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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: 25/01805/AD
HCC ref: NH/25802/2025
HCC received: 22 July 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

38 Whitehorse Street, Baldock, Hertfordshire, SG7 6QQ

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of No.1 non-illuminated logo panel and No.1 non-illuminated top 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.

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 Advertisement Consent: Installation of No.1 non-illuminated logo panel and No.1 non-illuminated top sign

CONTEXT:

Whitehorse Street is classified (B656) and provides a secondary distributor function in the road hierarchy Whitehorse Street is highway maintainable at public expense. A 30mph speed limit applies. On Hertfordshire County Council's Place and Movement network Whitehorse Street is classed as P3/M2 (e.g. High Street). 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 Whitehorse 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: Design & Access Statement, E029314, and NCRA 0033.

CONCLUSION

Should the LPA be minded to approve the application please note the above informatives. It is unlikely the position of the cash point and accompanying signage will be a distraction for drivers therefore; the highway authority would not wish to restrict the grant of planning permission.

Signed
Paul Marshall

31 July 2025