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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: 25/01851/AD
HCC ref: NH/25912/2025
HCC received: 30 July 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

2019 Works Road, Letchworth Garden City, Hertfordshire, SG6 1JZ

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of 5 no. illuminated fascia signs, 1 no. illuminated pylon sign and 1 no. illuminated entrance portal following removal of existing signage

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:

COND1) Illuminated signs: 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).

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 Advertisement Consent: Installation of 5 no. illuminated fascia signs, 1 no. illuminated pylon sign and 1 no. illuminated entrance portal following removal of existing signage.

CONTEXT:

Works Road is an unclassified local access road and provides a local access function in the road hierarchy. Works Road is highway maintainable at public expense. A 30mph speed limit applies. On Hertfordshire County Council's Place and Movement network, Works Road is classed as P2/M2 (e.g. Multi-Function Road). One reportable highway accident is recorded within the vicinity of the application site (5-year rolling). No Public Right of Way (as shown on the Public Rights of Way Map) directly affects the site or would be affected by the proposal. The county council considers Works Road is a traffic sensitive road.

Policy Review:

The key documents used to assess the application are

- Manual for Streets 2007
- National Planning Policy Framework (July 2021)
- Hertfordshire County Council's (HCC) Local Transport Plan-4 [2018-2031, May 2018]
- HCC's Place & Movement Planning Design Guidance (adopted in March 2024)
- Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays.

PLANNING HISTORY

The application site has previous planning history.

DRAWINGS

The Highway Authority note the submission of materials in support of the planning application, including drawing numbers: Proposed and Existing Elevations, Site Plan, Location Plan, and Sign Plan.

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 270cd/m² for the relevant signs. If the LPA approve planning permission a condition is recommended so the light levels comply with Professional Lighting Guide 05: Brightness of Illuminated Advertisements (COND1).

None of the proposed signs are located on highway land. The only concerns the Highway Authority have is whether they may dazzle or distract drivers. It is clear from the application form that the illumination of 270cd/m² is well within accepted limits

CONCLUSION

Should the LPA be minded to approve the application please note the above condition and informatives. The Highway Authority has considered the proposal and subject to the recommended condition, it is considered that the proposed signs would not give rise to an unreasonable impact on the safety and operation of the surrounding highway network. Highway informatives / advisory notes are also recommended.

Signed

Paul Marshall

1 August 2025