

North Herts District Council
Planning & Development Control
North Herts Council
PO Box 10613
Nottingham
NG6 6DW

15th September 2025

Dear Sir/Madam

**“Click Letchworth” Starwood House, Avenue One, Letchworth Garden City
Application for Advertisement Consent on land within/adjacent to Starwood House**

On behalf of our Client, Letchworth Investment LLP, we hereby submit an application for consent to display signage at Land at the site of Starwood House, Avenue One, Letchworth Garden City. This application has been submitted via the Planning Portal Ref: PP-13950064.

The site is subject to a full planning application (Reference 25/01196/FP) for redevelopment to provide:

Erection of two buildings including three units for Flexible Use Classes including Eg (ii) (iii), B2, B8, including servicing, parking, access, landscaping

The application is subject to a resolution to grant planning permission by the Planning Committee on 21 August 2025, and the Section 106 agreement is anticipated to be completed in September 2025, allowing for issue of a decision notice and commencement of the development on site in November 2025.

To align with the construction and redevelopment, Letchworth Investment LLP seek advertisement consent for temporary advertising signage appropriate to the nature and scale of the development. In preparing this application, due regard has been given to paragraph 141 of the National Planning Policy Framework (NPPF, December 2024).

The Proposal

It is proposed to erect two signs of dimensions 3050mm wide x 2400mm tall, each erected on two posts 1800mm above the ground. Each of the posts will be secured into the ground using concrete to a depth of 900mm.

Each sign is designed to show the branding of the development, with a logo 'Click' at size of 900mm tall in the top left corner of the board. Agency information and size of units will be shown at a font size of 136mm tall, with further information ranging between 50mm and 77mm in height. An image of one of the proposed units fronting onto Avenue One is provided at the foot of the signage board.

As shown on the enclosed information, the boards are proposed to be located where they are visible, but still sensitive to the location, at (1) facing west onto Avenue One at the site access onto Avenue One, and (2) at the corner of Avenue One and Second Avenue. The signage has been located for visibility purposes, but to avoid any adverse impact on public safety or amenity. It includes no moving elements, does not project over the public highway, and poses no obstruction or hazard to pedestrians or vehicles.

The proposed signage is modest in scale, non-illuminated, and uses materials and colours that are complimentary to the proposed building and its surroundings. The siting and design of the advertisement boards are appropriate to the local context of Avenue One and in keeping with the nature of the proposed commercial development.

The boards are temporary in nature during the construction and letting phase but are likely to be in place for between 12-18 months. This application therefore seeks advertisement consent for the 2 boards illustrated on the enclosed material that accompanies this application.

The following is submitted with this application:

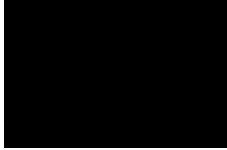
- Site Location Plan – L060-CMP-SI-ZZ-DR-A-00001 PL1
- Tassell Design Advertisement Board (September 2025) Marketing Pack

Summary

This application is submitted to North Herts District Council via the Planning Portal (Reference PP-14330728) and the application fee of £253.00 has been paid via the Planning Portal.

We look forward to receiving confirmation of receipt and validation of the application in due course, in the interim, please do not hesitate to contact me should you have any queries.

Yours sincerely,



Lyndon Gill
Senior Director