

DELEGATED FILE NOTE

CASE OFFICER: ...Alex Howard.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/00705/AD	Installation of internally illuminated and non-illuminated signs following removal of existing signage.	Ascot Industrial Estate Icknield Way Letchworth Garden City Hertfordshire

Submitted 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

1.0 Policies

2.0 **Site History**

2.1 Extensive site history.

3.0 **Representations**

3.1 **Hertfordshire Highways** – No objection subject to conditions.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site is a large commercial building and associated parking area in Ascot Industrial Estate, Letchworth. The site has previously been occupied by Seat and Cupra car manufacturers as a car sale/showroom.

4.2 **Proposal**

4.2.1 Installation of internally illuminated and non-illuminated signs following removal of existing signage. The proposal is to facilitate the change in occupation of this car sale/showroom to Renault and Dacia. The extent of proposed advertisement changes is as follows:

“Sign 1: Dacia Fascia. Sign 2: Dacia Fascia. Sign 3: Renault Mesh Fascia. Sign 4: Renault Mesh Fascia. Sign 5: Double Sided Dacia Totem. Sign 6: Double Sided Renault Totem. Sign 7: Directional Sign. Sign 8: Flag Signs. Sign 9: Poster Unit. Sign 10: Test Drive Mast. Sign 11: Customer Promise Panel. Sign 12: Renew Flag Signs. Sign 13: Renew Arch”.

4.3 **Key Issues**

4.3.1 The key issues in the determination of this application are the amenity of the area and public safety.

4.3.2 The site is within an established commercial area where signage such as the proposed is commonplace and therefore part of its prevailing character. The scheme seeks to alter existing signage for a new car manufacturer occupier, which will be in-keeping with the existing site context and will therefore now have an adverse impact upon visual amenity.

4.3.3 The Highway Authority have been consulted on this application, given the incorporation of illuminated signage. They have responded as follows:

“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:

COND1) Illuminated signs: 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)."

- 4.3.4 As such, subject to further informatives, the proposal is considered acceptable in its impact on Highway Safety.

4.4 **Conclusion**

- 4.4.1 The advertisements proposed are considered to have an acceptable impact on the visual amenities of the surrounding area. In the absence of any highway safety or visual amenity objections, I consider the proposed signage compliant with the development framework.

4.5 **Alternative Options**

- 4.5.1 None applicable

4.6 **Pre-Commencement Conditions**

- 4.6.1 None required.

5.0 **Recommendation**

- 5.1 That the advertisement be **CONSENTED** subject to the following conditions

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 at 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).

Informative/s:

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  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 13 May 2025	