



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: 25/01238/AD
HCC ref: NH/25147/2025
HCC received: 18 July 2025
Area manager: Manjinder Sehmi
Case officer: Shamsul Huda

Location

78 HIGH STREET CODICOTE HITCHIN SG4 8XD

Application type

Advertisement Consent

Proposal

AMENDED PROPOSAL

Installation of 2 No. retractable awnings with logo to existing front elevation, replacement projecting blade signs and removal of No.2 projecting blade signs.

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.

COMMENTS:

General considerations

The main types of advertisement which are likely to cause danger to road- users and, for that reason, are open to objection on public safety grounds are: -

- a) Those which obstruct or impair sightlines at corners, bends or at a junction, or at any point of access to a highway.
- b) Those which, by virtue of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature.
- c) Those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface)
- d) Those illuminated signs (incorporating either flashing or static lights)-

- where the means of illumination is directly visible from any part of the road.
- Which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals?
- Which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather.

This an amended application for installation of 2 No. retractable awnings with logo to existing front elevation, replacement projecting blade signs and removal of No.2 projecting blade signs. The submitted application confirms that the location of the proposed sign is on the public footways. However, the highway authority has considered that proposed signs would not distract visibility of drivers/pedestrians around the adjacent highways specially onto public footways.

The Highway Authority also deemed that the proposed signage as shown on the drawing (Ref- 109/B) would not affect meaningfully pedestrian's movement. So, the Hertfordshire County Council as Highway Authority has no objection to the proposal

Signed

Shamsul Huda

26 July 2025