

PLANNING COMMITTEE - Thursday 20 November 2025

25/1619/ADV – Advertisement Consent: Erection of internal facing non illuminated weather board advert panels to perimeter of artificial pitch at Evergreen Football Club, South Way, Abbots Langley, Hertfordshire, WD5 0JL

Parish: Abbots Langley Parish Council
Expiry of Statutory Period: 09.12.2025

Ward: Gade Valley
Case Officer: Nicholas Withers

Development Type: Advertisement Consent

Recommendation: That advertisement consent is granted.

Reason for consideration by the Committee: Called in by Abbots Langley Parish Council due to ongoing concerns regarding the regulation and appropriateness of advertising content, particularly in relation to the age groups who regularly use the facility (see paragraph 4.1.1. below).

To view all documents forming part of this application please go to the following website:

[25/1619/ADV | Advertisement Consent: Erection of weather board panels | Evergreen Football Club South Way Abbots Langley Hertfordshire WD5 0JL](#)

1 Relevant Planning History

- 1.1 W/2219/72 - Garage for grounds man and sports equipment. Permitted 19.12.1972.
- 1.2 8/895/78 – Extension to provide hall and toilet facilities and provision of ancillary car parking facilities. Permitted 08.03.1979 and implemented.
- 1.3 8/324/79 – Erection of changing room. Permitted 19.07.1979 and implemented.
- 1.4 8/819/86 – Roof extension to house water tank. Permitted 08.01.1987, not implemented.
- 1.5 8/402/87 – Erection of lobby to main entrance. Permitted 09.07.1987 and implemented.
- 1.6 8/559/93 - Single storey extension to pre-fabricated building, installation of practise pitch and floodlighting.
- 1.7 95/0623 - Floodlighting on 4 columns for dry play area. Permitted 09.01.1996 and implemented.
- 1.8 97/0072 – Single storey extension to changing rooms. Permitted 13.03.1997 and implemented.
- 1.9 15/1283/FUL - Single storey side and rear, and single storey front extensions; internal alterations; replacement cladding to building, external lighting and retaining wall – Permitted August 2015; not implemented.

2 Description of Application Site

- 2.1 The application site contains the sports pavilion, fenced sports pitch and car park used in connection with Evergreen Football Club in Abbots Langley. The wider site including the recreational ground is located between South Way to the north and Essex Lane to the south, with Warner Bros. Studio adjoining to the east. Pedestrian access is available from South Way and vehicular access from Essex Lane.

- 2.2 The pavilion has been substantially extended in the past and originally comprised two separate buildings. The buildings have since been linked creating a T-shaped footprint with front and rear projections to the western side. The pavilion contains changing rooms, a youth club, a hall with a bar and other associated rooms.
- 2.3 To the front of the building is hardstanding used as a car park in connection with the sports pitches and South Way Playing Area. A fenced and floodlit 5-a-side sports pitch (artificial pitch) is to the rear of the building which has a width of 28.2m and a length of 58.2m, which is subject to the application. This pitch is currently enclosed on all 4 sides by green metal chain link fencing at a height of 4m.
- 2.4 In terms of policy designations, the application site falls within the Metropolitan Green Belt and is allocated public open space.

3 Description of Proposed Development

- 3.1 This application is for advertisement consent for the erection of internal facing advertising boarding around the perimeter of the already enclosed artificial football pitch.
- 3.2 The boards would have a width of 2.4m and a height of 1.2m. They would be all weather panels and made from PVC foamex.

4 Consultation

4.1 Statutory Consultation

4.1.1 Abbots Langley Parish Council: Concerns raised, application called-in,

Members raise no objection to the three advertising boards as illustrated. However, Members object to the proposal to fully enclose the astroturf area. Such an enclosure would remove the natural surveillance currently afforded by its open layout, potentially increasing the risk of antisocial behaviour due to reduced visibility and oversight.

Should officers be minded to approve the application, Members request it be brought to committee for determination. This is due to ongoing concerns regarding the regulation and appropriateness of advertising content, particularly in relation to the age groups who regularly use the facility.

4.1.2 National Grid: [No response]

4.2 Public/Neighbour Consultation

- 4.2.1 Number consulted: 9 No of responses received: 0
- 4.2.2 Site Notice: Not required Press notice: Not required
- 4.2.3 Summary of Responses: None received

5 Relevant Planning Policy, Guidance and Legislation

5.1 Legislation

Planning applications are required to be determined in accordance with the statutory development plan unless material considerations indicate otherwise as set out within S38(6) Planning and Compulsory Purchase Act 2004 and S70 of Town and Country Planning Act 1990).

The Localism Act received Royal Assent on 15 November 2011. The Growth and Infrastructure Act achieved Royal Assent on 25 April 2013.

The Wildlife and Countryside Act 1981 (as amended), the Conservation of Habitats and Species Regulations 2010, the Natural Environment and Rural Communities Act 2006 and the Habitat Regulations 1994 may also be relevant.

The Environment Act 2021.

