

The application site is located to the south of Sawtry, just of junction 15 of the A1(M). There is extant planning permission for the re-development of the site (19/01445/FUL & 23/01578/S73) to a motorway service area which this advertisement consent application relates to. There are no designated heritage assets within proximity of the site and the site is in Flood Zone 1.

This application seeks permission for Advertisement to display 5 x fascial logo signs, 3 x totem/monolith signs, 3 x digital poster signs, BP petrol garage signs and various road/wayfinding signage.

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;
* achieving well-designed places;
* conserving and enhancing the natural environment;
* conserving and enhancing the historic environment.

Planning Practice Guidance and the National Design Guide 2019 are also relevant and material considerations.

For full details visit the government website: https://www.gov.uk

PLANNING POLICIES

Huntingdonshire Local Plan to 2036 (2019)

LP11: Design Context

LP12: Design Implementation
LP14: Amenity
LP17: Parking Provision and Vehicle Movement

Huntingdonshire Design Guide (2017) part 3.6 Landscape and Public Realm.

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

RELEVANT PLANNING HISTORY

19/01445/FUL - Demolition of Existing Buildings, Erection of Motorway Service Area (a sui generis use) comprising of an Amenity Building, Fuel Station, Parking and Ancillary Development – Permission

23/01578/S73 - Variation of conditions 2 (Approved Plans), 4 (Soft Landscaping), 5 (Hard Landscaping) and removal of condition 21 (Biomass Boiler Details) on 19/01445/FUL for the demolition of existing buildings, erection of Motorway Service Area (sui generis use) comprising of an amenity building, fuel station, parking and ancillary development. - Permission

CONSULTATIONS

Cambridgeshire County Council Highways – No objections. From the information provided, the signs/advertising appears to be located clear of the Toll Bar Way, to be simple in nature and of illumination levels appropriate to the rural nature of the area. The applicant must ensure that the signs and any foundations are not constructed within or project over the public highway.
Officer comment: as per the above, an informative shall be added.

Environmental Health – No objections.

National Highways – No objections. Having reviewed the size and scale of the proposed advertisement and signage we note that one totem sign is in close proximity to the A1 off slip. Please note that this should be located beyond falling distance from the highway. However, it is believed that it is unlikely that this development will create a severe impact on the SRM. As such National Highways offer no objection to this application.

REPRESENTATIONS

None 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

Applications for advertisement consent are subject to planning policy on both national and local levels. Paragraph 141 of the NPPF 2024 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 and Visual amenity

Sawtry Services is a new motorway service area located to the south of Sawtry, just off junction 15 of the A1(M). The proposal seeks to erect 5 logo facia signs, 3 Totem/Monolith signs, various road/wayfinding signage, 3 digital 6-sheets and BP petrol garage signs. The 5 fascia signs will be internally illuminated with white LEDs with illuminance levels of 200 cd/m2. The two Totem signs would also be internally illuminated with white LEDs.

The proposed signs are modest in form and typical of those found at service stations and they would have no adverse impact on the visual amenity of the area.

Therefore, given the siting, scale and design of the signage, it appears visually in keeping with this type of development. The proposal is therefore considered to be acceptable with regard to visual amenity and would not be detrimental to the character and appearance of the surrounding area. It therefore accords with Policies LP11 and LP12 of Huntingdonshire's Local Plan to 2036 and the NPPF (2024) in this regard.

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, Cambridgeshire County Council's Highways Team, National Highways and Environmental Health have been consulted and raise no objections to the proposals. The proposed signage would aid wayfinding within the site and when arriving/exiting the site for vehicles and pedestrians. Furthermore, the proposed fascial logo signs, totem/monolith signs and digital poster signs are sited such that they would not cause distraction or hazards to motorists or pedestrians. The signs would not therefore have any detrimental impact on the public highway. Therefore, having regard to this, it is considered that the proposal would not have an adverse impact on public or Highway safety in accordance with Policy 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 and would not have any adverse visual amenity impact; and
*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 advertisement consent be granted, subject to the imposition of appropriate conditions.

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CONTACT OFFICER:
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