

NEW APPROACH



MASTERPLAN

The proposed scheme has evolved during the course of extensive ongoing pre-application negotiations with Welwyn Hatfield Borough Council. The proposed development would provide a high quality development including the refurbishment and restoration of the Grade II Listed hotel building and well-designed student accommodation. The student element would meet demand for student accommodation whilst focusing provision to mature and overseas students. A sensitive pallet of materials will be used to ensure the new buildings would not compete or detract from the listed building.

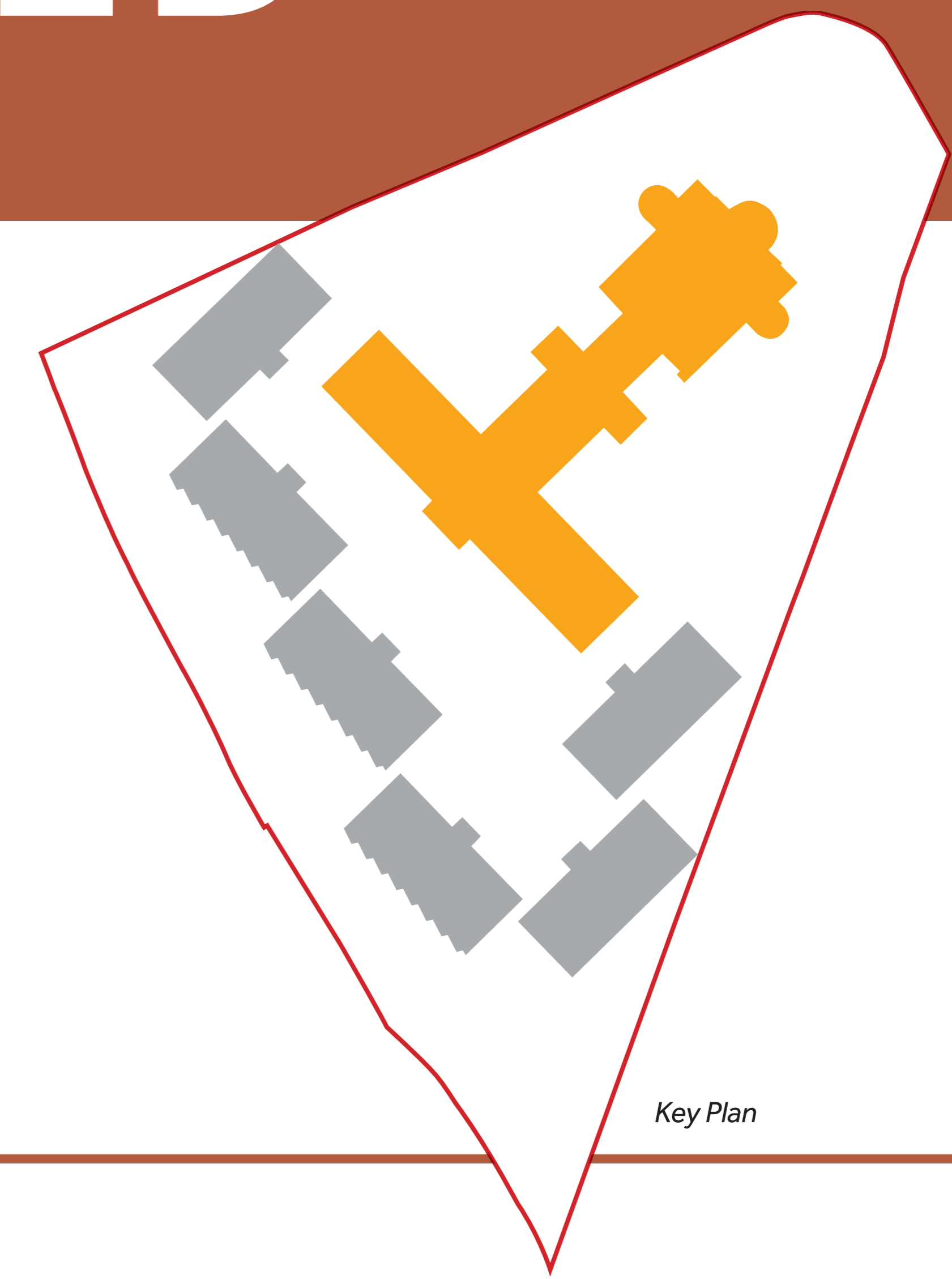
The proposals would include a comprehensive new landscaping scheme within the site and along site boundaries which will significantly improve views towards the site.



