

PLANNING DECISION NOTICE – REFUSAL

S6/2014/2066/AD

Installation of three free standing curved flag advertisements

at: Ramada Hotel St Albans Road West Hatfield

Carriage Return

Agent Name And Address

Mr R Simpson
RJS Planning
132 Brunswick Road
Ealing
W5 1AW

Applicant Name And Address

Mr B Dedei
Hatfield Car Wash Ltd
315 Deansbrook Road
Edgware
HA8 9DD

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 26/09/2014 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. There has been insufficient information provided to demonstrate that the proposal would not result in detrimental impact on both amenity and public safety, in particular the setting and special interest of the adjacent listed Ramada Hotel (Grade II), taking account of cumulative impacts, and as such the proposal would therefore be contrary to the provisions of the National Planning Policy Framework (Section 7. 'Requiring Good Design at Paragraphs 67 & 68/ Section 12. 'Conserving and Enhancing the Historic Environment at paragraphs 128-132), Policy D1 'Quality of Design' and D2 'Character and Context' of the Welwyn Hatfield District Plan 2005 and the Council's Supplementary Design Guidance 2005.

REFUSED DRAWING NUMBERS: RH CW 01 REV B received 26 September 2014.

Date: **01/12/2014**



Colin Haigh
Head of Planning