

## PLANNING DECISION NOTICE – REFUSAL

**N6/2013/1769/AD**

**Installation of 4.5 totem double sided, free standing structure**

**at: Premier Inn The Stanborough Stanborough Road Welwyn G**

Carriage Return

### Agent Name And Address

Miss C Reed  
Endpoint Ltd  
165 Tower Bridge Road  
London  
SE1 3LW

### Applicant Name And Address

Mrs S Simpson  
Whitbread Group PLC  
Whitbread Court  
Porz Avenue  
Houghton Hall Business Park  
Dunstable  
LU5 5XE

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 30/08/2013 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. By virtue of the number of signs already at the site together with the siting, scale and illumination of the proposed totem sign, the proposal would result in a more cluttered appearance of the street scene of Stanborough Road that would be detrimental to the character and visual amenity of the surrounds. This would fail to be compatible with the maintenance or enhancement of the character and appearance of the area as stated in policy GBSP2 of the Welwyn Hatfield District Plan, 2005. The proposed development would therefore be contrary to the National Planning policy Framework and Policies GBSP2, D1 & D2 of the Welwyn Hatfield District Plan and Part 6 of the Welwyn Hatfield District Plan, Supplementary Design Guidance, Statement of Council Policy, 2005.

NOTE:-

The decision has been made taking into account, where practicable and appropriate the requirements of paragraphs 186-187 of the National Planning Policy Framework and material planning considerations do not justify a decision contrary to the development plan (see Officer's report which can be inspected at these offices).

REFUSED DRAWING NUMBERS: 1:1250 Site Location Plan & Sign Schedule received and dated 30 August 2013.

**Continuation...**

**INFORMATIVE:**

1. Notwithstanding the above, the applicant should be made aware that the proposed signage would be located within the public highway and such a location would require licensing by the highway authority.

Date: **24/10/2013**

A handwritten signature in black ink, appearing to read 'TH', with a long horizontal flourish extending to the right.

Tracy Harvey  
Head of Planning