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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: 26/02045/AD
HCC ref: NH/30328/2026
HCC received: 4 September 2026
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

Norton Way Peugeot Ltd , Works Road, Letchworth Garden City, Hertfordshire, SG6 1NT

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of three internally illuminated fascia signs, nonilluminated welcome sign and internally illuminated freestanding totem sign

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.

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) 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.

COMMENTS

The proposals are for Advertisement Consent : Installation of three internally illuminated fascia signs, nonilluminated welcome sign and internally illuminated freestanding totem sign

Context:

Works Road is unclassified road and provides a local access function in the road hierarchy Works Road is highway maintainable at public expense. A 30mph speed limit applies. On Hertfordshire County Council's Place and Movement network Works Road is classed as P2/M2 (Multi-Function). Reportable highway accidents recorded within the immediate vicinity of the application site over a 5-year rolling are 3 serious and 2 slight on the junction with Works Road and Green Lane roundabout. No Public Right of Way (as shown on the Public Rights of Way Map) directly affects the site or would be affected by the proposal. The county council considers Works Road to be a traffic sensitive road.

Policy Review:

The key documents used to assess the application are

- Manual for Streets 2007
- National Planning Policy Framework (Aug 2026)
- Hertfordshire County Council's (HCC) Local Transport Plan-4 [2018-2031, May2018]
- HCC's Place & Movement Planning Design Guidance (adopted in March 2024)
- Lighting Professionals publication 'Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05)

PLANNING HISTORY

The application site has no previous planning history.

DRAWINGS

The Highway Authority note the submission of materials in support of the planning application, including drawing numbers: 159662 pages 1-4

All of the illuminated signs luminance levels are 160cdm which is well within the guidelines set out in the Lighting Professionals publication 'Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05). None of the signs are on highway land.

CONCLUSION

Subject to the informatives set out above, this level of development is unlikely to lead to demonstrable harm (in terms of dazzle or distraction) for passing vehicles on the surrounding

highway network; therefore, the highway authority would not wish to restrict the grant of planning permission.

Signed

Paul Marshall

11 September 2026