



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: 25/02962/AD
HCC ref: NH/27532/2025
HCC received: 15 December 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

148 - 150 London Road, Knebworth, Hertfordshire, SG3 6EY

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projection sign. (Development already carried out)

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 level of illumination of the floodlighting / illumination / illuminated sign / digital display* shall be provided at a level that is in accordance with the publication Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays.

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).

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.

COMMENTS

The proposals are for an Advertisement Consent: Installation of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projection sign. (Development already carried out).

As the proposals have already been installed to ensure that the Candella luminous intensity is with the guidelines set out in the Institution of Lighting Professionals publication 'Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05) the condition above is required

CONCLUSION

Should the LPA be minded to approve the application please note the above condition and informatives. This level of development is unlikely to generate any extra movements which would ultimately lead to demonstrable harm to use of the highway network in terms of dazzle and distraction, therefore; the highway authority would not wish to restrict the grant of planning permission.

Signed

Paul Marshall

5 January 2026