

DELEGATED FILE NOTE

CASE OFFICER: ...Thomas Howe.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/02962/AD	Installation of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projection sign. (Development already carried out)	148 - 150 London Road Knebworth Hertfordshire SG3 6EY

Submitted Plan Nos

Location plan Sign plan

1.0 Policies

D1	Sustainable design
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D3 Protecting living conditions

SECN12 Achieving well-designed places

2.0 **Representations**

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

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is within Knebworth High Street, within a local centre as designated by the North Herts Local Plan 2011-2031.

3.2 **Proposal**

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

3.3 **Key Issues**

3.3.1 The key material considerations are amenity and public safety.

Amenity

3.3.2 The signage was viewed on site, and sits within a varied street scene, with many internally illuminated signs and units with projecting signs. The materials of construction, scaling and overall appearance do not appear to be out of place or be adverse when viewed collectively with these surrounding signs. In this street scene, the development is not contrary or harmful to the character of the site and surrounding area. The design is suitably in-keeping, complying with Policy D1 of the Local Plan 2011-2031 and Policy KBBE4 of the Knebworth Neighbourhood Plan.

Public Safety

3.3.3 It is considered that the signage has no significantly detrimental impact upon public safety, following a response of no objection subject to conditions from the Hertfordshire Highway Authority.

3.4 **Conclusion**

3.4.1 Overall, the signage is considered acceptable and results in no detrimental impact upon amenity and public safety. Therefore, advertisement consent should be granted.

4.0 **Recommendation**

4.1 That Advertisement Consent be **GRANTED** 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 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, and shall be permanently retained in perpetuity as such, unless otherwise agreed in writing by the Local Planning Authority.

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).

Signed  Anne McDonald Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 20 January 2026	