Application Number: 25/01013/ADV

TOWN & COUNTRY PLANNING ACT 1990

Consent for the Display of Advertisement(s)

Miss Marina Alleyne
c/o Mr Stephen Wilson
Warner House
Jubilee Business Park
Jubilee Road
Letchworth Garden City
SG6 1Sp
United Kingdom

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

Display of 1No. Internally illuminated fascia sign and 1No. Internally illuminated projecting sign
at 121 High Street Huntingdon PE29 3LG

in accordance with your application received on 4th June 2025 and plans (listed below) which form part of the application

Plan Type	Reference	Version	Date Received
Block Plan			20.06.2025
Location Plan			04.06.2025
signage	Illuminated Protruding Sign		04.06.2025
signage	Main Facia		04.06.2025

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

C. Kerr

Clara Kerr
Chief Planning Officer

Date 14th August 2025

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

01480 388424
www.huntingdonshire.gov.uk

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

2. Condition
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

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Chief Planning Officer

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

6. Reason
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 signage 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 and LP17 of the Huntingdonshire Local Plan to 2036.

9. 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.

NOTES

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

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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.

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.

C. Kerr

Clara Kerr
Chief Planning Officer

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