

Our Ref: LG/lw/26071

21 July 2026

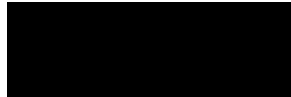
Planning Department
North Herts Council
Council Offices
Gernon Road
Letchworth Garden City
SG6 3JF

Planning Portal Ref: PP-15088926



**Barker Parry Town
Planning Ltd**

33 Bancroft, Hitchin,
Herts SG5 1LA



Dear Sir/Madam

Application for Advertisement Consent
19-29 Station Road, Letchworth Garden City, SG6 3BB

I enclose an application for advertisement consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) at 19-29 Station Road, Letchworth Garden City, on behalf of AVP Bravo Ltd (the Applicant). The requisite application fee has been paid via the Planning Portal.

Background

The site is within the Conservation Area and Town Centre Area within the Secondary Shopping Frontage, around the corner from the Primary Shopping Area. The building is situated along Station Road, with several other businesses positioned on the road. The building is not Listed. This application relates to the ground floor windows of the building which front the street.

The building has historically been in commercial use, as has the majority of Station Road. Currently, the building is vacant and situated between an estate agents and a chiropodist clinic.

Advertisement consent is sought for the installation of 2no internally illuminated fascia signs, 7no internally applied glazing vinyl's and 1no projecting non-illuminated sign.

Steven Barker
Director
MA (Cantab) MA

Liz Fitzgerald
Managing Director
BA (Hons) Dip TP MRTPI

Registered
England & Wales No. 5314018.
Registered Office same as
office address



Full details of the proposed size and materials can be found in the accompanying documents:

- Application Form
- Location Plan via Planning Portal
- Signage Details and Measurements TRPC_001
- Projecting Sign TRPC_002
- Visual Signage TRPC_003
- LED Specifications

The fascia signs will be black with white text and logo and red detailing and have static internal illumination via LED. Six of the glazing vinyl's will be positioned on the lower third of the windows, these will be a clear logo on grey window frosting. The final glazing vinyl will be a grey frosted logo positioned in the centre of the door window. The projecting sign will be black with a white logo and be non-illuminated. Further details of the advertisements can be seen on the accompanying plans.

Station Road consists of several businesses, all with prominent signage. Lane & Bennetts directly next door to the site has a green, externally illuminated fascia sign, and Ladbrokes, a couple of doors to the other side of the site, has a red, externally illuminated fascia sign and an illuminated projecting sign.

Figure 1 below shows the current street view of the vacant building, and the street view from the previous occupiers, and Figure 2 shows a street view of the proposed signage.



Figure 1. Current street view (left) and street view of previous occupiers (right) from Google



Figure 2. Proposed street view

Assessment

This application is for express consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The signage adheres to the Standard Conditions as set out in Regulation 2 (1) Schedule 2.

Regulation 3 states that Local Planning Authorities control the display of advertisements in the interest of public amenity and highway safety. This letter demonstrates how the proposals comply with both of these considerations.

Highway Safety

The proposed signage will be positioned largely as per the previous signage on site. This proposal also includes a projecting sign that projects from the wall approximately 620mm and the sign is 3352mm above the pavement. The fascia signs will be approximately 3000mm above the pavement and will have internal static illumination. Given the height of the signage and how far back the frontage sits from the road, this would not create any distraction to passing cars and the proposal is not considered to have an unacceptable impact on highway safety.

Visual Amenity

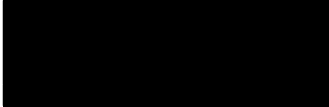
The proposed signage is designed to be coherent with the streetscene. The alterations would not contribute an unacceptable impact upon the locality, and the proposed illumination would complement the existing signage to nearby units. The proposed signage would be modest and be sensitive in terms of its size and materials of construction. The size and design of the advertisements are considered appropriate to

the surrounding area and will not have a detrimental impact on the character and appearance of the building or the wider conservation area.

The proposed signage is designed to a high standard and would have no detrimental impact on amenity or public or highway safety. It is therefore respectfully requested that consent is granted.

Should you require any further information or wish to discuss the matter, please do not hesitate to contact me.

Yours faithfully,

A black rectangular box redacting the signature of Lia Groves.

Lia Groves

Assistant Planner

