

Mark Youngman
Development Management Group Manager
Hertfordshire County Council
Postal Point CHO242
County Hall
Pegs Lane
Hertford
SG13 8DE

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

Director of Planning

Welwyn Hatfield Borough Council
The Campus
Welwyn Garden City
Hertfordshire
AL8 6AW

District ref: 6/2021/3462/ADV
HCC ref: WH/10313/2021
HCC received: 20 December 2021
Area manager: Matthew Armstrong
Case officer: Paul Marshall

Location

COMET HOTEL ST ALBANS ROAD WEST HATFIELD AL10 9RH

Application type

Advertisement Consent

Proposal

Installation of 1 x non-illuminated sign on front elevation and relocation of existing signage from ground floor to first floor level

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 GN01:2014'.

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)

CON2) Projecting Signage. The projection sign must be at a height of, but not greater than 2.3 m vertically above the footpath and no less than 500 mm horizontally from the edge of the carriageway.

Reason: The above condition is required in the interests of pedestrians/highway safety and in accordance with Roads in Hertfordshire: A guide for new developments, 3rd edition, Sect 4, Ch 1, (1.9).

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.

COMMENTS

The proposals are for the installation of new signage at ground floor on the front elevation and relocation of existing signage from ground floor to first floor level. St Albans Road West is maintainable by the highway authority and is a classified principal 'A' road and provides a main distributor function in the road hierarchy. The vehicle speeds past this site are limited to 40 mph. There have been a number of recorded accidents in a rolling 5-year period. However, none are attributed to the site

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]
- Roads in Hertfordshire Design Guide 3rd Edition -2011

PLANNING HISTORY

The application site has no previous planning history

CONCLUSION

The signage is within the site boundaries and is on private land. The proposals are unlikely to have any impact on road user intervisibility on St Albans Road West, nor would they represent an increase in signage contrary to MfS guidance, the highway authority therefore present no objection to the proposal subject to the above Conditions and Informatives.

Signed
Paul Marshall

6 January 2022