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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: 25/00967/AD
HCC ref: NH/24841/2025
HCC received: 30 April 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

25 LEYS AVENUE LETCHWORTH GARDEN CITY SG6 3EP

Application type

Advertisement Consent

Proposal

Installation of No. 2 fascia sign and logo, No.1 ATM surround and No.1 projecting 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 does not wish to restrict the grant of permission.

COMMENTS

The Highway Authority is limited in the extent to which it is able to comment on the application, as the site is situated in a pedestrianised area where the Highway Authority has no jurisdiction. However, as a responsible authority consideration has been given to any potential highway safety concerns or other highway/access related matters.

Proposal:

Advertisement Consent: Installation of No. 2 fascia sign and logo, No.1 ATM surround and No.1 projecting sign.

Consideration:

The Highway Authority would consider whether the display of an advertisement is likely to affect the safety of persons using any highway, obscure or hinder the ready interpretation of any traffic sign; or hinder the operation of any device used for measuring the speed of any vehicle.

Hertfordshire Place & Movement Planning and Design Guidance (PMPDG, Part 4 Chapter 2), seeks to ensure that a minimum headroom is maintained over the highway, including a public footway or footpath. A 2.3m minimum vertical clearance (headroom) is recommended for signs.

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 E4, (high district brightness, e.g., town/city centres or urban 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.

The application form indicates a proposed maximum level of internal static illumination of 250 cd/m² for all the relevant fascia signs. The LPA may wish to use a condition to recommend light levels comply with Professional Lighting Guide 05: Brightness of Illuminated Advertisement.

CONCLUSION:

HCC as Highway Authority would not wish to comment further.

Signed

Paul Marshall

9 May 2025