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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: 25/03025/AD
HCC ref: NH/27612/2025
HCC received: 19 December 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

5 - 6 High Street, Hitchin, Hertfordshire, SG5 1BH

Application type

Advertisement Consent

Proposal

Advertisement Consent : Existing ATM lowered in height with illuminated collar surround. Installation of externally illuminated fascia panel (with LED lighting bar) externally illuminated Barclays branded Eagle /text signage and externally illuminated projecting Barclays branded Eagle 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:

CON1) The following condition applies to illuminated signs visible from the highway:

The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals (ILP) in the publication Technical Report No 5: Brightness of Illuminated Advertisements.

Reason: So that drivers of vehicles along the adjacent public highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway

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: Existing ATM lowered in height with illuminated collar surround. Installation of externally illuminated fascia panel (with LED lighting bar) externally illuminated Barclays branded Eagle /text signage and externally illuminated projecting Barclays branded Eagle signage.

Context:

The site is situated on High Street Hitchin. High Street is an unclassified local access road and provides a local access function in the road hierarchy High Street is highway maintainable at public expense. A 20mph speed limit applies. On Hertfordshire County Council's Place and Movement network High Street is classed as P3/M1 (Town Centre). No reportable highway accidents recorded within the immediate vicinity of the application site (5-year rolling). 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 High Street 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 (July 2021)
- Hertfordshire County Council's (HCC) Local Transport Plan-4 [2018-2031, May2018]
- HCC's Place & Movement Planning Design Guidance (adopted in March 2024)
- Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays.

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:

18864-DB3-B01-00-DR-A-20011 EX Elevation - Front

18864-DB3-B01-00-DR-A-20111 PR Elevation - Front

Barclays Bank Hitchin - Design Access and Heritage Statement

RPT5506_2025_Hitchin_ASC_Site Location Plan

Drawing RSTH/ S6897/09 illustrates the projecting sign as being 3.1 meters from the bottom of the sign to ground level. This is in line with Hertfordshire Place & Movement Planning and Design Guidance (P&MPDG), 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 (Part 4, Chapter 2 paragraph 7.1 and Table 7.2).

Equipment Installation

Please ensure you refer to informatives AN1 and AN2, which provide guidance on installation and positioning in relation to public highways.

The lighting condition has been applied as there is no data on luminosity

CONCLUSION

Should the LPA be minded to approve the application please note the above informatives and condition. This level of development is unlikely to generate any extra movements which would ultimately lead to demonstrable harm to the highway network in terms of free flow and capacity, therefore; the highway authority would not wish to restrict the grant of planning permission.

Signed

Paul Marshall

9 January 2026