“ HOW WE RESPONDED

1. Reduced bed numbers
2. Reduced massing and heights
3. Smaller and stepped blocks to bridge scale in massing
4. Increased distances to the rear boundary, re-orientation of blocks reduces tension and perceived overlooking
5. Directional windows retained
6. Reductions in site bed numbers reduces parking requirements and mean additional surplus of spaces for visitors
7. Cars restricted to front of site creating enhanced outdoor student amenity spaces



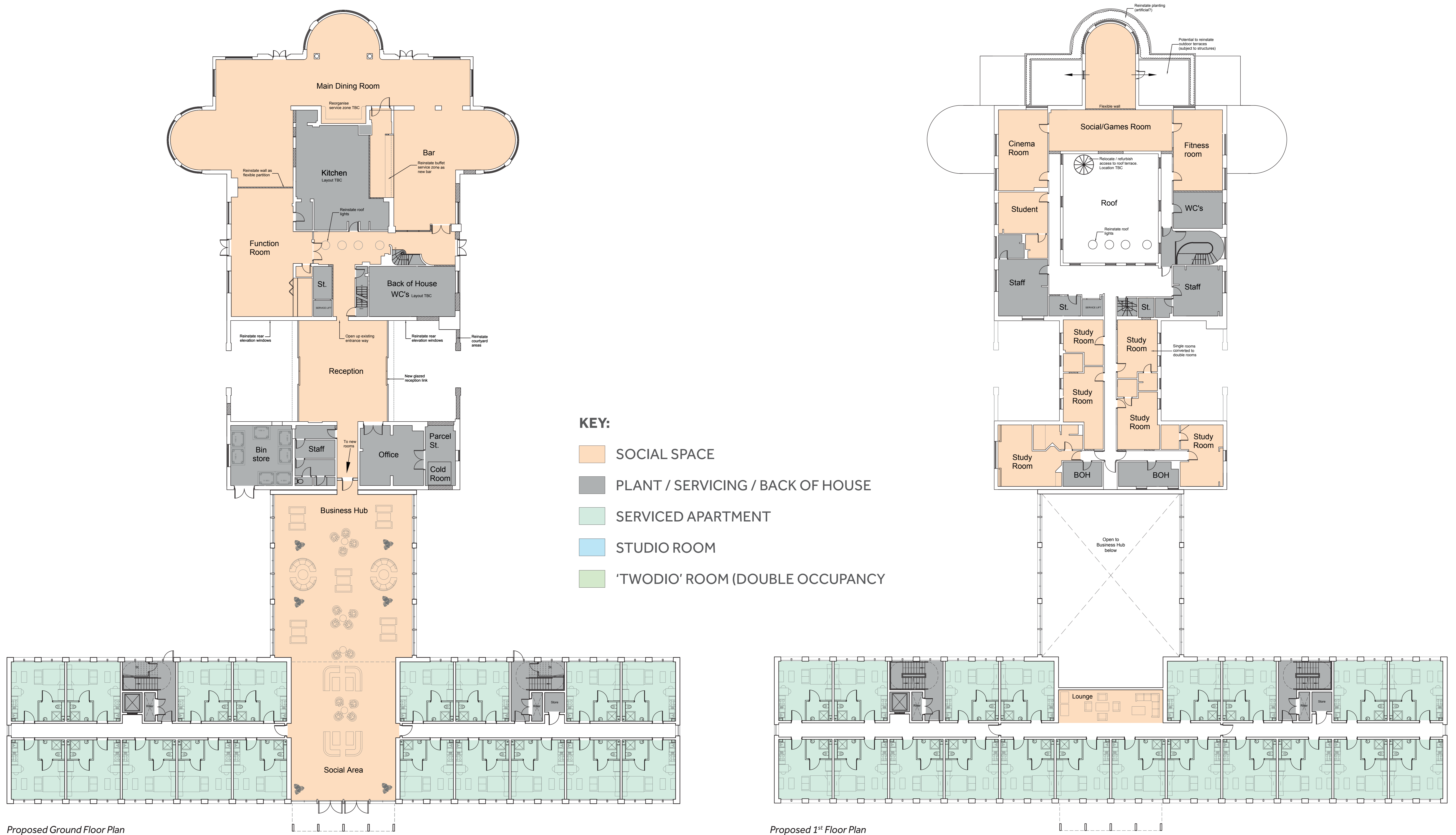


THE COMET

THE COMET

The proposals for the hotel involve:

- The demolition of the existing poor quality hotel extension (constructed in the 1980s/90s), and the refurbishment of the listed building.
- Reinstating the original aeroplane shape through the removal of later additions.
- The proposals would reinstate the glass roof lantern which was an original feature of the building.
- Refurbishment of the restaurant and function rooms will provide internal amenity space for students and locals.
- The proposals include no structural or layout changes from the previously permitted listed building consent.
- A contemporary extension linked to the rear of the hotel has been designed to enhance the setting of the listed building.



USE:

- The existing hotel is to be developed into an apart-hotel providing 56 serviced apartments offering flexible short-term accommodation attractive to business, visiting university staff and the families of overseas students.
- The proposals include a business hub with meeting facilities as an additional resource for the local area.
- This use has enabled a reduction in bed numbers on the site while providing a viable future for the listed Comet building.

AESTHETIC:

- A contrasting architectural language has been developed to respect the listed building.
- A delicate connection to the listed building is created using high quality materials appropriate to the context, heavily glazed to reflect the natural setting and listed building.

PARKING:

- The existing ratio of parking to bed numbers has been retained for the serviced apartments (1.27 spaces/bed)
- **Previous scheme** = 126 spaces required for 99 bed hotel. 129 provided including 16 disabled bays. 3 surplus for visitors.
 - **New proposal** = 72 spaces required for 56 serviced apartments. 100 spaces provided including 11 disabled bays. 28 surplus for visitors.



Proposed and existing view from St. Albans Road