5.2 Planning Policy and Guidance

National Planning Policy Framework and National Planning Practice Guidance

Outdoor advertisements are within the scope of the control regime specified by the Secretary of State in the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

In December 2024, the revised NPPF was published, to be read alongside the online National Planning Practice Guidance. The NPPF is clear that "existing policies should not be considered out-of-date simply because they were adopted or made prior to the publication of this Framework. Due weight should be given to them, according to their degree of consistency with this Framework. The NPPF retains a presumption in favour of sustainable development. This applies unless any adverse impacts of a development would 'significantly and demonstrably' outweigh the benefits unless there is a clear reason for refusing the development (harm to a protected area).

The Three Rivers Local Development Plan

The application has been considered against the policies of the Local Plan, including the Core Strategy (adopted October 2011), the Development Management Policies Local Development Document (adopted July 2013) and the Site Allocations Local Development Document (adopted November 2014) as well as government guidance. The policies of Three Rivers District Council reflect the content of the NPPF.

The Core Strategy was adopted on 17 October 2011 having been through a full public participation process and Examination in Public. Relevant policies include Policies CP1, CP9 and CP12.

The Development Management Policies Local Development Document (DMLDD) was adopted on 26 July 2013 after the Inspector concluded that it was sound following Examination in Public which took place in March 2013. Relevant policies include DM6 and DM11.

6 Planning Analysis

6.1 Advert Regulations

- 6.1.1 Outdoor advertisements are within the scope of the control regime specified by the Secretary of State in the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended). This regime enables local planning authorities to control advertisements, when it is justified, in the interests of "amenity" and "public safety".
- 6.1.2 Amenity is not defined in the Regulations, although it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality and the presence of any feature of historic, architectural, cultural or similar interest.
- 6.1.3 The National Planning Policy Framework states that the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should

be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

6.2 Impact on Local Amenity / public safety

- 6.2.1 Policy CP12 of the Core Strategy (adopted October 2011) relates to design and states that in seeking a high standard of design the Council will expect development proposals to 'have regard to the local context and conserve or enhance the character, amenities and quality of an area'.
- 6.2.2 The proposed advertisement boards at a height of 1.2m would be affixed to the existing perimeter fencing around the artificial football pitch, which currently consists of a green metal chain link fencing at a height of 4m. The site is set within a wider area of open space and therefore is set back from South Way and is well screened by existing vegetation with Essex Lane. The proposed advertisements would face internally towards the artificial pitch and would not be illuminated. The rear of the boards would therefore be visible to the public. The rear of the boards would be white in colour. A condition is recommended to ensure that the adverts face internally and are not at any time illuminated.
- 6.2.3 Given that the advertisements would reach a modest height of 1.2 metres and would not be illuminated, it is considered that the proposal would not result in any harm to local amenity.
- 6.2.4 Under advertisement consent applications and in line with Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 the assessment of advertisement of public safety mostly relates to the impact on advertising on highways. As such, there are limited factors which can be considered in regards to public safety. Notwithstanding, there is some recognition from guidance that the impact of advertisement(s) on camera surveillance is a consideration which is not relevant in this instance.
- 6.2.5 Whilst consultation comments have been received expressing concerns over the advertisements and safety of the site, it is considered that whilst the adverts may reduce natural surveillance to some degree, the adverts will only be 1.2m in height and therefore would not restrict this significantly. If children were to use the facility it would be expected that children would be under the supervision of adults and coaches who are either on the artificial pitch or spectating from the side and therefore would still have view of the pitch.
- 6.2.6 Additionally, the facility is locked and use associated with the activities of the football club.
- 6.2.7 In summary, it is not considered that the proposed signage would affect amenity or public safety and the development would be acceptable in accordance with Policies CP1 and CP12 of the Core Strategy and the National Planning Policy Framework.

6.3 Impact upon Neighbours

- 6.3.1 Policy CP12 of the Core Strategy advises that development proposals must respect residential amenity of nearby neighbours.
- 6.3.2 There are no immediate residential properties to the site which would be affected by the advertisements. The nearest residential property is located approximately 22m to the south on Essex Lane. The adjacent building is the clubhouse and social club that is associated with the football club. The signs would not be illuminated and therefore would not result in any harm to residential amenity of any occupiers.
- 6.3.3 The proposed development is considered acceptable and in accordance with Policy CP12 of the Core Strategy (adopted October 2011) and Policy DM9 of the Development Management Policies LDD (adopted July 2013).

6.4 Heritage Impacts

- 6.4.1 Policy DM3 of the Development Management Policies Local Development Document (adopted July 2013) states that Applications affecting heritage assets will be supported only where proposals sustain, conserve, and where appropriate, enhance the asset's significance, character, and setting. There is a presumption in favour of retaining and enhancing heritage assets and securing their future through viable and appropriate uses.
- 6.4.2 Located to the south of the artificial pitch are two listed buildings, Hunton Park (Grade II*) and Dairy about 25 metres East of Hunton Park (Grade II). It is considered that given the nature of the development and the separation distances and thick vegetation between the application site and these listed properties, that it would not impact on the setting of the heritage assets.

