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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: 25/00705/AD
HCC ref: NH/24511/2025
HCC received: 1 April 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

Ascot Industrial Estate, Icknield Way, Letchworth Garden City, Hertfordshire,

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of internally illuminated and non-illuminated signs 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 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).

INFORMATIVES

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) Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047

AN2) Extent of highway: Information on obtaining the extent of public highway around the site can be acquired from the County Council's website at:
www.hertfordshire.gov.uk/services/highways-roads-and-pavements/changes-to-your-road/extent-of-highways.aspx

AN3) 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 website:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

AN4) Obstruction of public highway land: 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 website:
<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

Context: The site is situated on Icknield Way which is an unclassified road and acts as a Local Distributor and is highway maintainable at public expense. A 30mph speed limit applies. On HCC's Place and Movement network. Icknield Way is classed P2/M1 (Residential Street). No reportable accidents recorded within the immediate vicinity of the application site (5-year rolling). No Public Right of Way (as shown on the PRow map) directly affects the site or would be affected by the proposal. The county council considers Icknield Way to be traffic sensitive road (Monday – Friday, AM & PM peak hours)

Proposal:

Advertisement Consent: Installation of internally illuminated and non-illuminated signs following removal of existing signage.

Consideration:

The Highway Authority's consideration extends to whether the display of an advertisement is likely to affect the safety of persons using any highway, obscure or hinder the ready interpretation of any traffic sign; or hinder the operation of any device used for measuring the speed of any vehicle.

Hertfordshire Place & Movement Planning and Design Guidance (PMPDG, Part 4 Chapter 2), seeks to ensure that a minimum headroom is maintained over the highway, including a public footway or

footpath. A 2.3m minimum vertical clearance (headroom) is recommended for signs. The relevant signs are not located over any highway.

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. A condition is set out for the LPA's consideration.

The application form indicates a proposed maximum level of internal static illumination of 300 cd/m² for all the relevant fascia 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). All the proposed signs are located on the building itself.

CONCLUSION: HCC as 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

6 May 2025