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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: 26/01280/AD
HCC ref: NH/29578/2026
HCC received: 22 June 2026
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

10 High Street, Hitchin, Hertfordshire, SG5 1BH

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of two non-illuminated box fascia signs, externally illuminated project sign, externally illuminated box fascia sign, store directory sign and vinyl 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 two non-illuminated box fascia signs, externally illuminated project sign, externally illuminated box fascia sign, store directory sign and vinyl sign

Context:

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 Square). 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 for Period 3: 07:00 - 09:30 and 16:00 - 18:30 Monday to Friday

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)
- 'Institute of Lighting Professionals Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN05:2023'.

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:

- Location Plan (drawing no. 01_3289_01A);
- Existing Elevation (drawing no. 03_3289_03C);
- Existing Plan (drawing no. 02_3289_02E);
- Existing Site Plan (drawing no. 02_3289_02D);
- Proposed Elevation (drawing no. 03_3289_03D); and
- Proposed Plan (drawing no. 02_3289_02F).

COMMENT

The signage is for a TESCO store front. Drawing Ref-(Projecting+Sign+V2.1) illustrates distance from the bottom edge of the sign to ground level being 3.3 meters. This is in line with Hertfordshire County Council's Place & Movement Planning Design Guidance Part 4, Chapter 2: Designing for Walking, under Section 7 – Headroom (adopted in March 2024) which requires a minimum headroom of 2.3 meters. The Box Facia sign above the entrance is 3.03 meters from the bottom edge of the sign to ground level and accords with the above design guidance. All the illuminated signs i.e. with Trough Lights are illuminated at 400 cd/m² this is within the limits set by the Institute of Lighting Professionals

CONCLUSION

Should the LPA be minded to approve the application please note the above informatives. The highway authority would not wish to restrict the grant of planning permission.

Signed
Paul Marshall

7 July 2026