

DELEGATED FILE NOTE

CASE OFFICER: ...Alex Howard.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/03136/AD	Installation of No.6 illuminated and No.6 non-illuminated site signage with No.7 wall mounted, No.1 flagpole, No.1 totem, No.3 post and No.1 free-standing panel.	Letchworth Autoway Centre Ltd Norton Way North Letchworth Garden City Hertfordshire SG6 1BP

Submitted Plan Nos

LocationPlan SS-VOL-V31427-1 Rev B SS-VOL-V31427-1 Rev B SS-VOL-V31427-1-1 SS-VOL-V31427-1-2
SS-VOL-V31427-1-3 Sign A SS-VOL-V31427-1-4 Sign B SS-VOL-V31427-1-5 Sign C SS-VOL-V31427-1-6
Sign D SS-VOL-V31427-1-7 Sign E SS-VOL-V31427-1-8 Sign F SS-VOL-V31427-1-9 Sign G SS-VOL-
V31427-1-10 Sign H SS-VOL-V31427-1-11 Sign I SS-VOL-V31427-1-12 Sign J SS-VOL-V31427-1-13 Sign K
SS-VOL-V31427-1-14 SS-VOL-V31427-1-15 Sign L SS-VOL-V31427-1-16 Sign L

1.0 Policies

2.0 Representations

2.1 Hertfordshire Highways – No objection subject to conditions.

2.2 Environmental Health – No objection.

3.0 Planning Considerations

3.1 Site and Surroundings

3.1.1 The site is within an industrial area on Norton Way North, Letchworth. The site in question has been occupied by a car dealership.

3.2 Proposal

3.2.1 Installation of No.6 illuminated and No.6 non-illuminated site signage with No.7 wall mounted, No.1 flagpole, No.1 totem, No.3 post and No.1 free-standing panel.

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 installation of No.6 illuminated and No.6 non-illuminated site signage with No.7 wall mounted, No.1 flagpole, No.1 totem, No.3 post and No.1 free-standing panel. The signage is acceptable in design terms and is common for the new occupiers branding. In this industrial area, the proposal would not appear contrary or harmful 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, following a response of no objection subject to conditions from the Hertfordshire Highway Authority and Environmental Health

3.4 Conclusion

- 3.4.1 Overall, the proposed signage is considered acceptable and 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.

2. Prior to the first use of the development hereby permitted the intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2014'.

Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 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: 22 January 2026	