

From: paul.marshall@hertfordshire.gov.uk
To: [Planning](#)
Subject: Planning application 6/2019/0953/ADV - Comet Hotel
Date: 13 May 2019 10:43:40

Response to Planning application from Hertfordshire County Council (T and CP GDP Order 2015)

District ref: 6/2019/0953/ADV

HCC ref: WH/126/2019

HCC received: 10/05/2019

Area manager: Manjinder Sehmi

Case officer: Paul Marshall

Location

Comet Hotel

St Albans Road West

Hatfield

AL10 9RH

Application type

Advertisement Consent

Proposal

Signs 1 & 2: 2 no. Halo illuminated Fusion Students logo on student accommodation (sign type 1); Signs 3-6: 4 no. Student block identification lettering on student accommodation (non-illuminated) (sign type 2A); Signs 7-12: 6 no. Student block identification halo illuminated lettering on student accommodation (sign type 2B); Sign 13: 1 no. Hotel entrance sign on Comet Hotel (sign type 3); Sign 14: 8 no. Student accommodation glazing manifestation on student accommodation (sign type 4b); Sign 15: 1 no. South east elevation Comet Hotel identification signage on Comet Hotel (sign type 6); Sign 16: 1 no. Restaurant identification sign on Comet Hotel (sign type 5); Sign 17: 2 no. Comet Hotel entrance totem signs (sign type 8); and Sign 18: 1 no. North west elevation Comet Hotel identification signage on Comet Hotel (sign type 7).

Decision

Notice is given under article 18 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that the 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 intensity of illumination shall be controlled at a level that 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'. Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018) Hertfordshire County Council as Highway Authority has considered that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highways with the inclusion of the above planning condition consequently has no other highway issues as a result of this proposal. The Highway Authority has comment previously on a similar application 6/2016/1739/MAJ. The proposals for this application consist of the following signage: Signs 1 & 2: 2 no. Halo

illuminated Fusion Students logo on student accommodation (sign type 1); Signs 3-6: 4 no. Student block identification lettering on student accommodation (non-illuminated) (sign type 2A); Signs 7-12: 6 no. Student block identification halo illuminated lettering on student accommodation (sign type 2B); Sign 13: 1 no. Hotel entrance sign on Comet Hotel (sign type 3); Sign 14: 8 no. Student accommodation glazing manifestation on student accommodation (sign type 4b); Sign 15: 1 no. South east elevation Comet Hotel identification signage on Comet Hotel (sign type 6); Sign 16: 1 no. Restaurant identification sign on Comet Hotel (sign type 5); Sign 17: 2 no. Comet Hotel entrance totem signs (sign type 8); and Sign 18: 1 no. North west elevation Comet Hotel identification signage on Comet Hotel (sign type 7).

Comments The application site is bounded by St Albans Road West and the Comet Way both of which are designated as principle 'A' roads and provide a main distributor function in the road hierarchy. They are subject to a speed limit of 40 and 50mph respectively. There have been a number of accidents relating to the roundabouts north and north east of the site. I would highlight that there may be an issue with submitted information. The application form asks if the sign is illuminated and this has been answered as yes, but when asked the level of illumination it is stated as 0cd/m² which is in effect non-illuminated. However, the proposals are unlikely to have any impact on road user intervisibility, nor would they represent an increase in signage contrary to MfS guidance. Given the proposals involve the installation of internally illuminated signs which are deemed not to dazzle or distract drivers of vehicles along the adjacent public highway therefore are not prejudicial to highway safety. The proposed signage, if illuminated in accordance with the Institute of Lighting Technicals guidance as set out in their Technical Report 5 – Brightness of Illuminated Adverts (3rd Edition) would not be likely to affect drivers on St Albans Road West and the Comet Way. Subject to the above condition, the Highway Authority present no objection to the proposal.

Paul Marshall

Date 13/05/2019

****Disclaimer**** The information in this message should be regarded as confidential and is intended for the addressee only unless explicitly stated. If you have received this message in error it must be deleted and the sender notified. The views expressed in this message are personal and not necessarily those of Hertfordshire County Council unless explicitly stated. Please be aware that emails sent to or received from Hertfordshire County Council may be intercepted and read by the council. Interception will only occur to ensure compliance with council policies or procedures or regulatory obligations, to prevent or deter crime, or for the purposes of essential maintenance or support of the email system.