

## PLANNING DECISION NOTICE – REFUSAL

**S6/2012/1113/AD**

**Retention of 11 non-illuminated signs (5 x 'Tariff 'Pole Signs, 5 x 'Have you Paid' Pole Signs and 1 x 'Pay Here' Pole Sign)**

**at: Ramada Hotel St Albans Road West HATFIELD**

Carriage Return

### Agent Name And Address

Mr J Mills  
Contour Planning Services  
Weltech Centre  
Ridgeway  
WELWYN GARDEN CITY  
AL7 2AA

### Applicant Name And Address

Ms C Wilson  
BDL Management Ltd  
C/O Agent  
Contour Planning Services  
Weltech Centre  
Ridgeway  
WELWYN GARDEN CITY  
AL7 2AA

In pursuance of their powers under the above mentioned Act and the Orders and Regulations for the time being in force thereunder, the Council hereby **REFUSE** the development proposed by you in your application received with sufficient particulars on 05/07/2012 and shown on the plan(s) accompanying such application.

The reason(s) for the Council's decision to refuse permission for the development is/are:-

1. The proposed free standing signs, by virtue of their number, design, size and location within a prominent frontage area have had a negative impact on the character and appearance of the Listed Building and its setting. The cumulative impact of a large number of signs has resulted in undue visual clutter which in turn detracts from the architectural qualities of the building and the visual amenity of the street scene contrary to the National Planning Policy Framework and Policy D1 of the Welwyn Hatfield District Plan 2005 and the requirements of the Supplementary Design Guidance (Statement of Council Policy).

REFUSED PLAN NUMBER(S): 2012-96/PL001 & Ramada Hatfield Car Park Signage Layout & Ramada Hatfield Car Park Sign Types & Ramada Hatfield Car Park Signage Details received and dated 5 July 2012

Date: **30/08/2012**



**Continuation...**

Tracy Harvey  
Head of Planning