6.5 Wildlife and Biodiversity

- 6.5.1 Section 40 of the Natural Environment and Rural Communities Act 2006 requires Local Planning Authorities to have regard to the purpose of conserving biodiversity. This is further emphasised by regulation 3(4) of the Habitat Regulations 1994 which state that Councils must have regard to the strict protection for certain species required by the EC Habitats Directive.
- 6.5.2 The protection of biodiversity and protected species is a material planning consideration in the assessment of applications in accordance with Policy CP9 of the Core Strategy (adopted October 2011) and Policy DM6 of the DMLDD. National Planning Policy requires Local Authorities to ensure that a protected species survey is undertaken for applications that may be affected prior to determination of a planning application. A Biodiversity Checklist was submitted with the application and states that no protected species or biodiversity interests will be affected as a result of the application

7 **Recommendation**

- 7.1 That **Advertisement Consent BE GRANTED** subject to the following conditions:

- C1 1] The period of the validity of this permission is for five years commencing from the date of the decision notice.
- 2] 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.
- 3] No advertisement shall be sited or displayed so as to;
- (a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 4] 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.
- 5] 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.
- 6] 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: To comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) and in accordance with Policies CP1 and CP12 of the Core Strategy (adopted October 2011).

- C2 The development hereby permitted shall be carried out in accordance with the following approved plans: TRDC001, TRDC002, TRDC003

Reason: For the avoidance of doubt, in the proper interests of planning in accordance with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended), Policies CP1, CP9, CP10, CP11 and CP12 of the Core Strategy (adopted October 2011) and Policies DM2, DM3, DM6 and DM9 of the Development Management Policies LDD (adopted July 2013).

- C3 At no times shall any part of the advertisements hereby permitted be external facing adverts and / or illuminated.

Reason: To safeguard the amenities of the area in accordance with Policy CP12 of the Core Strategy (adopted October 2011).

Informatives:

- I1 With regard to implementing this permission, the applicant is advised as follows:

All relevant planning conditions must be discharged prior to the commencement of work. Requests to discharge conditions must be made by formal application which includes a fee.

There may be a requirement for the approved development to comply with the Building Regulations. Please contact Hertfordshire Building Control (HBC) on 01438 879990 or at buildingcontrol@hertfordshirebc.co.uk who will be happy to advise you on building control matters and will protect your interests throughout your build project by leading the compliance process. Further information is available at www.hertfordshirebc.co.uk.

Community Infrastructure Levy (CIL) - Your development may be liable for CIL payments and you are advised to contact the CIL Officer for clarification with regard to this. If your development is CIL liable, even if you have been granted exemption from the levy, please be advised that before commencement of any works it is a requirement under Regulation 67 of The Community Infrastructure Levy Regulations 2010 (As Amended) that CIL form 6 (Commencement Notice) must be completed, returned and acknowledged by Three Rivers District Council before building works start. Failure to do so will mean you lose the right to payment by instalments (where applicable), and a surcharge will be imposed. However, please note that a Commencement Notice is not required for residential extensions IF relief has been granted.

Following the grant of planning permission by the Local Planning Authority it is accepted that new issues may arise post determination, which require modification of the approved plans. Please note that regardless of the reason for these changes, where these modifications are fundamental or substantial, a new planning application will need to be submitted. Where less substantial changes are proposed, the following options are available to applicants:

(a) Making a Non-Material Amendment

(b) Amending the conditions attached to the planning permission, including seeking to make minor material amendments (otherwise known as a section 73 application).

It is important that any modifications to a planning permission are formalised before works commence otherwise your planning permission may be unlawful and therefore could be subject to enforcement action. In addition, please be aware that changes to a development previously granted by the LPA may affect any previous Community Infrastructure Levy (CIL) owed or exemption granted by the Council. If you are in any doubt whether the new/amended development is now liable for CIL you are advised to contact the Community Infrastructure Levy Officer (01923 776611) for clarification. Information regarding CIL can be found on the Three Rivers website (<https://www.threerivers.gov.uk/services/planning/community-infrastructure-levy>).

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

Where possible, energy saving and water harvesting measures should be incorporated. Any external changes to the building which may be subsequently required should be discussed with the Council's Development Management Section prior to the commencement of work. Further information on how to incorporate changes to reduce your energy and water use is available at: <https://www.threerivers.gov.uk/services/environment-climate-emergency/home-energy-efficiency-sustainable-living#Greening%20your%20home>.

- 12 The applicant is reminded that the Control of Pollution Act 1974 allows local authorities to restrict construction activity (where work is audible at the site boundary). In Three Rivers such work audible at the site boundary, including deliveries to the site and running of equipment such as generators, should be restricted to 0800 to 1800 Monday to Friday, 0900 to 1300 on Saturdays and not at all on Sundays and Bank Holidays.