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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: 24/01505/AD
HCC ref: NH/21681/2024
HCC received: 18 July 2024
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

The Victoria , Ickleford Road, Hitchin, Hertfordshire, SG5 1TJ

Application type

Advertisement Consent

Proposal

Advertisement Consent : Replace/installation of signs to include No.1 post mounted pictorial sign with No.2 amenity boards below, No.2 sets of written house names, No.1 transom sign, No.1 amenity board, No.1 set of sign written house name and amenity wording to fence

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 the erection of Advertisement Consent: Replace/installation of signs to include No.1 post mounted pictorial sign with No.2 amenity boards below, No.2 sets of written house names, No.1 transom sign, No.1 amenity board, No.1 set of sign written house name and amenity wording to fence. Ickleford Road is maintainable by the highway authority and is unclassified and provides a local access function in the road hierarchy. The vehicle speeds past this site are limited to 30 mph. There have been no recorded accidents near the site in a rolling 5-year period.

Policy Review:

The key documents used to assess the application are

- Manual for Streets 2007
- National Planning Policy Framework (Feb 2019);
- Hertfordshire County Council's (HCC) Local Transport Plan-4 [2018-2031, May2018]
- Roads in Hertfordshire Design Guide 3rd Edition -2011
- 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2014'.

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: 178304 Existing and Proposed Plans and Elevations, Location Plan, and Application Form.

178304 Existing and Proposed Plans and Elevations

CONCLUSION

The site sits between the apex corner of Bunyan Road and Ickleford Road on a busy roundabout. Although there have been two accidents on this roundabout, it is unlikely the existing signage will be related to the accidents. Similarly with the proposed signage.

The sign conforms to the 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2014'. The maximum illuminance at 250 cdm 2 is unlikely to lead to demonstrable harm in terms of dazzle and distraction therefore, the highway authority would not wish to restrict the grant of planning permission subject to the above informatives.

Signed

Paul Marshall

13 August 2024