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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: 25/01075/AD
HCC ref: NH/25065/2025
HCC received: 20 May 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

THE ANCHOR 84 CAMBRIDGE ROAD HITCHIN SG4 0JH

Application type

Advertisement Consent

Proposal

Installation of 1no. internally illuminated fascia sign; 1no. non-illuminated welcome message sign; 1no. non-illuminated ATM surround sign; and 1no. non-illuminated ATM CCTV disclaimer sign to existing west elevation.

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.

AN) 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.

AN) 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 Installation of 1no. internally illuminated fascia sign; 1no. non-illuminated welcome message sign; 1no. non-illuminated ATM surround sign; and 1no. non-illuminated ATM CCTV disclaimer sign to existing west elevation.

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 previous planning history.

DRAWINGS

The Highway Authority note the submission of materials in support of the planning application, including drawing numbers: Internally illuminated fascia sign; Non-illuminated 'Welcome message' sign; Non-illuminated 'ATM Surround' sign; and 1no. Non-illuminated 'ATM CCTV Disclaimer' sign.

CONTEXT

The supermarket is set back to the rear of the Anchor Public House on Cambridge Road. All but one of the signs is illuminated and this is the cash point dispenser which would produce little if any dazzle or distraction for drivers on Cambridge Road or in the car park

CONCLUSION

Should the LPA be minded to approve the application please note the above informatives. This level of development is unlikely to dazzle or distract drivers on Cambridge Road or in the car park; therefore, the highway authority would not wish to restrict the grant of planning permission.

Signed
Paul Marshall

11 June 2025