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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: 24/02610/AD
HCC ref: NH/23178/2024
HCC received: 3 December 2024
Area manager: Manjinder Sehmi
Case officer: Paul Marshall

Location

4 Kneesworth Street, Royston, Hertfordshire, SG8 5AA

Application type

Advertisement Consent

Proposal

Advertisement Consent : 1 no. illuminated fascia sign, 1 no. illuminated projecting sign and various ground floor window signage

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.

AN3) Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047.

COMMENTS

The proposals are for Advertisement Consent: 1 no. illuminated fascia sign, 1 no. illuminated projecting sign and various ground floor window signage. Kneesworth Street is maintainable by the highway authority and is classified and provides a local distributor function in the road hierarchy. The vehicle speeds past this site are limited to 30 mph. There have been no recorded accidents near the site in a rolling 5-year period.

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)
- 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2011'

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: Proposed Elevations & Advertisement, and Existing Elevations, Banking hubs branding and logo with 1 no. illuminated fascia sign and 1 no. illuminated projecting sign positioned to the side of fascia. Within the ground floor windows, 1 no. suspended illuminated Directory of Services and 2 no. illuminated marketing posters, 1 no. A4 opening hours and 1 no. CCTV sign.

The proposed illuminated signage is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2011' therefore not likely to dazzle or distract drivers. The hanging sign height from the ground to the base of the advertisement is 2.45 metres which is above the required height of 2.3 meters.

CONCLUSION

The proposals are unlikely to have any impact on road user intervisibility, nor would they represent an increase in signage contrary to MfS guidance, the highway authority therefore present no objection to the proposal.

Signed

Paul Marshall

10 December 2024