HUNTINGDONSHIRE DISTRICT COUNCIL

25/00100/LBC

OFFICER REPORT

Case No: **25/00100/LBC** **Listed Building Consent**

Proposal: **Display of illuminated advertisement sign.**

Location: **18 Market Square St Neots PE19 2AF**

Applicant: **Miss Amber Beardshall**

Grid Ref: **518180 260181**

DESCRIPTION OF SITE AND APPLICATION

This application relates to the installation of advertisements at 18 Market Square, St Neots a three-storey building located in the centre of St Neots. The dwelling benefits from Grade II Listing and lies within the St Neots Conservation Area.

This application relates to the installation of advertisements at 18 Market Square, St Neots as below;

1) Fascia Sign - 0.6 m x 2.1 m x 0.03 m, 3.5 m from ground level of an Aluminium composite material projecting 0.05 m from the front elevation. The sign will be statically illuminated to 1520 cd/m2 with a text height of 20cm and the sign will use the colours dark brown coffee and cream.

2) 2 x Swan Neck overhang lights
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) paragraph 8 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 also sets out the Government's planning policies for (amongst other things):
* making effective use of land
* achieving well-designed, beautiful, and safe places;
* conserving and enhancing the natural 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
LP34 Heritage Assets and their Settings

St Neots Neighbourhood Plan 2014 - 2029
Policy SS2 Utilising Historic Buildings

Supplementary Planning Guidance/Documents:

Huntingdonshire Design Guide Supplementary Planning Document (2017):
3.1 Place Making Principles
3.7 Building Form

Huntingdonshire Landscape and Townscape Supplementary Planning Document 2022

St Neots Conservation Area Character Assessment

RELEVANT PLANNING HISTORY

25/00095/ADV- Display of illuminated advertisement sign - Pending Consideration
24/00389/FUL - Change of use from Class E to mixed use Class E and Class C4 (single home of multiple occupancy) - Permission
24/00390/LBC - Class E and Class C4 (single home of multiple occupancy)- Consent
0703029ADV - Display of fascia and hanging sign to replace existing - Consent
0703030LBC - Display of fascia and hanging sign to replace existing - Consent

CONSULTATIONS

St Neots Town Council support the application.

HDC Conservation team raise no objections.

REPRESENTATIONS

No representations have been raised at the time of determination.

SUMMARY OF ISSUES

The main issues to be considered are as follows: -

Impact on Heritage assets and conservation area
The relevant policies within Huntingdonshire's local plan to 2036, relating to Design and Visual Amenity are LP 11 Design Context and LP 12 Design Implementation and Policy SS2 Utilising Historic Buildings of St Neots Neighbourhood Plan 2014 - 2029. With regard to the impact on Heritage Assets and Conservation areas, the relevant policy within the local plan to 2036 (LP34 Heritage assets and their settings).

18 Market Square, St Neots is a grade II listed building within the St Neots Conservation Area.

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 set 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.

HDC Conservation team has been consulted and raise no objections to the proposal. In summary they comment.

The proposal will not result in harm to the significance of 18 Market Square nor St Neots Conservation Area. The proposals have special regard to the preservation and enhancement of St Neots Conservation Area. Recommendation to support.

Officers have considered the comments and recommendation made by the HDC Conservation Officer and have assessed the application plans and accompanying documents to the application. It is considered that the proposed siting, scale, design and materials for the advertising would be sympathetic to the listed building and St Neots Conservation Area and would have no adverse visual impact on the surrounding locality. Materials and plans will be secured by condition.

Taking all the above factors into consideration, the proposed scale, design, and materials would not result in any significant harm to the character and appearance of the local area and would unlikely result in significant harm upon the character, appearance and significance of the Listed Building. It is therefore considered to accord with policies LP11, LP12 and LP34 of the Huntingdonshire Local Plan to 2036, Policy SS2 Utilising Historic Buildings of St Neots Neighbourhood Plan 2014 - 2029, Huntingdonshire Design Guide 2017, Huntingdonshire Landscape and Townscape Supplementary Planning Document 2022 and s16(2), 66 and 72 of the Planning (LBCA) Act 1990 (as amended) and paragraph 212 of the NPPF (December 2024) in this regard.

CONCLUSION

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

*would not have a harmful impact upon the character and appearance of the designated heritage asset St Neots Conservation Area; and

* would not have a harmful impact upon the Grade II Listed building of 18 Market Square, St Neots.

Having taken into account all national and local policies and all relevant material considerations, it is recommended that Listed Building Consent should be granted, subject to the imposition of appropriate conditions.

If you would like a translation of this document, a large text version or an audio version, please contact us on 01480 388424 and we will try to accommodate your needs.

CONTACT OFFICER:
Enquiries about this report to **Andrea Dollard**