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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: 26/01401/AD
HCC ref: NH/29356/2026
HCC received: 3 June 2026
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

The Chequers , 58 High Street, Royston, Hertfordshire, SG8 9AW

Application type

Advertisement Consent

Proposal

Advertisement Consent : Projecting hanging sign to west elevation and signage to south and east elevations

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: Projecting hanging sign to west elevation and signage to south and east elevations

Context:

Market Hill is a Principal A road (A10) and provides a primary distributor function in the road hierarchy Market Hill is highway maintainable at public expense. A 30mph speed limit applies. On Hertfordshire County Council's Place and Movement network P1/M3 (e.g. Motorway / Major A Road) is classed as P1/M3 (e.g. Motorway / Major A Road). 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 Market Hill 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)
- Institute of Lighting Technicals guidance as set out in their Technical Report 5 – Brightness of Illuminated Adverts (3rd Edition).

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: 00, A101 to 104.

COMMENT

The application form under 'Type of Proposed Advertisement(s)' states that the lighting illuminance is 300 cd/m². This accords with the Institute of Lighting Professionals guidance set out in Technical Report 5 – Brightness of Illuminated Advertisements (3rd Edition) and is therefore considered acceptable.

Under the same section, the maximum projection of the advertisement from the face of the building is given as 4.3 metres. This is likely to be a typographical error and should read 43 cm.

The height of the main sign is stated as 2.9 metres from ground level to the underside of the sign, which is acceptable.

Please note that installation of the signage may require a highway licence, depending on the method of erection. Further information on the different types of licence can be found here:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx>

CONCLUSION

Should the LPA be minded to approve the application please note the above informatives. 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

16 June 2026