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Response to Planning application from Hertfordshire County Council (T and CP GDP Order 2015)

Director of Planning

North Hertfordshire Council
Council Offices
Gernon Road
Letchworth Garden City
Hertfordshire
SG6 3JF

District ref: 25/03136/AD
HCC ref: NH/27593/2025
HCC received: 18 December 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

Letchworth Autoway Centre Ltd, Norton Way North, Letchworth Garden City, Hertfordshire, SG6 1BP

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of No.6 illuminated and No.6 non-illuminated site signage with No.7 wall mounted, No.1 flagpole, No.1 totem, No.3 post and No.1 free-standing panel

Recommendation

Notice is given under article 22 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission subject to the following conditions:

CON1) Prior to the first use of the development hereby permitted the intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2014'.

Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018)

HCC as Highway Authority recommends inclusion of the following Advisory Note (AN) to ensure that any works within the highway are carried out in accordance with the provisions of the Highway Act 1980.

AN1) Storage of materials: The applicant is advised that the storage of materials associated with the construction of this development should be provided within the site on land which is not public

highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence. Further information is available via the County Council website at: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

AN2) Obstruction of highway: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the County Council website at: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

The proposals are for Advertisement Consent: Installation of No.6 illuminated and No.6 non-illuminated site signage with No.7 wall mounted, No.1 flagpole, No.1 totem, No.3 post and No.1 free-standing panel

DRAWINGS

The Highway Authority note the submission of materials in support of the planning application, including drawing numbers:

- Sign A- 3.6m Wall Mounted Monolith 500cd/m²
- Sign B- Built up Letters
- Sign C- Opening Hours
- Sign D- Directional Totem 500cd/m²
- Sign E- Single Leg Parking Sign- 'P' Logo- x4
- Sign F- Single Leg Parking Sign- 'Parent & Child' Logo- x2
- Sign G- Double Leg Parking Sign- 'Demonstrator' - x4
- Sign H- Flag pole 6m- x3
- Sign I- Selekt Comms panel 500cd/m²
- Sign J- Selekt Totem 500cd/m²
- Sign K- 8m Selekt Wall
- Sign L- 6m Entrance Portal

COMMENT

Guidance on illuminated signage and advertisements is set out in the Institution of Lighting Professionals publication 'Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05)'. Table 4 sets out recommended levels of luminance by illuminated area and environmental zone. For environmental zones E3, (medium district brightness, e.g., small town centres or suburban locations), Table 4 indicates a maximum recommended value of luminance on the surface of an advertisement of 600cd/m² for an illuminated area of up to 10m² and 300cd/m² for an illuminated area over 10m².

CONCLUSION

The proposed plans indicate a maximum illumination of 500cd/m² for signs A, D, I, and J, whilst the remaining signage is not illuminated.

Subject to the conditions and informatives set out above, this level of development is unlikely to lead to demonstrable harm (in terms of dazzle or distraction) for passing vehicles on the surrounding highway network; therefore, the highway authority would not wish to restrict the grant of planning permission.

Signed
Paul Marshall

8 January 2026