Application Number: 24/02405/ADV

TOWN & COUNTRY PLANNING ACT 1990

Consent for the Display of Advertisement(s)

Motor Fuel Group Ltd
c/o Miss Natasha Strydom
Brook House
Apex Court
Camphill Drive
West Byfleet
KT14 6SQ

Huntingdonshire District Council in pursuance of powers under the above Act, hereby expressly **CONSENT** to:

Installation of 7m EV totem sign (new proposed location)
at Mecury Petrol Filling Station Needingworth Road St Ives PE27 4NB

in accordance with your application received on 23rd December 2024 and plans (listed below) which form part of the application

Plan Type	Reference	Version	Date Received
signage	14397-2664-CTA (Rev.A)		23.12.2024
Location Plan	14397-2664-LP (Rev.A)		23.12.2024
Block Plan	14397-2664-BP (Rev.A)		23.12.2024

Subject to the following condition/s.

1. Condition
   No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

1. Reason
   To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

2. Condition

C. Kerr

Clara Kerr
Chief Planning Officer

Date 3rd February 2025

Huntingdonshire DISTRICT COUNCIL

Pathfinder House, St Mary's Street
Huntingdon. PE29 3TN
Dmadmin@huntingdonshire.gov.uk

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www.huntingdonshire.gov.uk

No advertisement shall be sited or displayed so as to –
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

2. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

3. Condition
Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

3. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

4. Condition
Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

4. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

5. Condition
Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

5. Reason
To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) Regulations, 2007.

6. Condition
The period of advertisement consent expires at the end of a period of 5 years from the date of this decision.

6. Reason

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To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) Regulations, 2007. Any advertisement may continue to be displayed after this date, subject to the same conditions as set out in the Consent and the power of the Local Planning Authority to require discontinuance of the display under Regulation 8.

7. Condition.
   The advertisement(s) hereby permitted shall be installed in accordance with the approved plans listed in the table above.

   Reason: In the interests of good planning and for the avoidance of doubt.

8. Condition.
   The luminance levels of the advertisment installed shall not exceed 300 cd/m². These levels shall be retained in perpetuity and shall not be increased without further consultation with the Local Planning Authority.

   Reason: In the interests of visual amenity and protection of highway/public safety in accordance with Policies LP12, LP17 and of the Huntingdonshire Local Plan to 2036.

9. Condition.
   The totem advertisement hereby approved shall not be displayed at any time in conjunction with the totem advertisement approved pursuant to advertisement consent reference 24/02012/ADV dated 18 December 2024.

   Reason: In order to avoid an unacceptable proliferation of signage and advertisements in the interests of visual amenity, in accordance with Policy LP12 of the Huntingdonshire Local Plan to 2036.

10. Note to applicant.
    Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.

    If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/diversions

    Prior to carrying out works, including the construction of access points, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

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Your responsibilities and obligations

Cadent may have a Deed of Easement on the pipeline, which provides us with a right of access for a number of functions and prevents change to existing ground levels, storage of materials. It also prevents the erection of permanent/temporary buildings, or structures. If necessary Cadent will take action to legally enforce the terms of the easement.

This letter does not constitute any formal agreement or consent for any proposed development work either generally or related to Cadent's easements or other rights, or any planning or building regulations applications.

Cadent Gas Ltd or their agents, servants or contractors do not accept any liability for any losses arising under or in connection with this information. This limit on liability applies to all and any claims in contract, tort (including negligence), misrepresentation (excluding fraudulent misrepresentation), breach of statutory duty or otherwise. This limit on liability does not exclude or restrict liability where prohibited by the law nor does it supersede the express terms of any related agreements.

If you need any further information or have any questions about the outcome, please contact us at plantprotection@cadentgas.com or on 0800 688 588 quoting reference 24/02011/HHFUL.

11. Note to applicant.
Public utility apparatus may be affected by this proposal. Contact the appropriate utility service to reach agreement on any necessary alterations, the cost of which must be borne by the applicant.

12. Note to applicant.
Statement as to how the Local Planning Authority (LPA) has worked with the applicant in a positive and proactive manner on seeking solutions:

When an application is received, planning conditions will be used where they can make a development acceptable.

A clear reason for refusal identifies the specific reasons why the development is unacceptable and helps the applicant to determine whether and how the proposal can be revised to make it acceptable.

In relation to this application, it was considered and the process managed in accordance with the National Planning Policy Framework 2024.

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NOTES

Rights of Appeal under the Town and Country Planning (Control of Advertisement) Regulations 1989

If the applicant is aggrieved by the decision of the Local Planning Authority to refuse permission for the proposed development or to grant permission subject to conditions, he/she may appeal to the Secretary of State responsible for planning within;

- **Eight weeks from the date of this decision notice.**

Appeals must be made on a form which is obtainable from the Planning Inspectorate, Customer Support Unit, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN. Alternatively all forms can be downloaded from their website www.planning-inspectorate.gov.uk. The Secretary of State has power to allow a longer period for the giving of a notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances, which excuse the delay in giving notice of appeal. The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been granted by the Local Planning Authority, or could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the statutory requirements, to the provisions of the Development Orders and to any directions given under the Orders. He does not, in practice, refuse to entertain appeals solely because the decision of the Local Planning Authority was based on a direction given by him.

If permission to develop land is refused or granted subject to conditions, whether by the Local Planning Authority or by the Secretary of State responsible for planning and the owner of the land claims that the land has become incapable of reasonably beneficial use by the carrying out of any development which has been or would be permitted, he may serve on the Council of the County District in which the land is situated a purchase notice requiring that Council to purchase his interest in the land in accordance with the provision of Part VI of the Town and Country Planning Act, 1990.

Claiming Compensation

In certain circumstances, a claim may be made against the Local Planning Authority for compensation where permission is refused or granted subject to conditions by the Secretary of State on appeal or on a reference of an application to him. The circumstances in which such compensation is payable are set out in Section 114 of the Town and Country Planning Act 1990.

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General Notes

This decision notice does not convey any approval or consent which may be required under any enactment, bye-law or regulation other than Section 57 of the Town and Country Planning Act 1990.



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