



Mark Youngman
Development Management Group Manager
Hertfordshire County Council
Postal Point CHN115
Farnham House
Six Hills Way
Stevenage
SG1 2ST

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: 26/00295/AD
HCC ref: NH/28431/2026
HCC received: 9 March 2026
Area manager: Manjinder Sehmi
Case officer: George Fermer

Location

The Three Horseshoes, Willian Road, Willian, Letchworth Garden City, SG6 2AE

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of non-illuminated freestanding sign

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 recommends that permission be refused for the following reasons:

1. Highway Authority policy allows permanent signage on the highway only for directional or traffic related purposes. Advertisements promoting private commercial enterprises, including public houses, fall outside these criteria and cannot be approved unless there is a wider public benefit. The proposal represents commercial promotion and therefore does not meet the requirements for permissible permanent signage on the highway within Traffic Signs Regulations and General Directions (2016) and Hertfordshire County Councils Place and Movement Planning Design Guide.

Comments

The Highway Authority recommends refusal for the proposed permanent pub advertisement sign because it would be located within the public highway (land highway maintainable at public expense) and represents unauthorised commercial advertising. Highway Authority policy permits only traffic related or directional signage on the highway, and the Traffic Signs Regulations and General Directions (TSRGD) 2016 limits the use of highway signage to prescribed sign types. As the proposed advertisement does not correspond to any sign permitted under the TSRGD 2016, it cannot be lawfully installed on the highway.

Hertfordshire County Council's Place & Movement Planning and Design Guidance (adopted March 2024) emphasises that highway corridors must be designed and managed to support safe, functional movement while maintaining a coherent streetscape, and sets out the standards required for features placed within adopted highway land. The Design Guide provides detailed requirements for the layout and treatment of highway environments and does not support the introduction of private commercial advertising structures within highway boundaries, which would undermine the intended character, safety and function of highway spaces. More information on permanent signs on the highway network can be found here;
https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/signs-on-the-highway.aspx#DynamicJumpMenuManager_1_Anchor_1

Therefore for the reasons stated within this response Hertfordshire County Council as the Highway Authority recommends refusal for the proposal.

Signed

George Fermer

26 March 2026