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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: 25/00496/AD
HCC ref: NH/24147/2025
HCC received: 16 May 2025
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

34 High Street 11 Angel Pavement, Royston, Hertfordshire,

Application type

Advertisement Consent

Proposal

AMENDED PROPOSAL

Advertisement Consent : Installation of two Internally illuminated free standing digital signs on Angel Pavement and High Street, Royston
Digital Sign A In Front Of 34 High Street And Digital Sign B In Front Of 11 Angel Pavement, Royston, Hertfordshire

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 subject to the following conditions:

CON1) Prior to the first use of the development hereby permitted, the level of illumination of the digital display shall be provided at a level that is in accordance with the publication Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays.
Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 5, 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

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.

AN) Street works licence (New Roads and Street Works Act - Section 50): The applicant is advised that they are not authorised to carry out any work within the Public Highway and that to do so they will need to enter into a legal agreement with the Highway Authority (NRSW agreement). This consent is separate and additional to any planning permission that may be given. Before proceeding with the proposed development, the applicant shall obtain the requirements and permission for the associated placement of apparatus within the adjacent highway as part of the proposal via the County Council's website at: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/permit-scheme/east-of-england-permit-scheme.aspx> or by telephoning 0300 1234 40047. This should be carried out prior to any new apparatus is placed within the highway.

COMMENTS

The proposals are for an AMENDED PROPOSAL Advertisement Consent: Installation of two Internally illuminated free standing digital signs on Angel Pavement and High Street, Royston Digital Sign A In Front Of 34 High Street and Digital Sign B In Front Of 11 Angel Pavement, Royston, Hertfordshire

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 HCC's Place and Movement network High Street is classed as P3/M1 (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 PRow map) directly affects the site or would be affected by the proposal. The county council considers High 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)

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: Advertising Statement, Heritage Statement, R001-000 Rev P1, and R001-001 Rev P1.

There are no proposed parking or access needs. Visibility is not affected by the signage. The signs are interactive however, they comply with standards. (Please see Condition 1)

CONCLUSION

Should the LPA be minded to approve the application please note the above condition and informatives. This level of development is unlikely to dazzle or distract drivers on High Street or Angel Pavement. The highway authority would not wish to restrict the grant of planning permission.

Signed

Paul Marshall

9 June 2025