



NORTH HERTFORDSHIRE DISTRICT COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

DECISION NOTICE

Correspondence Address:

Tara Signs
St Peters Place
Western Road
LANCING
BN15 8SB
United Kingdom

Applicant:

Mr Paul Callis

PARTICULARS OF DEVELOPMENT

Application: 25/00705/AD

Proposal: Installation of internally illuminated and non-illuminated signs following removal of existing signage.

Location: Ascot Industrial Estate, Icknield Way, Letchworth Garden City, Hertfordshire, ,

Approved Plan Nos: 23261-P-001A
23261-P-002
23261-P-003
23261-P-004
23261-P-005
23261-P-006
23261-P-007
23261-P-008
23261-P-009
23261-P-010
Photo - Elevation A - Sign 1
Photo - Elevation B - Signs 2 and 3
Photo - Elevation C - Sign 4

PARTICULARS OF DECISION

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **GRANT** express consent to the above display proposed by you in your application received with sufficient particulars on 27 March 2025.

This advertisement consent is subject to the following condition(s):

1.
 - (a) 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.
 - (b) No advertisement shall be sited or displayed so as to-
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - (c) 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.
 - (d) 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.
 - (e) 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.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The illuminated signs hereby permitted shall be controlled a level that is within the values recommended by the Institution of Lighting Professionals in the publication Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05).

Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 5, 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

Proactive Statement:

1. AN1) Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047
AN2) Extent of highway: Information on obtaining the extent of public highway around the site can be acquired from the County Council's website at:
www.hertfordshire.gov.uk/services/highways-roads-and-pavements/changes-to-your-road/extent-of-highways.aspx
AN3) 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 website:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.
AN4) Obstruction of public highway land: 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 website:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

Signed:



Development & Conservation Manager

Date: 13 May 2025

Development Management
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts
SG6 3JF

NOTES

- 1 **Failure to satisfy conditions may invalidate this consent and/or result in enforcement action. Particular attention should be paid to the requirements of any condition in bold.**
- 2 If you are aggrieved by this decision, you may appeal to The Planning Inspectorate, within 8 weeks of the date of receipt of this decision or, in exceptional circumstances, such longer period as the Secretary of State may agree.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

Consent for these works may be required from the Letchworth Garden City Heritage Foundation (www.leetchworth.com/heritage-foundation) under the Scheme of Management or leasehold covenants. If you do not already have their approval, you are advised to contact the Heritage Foundation on home@leetchworth.com or 01462 476017 to confirm whether you also need to submit an application to them.