

DELEGATED FILE NOTE

CASE OFFICER: ...Melissa Tyler.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/02045/AD	Installation of three internally illuminated fascia signs, non-illuminated welcome sign and internally illuminated freestanding totem sign.	Norton Way Peugeot Ltd Works Road Letchworth Garden City Hertfordshire SG6 1NT

Submitted Plan Nos

Location plan Site plan Proposed annotated Site Location Plan Proposed annotated Site Plan 159662-A
Existing Signage 159662-A Proposed Signage 159662-A Proposed Elevations 159662-A Proposed
annotated Signage

1.0 Policies

2.0 **Representations**

- 2.1 **Hertfordshire County Council Highways** – 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.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

- 3.1.1 The site is a Peugeot garage on Works Road, Letchworth.

3.2 **Proposal**

- 3.2.1 Advert Consent is sought for the installation of three internally illuminated fascia signs, non-illuminated welcome sign and internally illuminated freestanding totem sign.

Sign A - Freestanding pylon in Gloss black (illuminated internally – 1600 mm x 6,000 mm x 300 mm logo height 400 mm

Sign B – Built in logo and letters face applied to cladding 2000mm x 1032 mm x 85 mm logo height 600mm (height from ground 3850 mm

Sign C – folded black fascia panel surface mounted 85mm deep. 18830 mm x 2975 mm x 100 mm

Sign D - folded black fascia panel surface mounted 85mm deep 7585 mm x 2975 mm x 100 mm (illuminated LED)

Sign E – Free standing welcome sign Pearl beige background with white text non illuminated 600 mm 2100 mm x 70 mm

3.3 **Key Issues**

- 3.3.1 The key material considerations are amenity and public safety.

Amenity

- 3.3.2 There are no objections to this application for the proposed signage. The illuminated signs on the buildings frontage would be visible from the road, however it is my view that they would not appear contrary to the character of the site and surrounding area.

Public Safety

- 3.3.3 It is considered that the proposed signage would have no impact upon public safety, subject to the proposed conditions from Hertfordshire Highways. These seek to control the light intensity of the illuminations. This is acceptable in my view.

3.4 **Conclusion**

- 3.4.1 Overall, the proposed signs are considered acceptable and, in my view, would not result in a 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.

Informative/s:

1. 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.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 5 October 2026	