



Mark Youngman
Development Management Group Manager
Hertfordshire County Council
Postal Point CHN115
Farnham House
Six Hills Way
Stevenage
SG1 2ST

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: 26/02032/AD
HCC ref: NH/30181/2026
HCC received: 24 August 2026
Area manager: Manjinder Sehmi
Case officer: Geoffrey McMahon

Location

11A - 11B Bancroft, Hitchin, Hertfordshire, SG5 1JQ

Application type

Advertisement Consent

Proposal

Advertisement Consent : Installation of 1 no. halo effect illuminated fascia signage, 2 no. internally illuminated projecting signs, and 2 no. foil signs to entrance door glazing

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 condition:

CON 1) Illuminated signs visible from the highway: Prior to the first use of the advertising signage hereby permitted the intensity of illumination shall be controlled and thereafter retained at a level that is within the limits recommended in the Institute of Lighting Professionals (ILP) Technical Note 5 The Brightness of Illuminated Advertisements including Digital Displays (PLG05/23) and Guidance Note 01/21 The Reduction of Obtrusive Light.

Reason: in the interests of the visual amenity and highway safety of the area in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

HCC as Highway Authority recommends inclusion of the following Advisory Notes (AN) to ensure that any works affecting the highway are carried out in accordance with the provisions of the Highways Act 1980.

AN 1) 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 2) 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

Site

Bancroft is an unclassified road (U) maintainable at public expense and having a local access function in the road hierarchy. In Hertfordshire's Place and Movement Network it has the category P3/M2 (e.g. High Street). The speed limit is 20 mph and there have been no collisions in the stretch of road between Brand Street and Hermitage Road over a five year rolling period.

Policy Review

The key documents used to assess the application are:

- Manual for Streets 2007
- National Planning Policy Framework (August 2026)
- Hertfordshire County Council's (HCC) Local Transport Plan-4 (2018-2031, May 2018)
- Place & Movement Planning & Design Guidance for Hertfordshire (March 2024)
- Institute of Lighting Professionals (ILP) Technical Note 05/23 & Guidance Note 01/21
- WHBC Local Plan 2016-2036 (Adopted October 2023)

Drawings

The Highway Authority notes the submission of documents in support of the proposal, including Drawing Nos 260801_100 (Location Plan), 260801_201 (Proposed Ground Floor Plan), 260801_202 (Proposed Elevations) and 260801_203 (Proposed Projecting Sign).

Highway Impacts

The installation work is likely to require temporary obstruction of the public right of way and the applicant's attention is drawn to the Highway Informative (AN 2) above.

The bases of the projecting signs are planned to be 2.83m above the footway, which is comfortably in excess of the minimum 2.3m recommended in P&MP&DG 4.2.7.2.

The application form states that the signs will have illuminance levels of 10 cd/sq m, which is well within the limits recommended by the ILP's Professional Lighting Guide 05/23 for Zone 4 (Urban).

CONCLUSION

The Highway Authority is satisfied that this level of development is unlikely to lead to demonstrable harm for users of the public highway network. Subject to the condition and informatives set out above, therefore, it does not wish to restrict the grant of planning permission.

Signed

Geoff McMahon

2 September 2026