

SUMMARY

What Happens Next?



A Public Consultation is being held on Thursday 10th September at Howe Dell Community Hall.

Feedback from the Public Consultation and ongoing discussions with the Local Authority will be considered by the project team as we continue to develop the proposals.

We expect to submit a planning application by the end of September 2015. A Statement of Community Engagement reporting on the consultation process will be submitted as part of the planning application.

Local residents will be given further opportunity to comment on the proposals directly to Welwyn Hatfield Borough Council when the application has been submitted. Details of the consultation will be provided by the Local Planning Authority.



APPENDIX 5



WELCOME TO OUR PUBLIC CONSULTATION

Thank you for taking the time to attend and view this Public Consultation Event. The purpose is to introduce Fusion Students proposals for the redevelopment of the Ramada (Comet) Hatfield Hotel. The proposed redevelopment would provide a refurbished hotel along with new student accommodation.



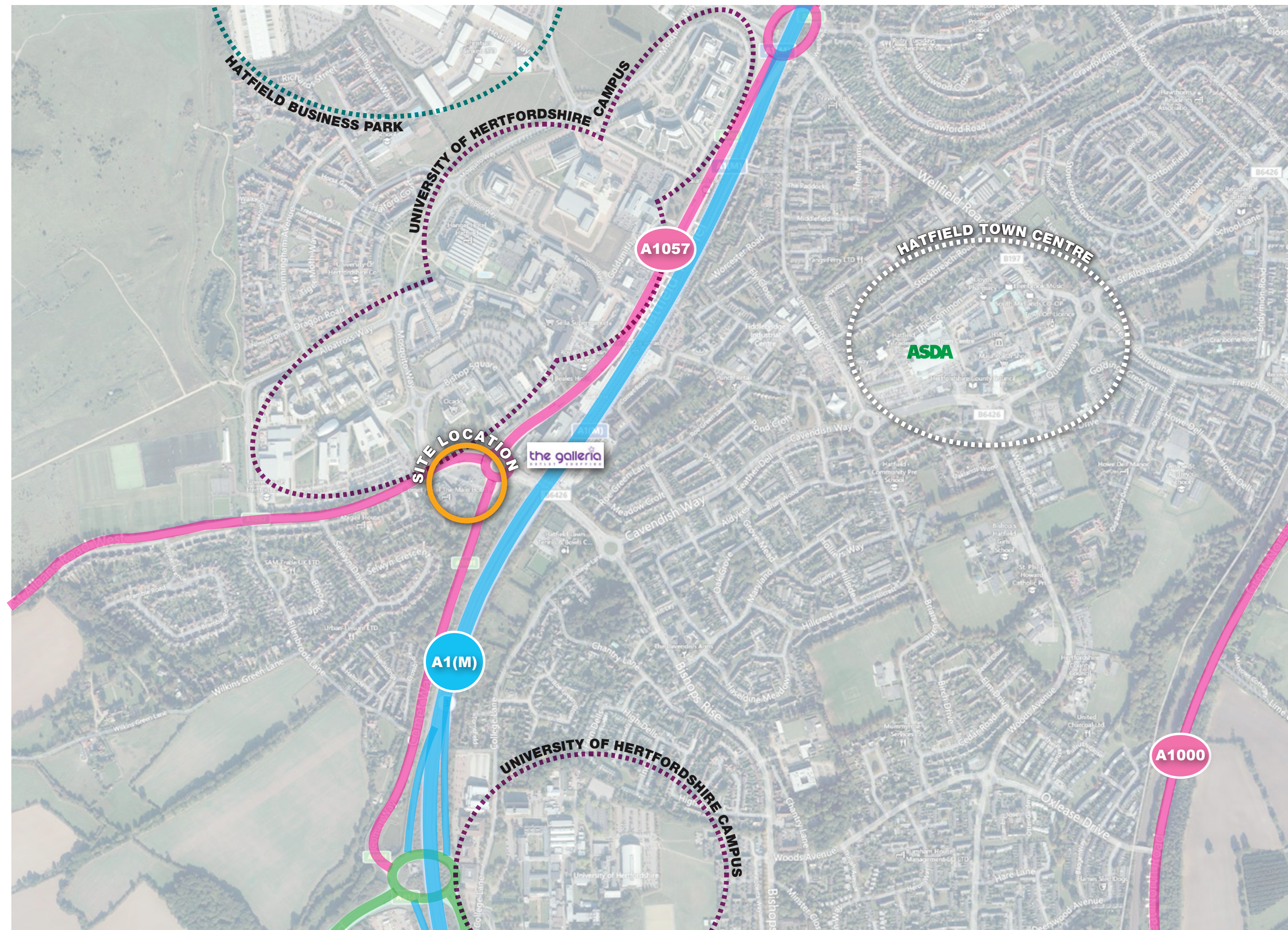
WHO WE ARE

Fusion Students have reimagined the student living experience. Combining a taste of the future; clean, beautifully designed interiors with 24 hour managed buildings designed with the technology and connectivity of modern student life in mind. Facilities are built around students' needs with gyms, study rooms, free bike rentals, High speed Wi-Fi throughout, concierges and cinemas.

Their guiding principles are not only to offer the best accommodation, which helps residents to reach their maximum potential at University, but to offer a healthy, social and vibrant environment.

The high quality of development means Fusion Students target the mature and overseas student market. Designed, built, managed and owned by Fusion, their sites provide 24 hour security assisted by CCTV which provides support and protection for residents whilst ensuring any antisocial issues can be dealt with immediately should they arise.

SITE CONTEXT



LOCATION

The site comprises a triangle plot located to the west of Hatfield town centre which is currently occupied by the Ramada (Comet) Hatfield Hotel.

SUSTAINABILITY

The site is located in a highly accessible location between St Albans Road West (A1057) and Comet Way (A1001). The site lies approximately 1km from Junction 3 of the A1(M). Public transport links include an extensive local bus network (including Uno university buses) and train services from Hatfield Station (2km from the site) to destinations including Cambridge, Peterborough and central London.

The site is immediately adjacent to the De Havilland Campus of the University of Hertfordshire and a 15 minute walk from the University's other main campus at College Lane.

AMENITY

The boundaries towards the south and west of the site benefit from substantial natural screening provided by mature trees. New trees will be planted to provide additional screening and self-containment.

A comprehensive new landscaping scheme will be implemented across the site to improve views towards the site. An oasis of greenery will help break up the built form, soften the street scape and bring visual relief to the site's main aspect.

ACCESS

The development would utilise the existing vehicular access to the site. The proposals would reduce in vehicular movements due to the reduction in hotel size and the implementation of a Green Travel Plan for student users.



SITE HISTORY

The Comet Hotel is a Grade II listed building, designed by Ernest Brander Musman (1888-1972) and constructed between 1933-1936 for Benskins (Watford) Brewery Ltd. The original building was built to represent the form of an aeroplane on plan. The building is steel framed with brick and stone dressings, and incorporates geometric shapes and sharp lines which are characteristic of the Art Deco architecture of the period.

The existing hotel comprises the original building along with significant later extensions (1980s/90s) and provides 128 rooms along with conferencing facilities. Little of the original Art Deco interior survives to this day.



OS Map of Hatfield, 1922: the vacant site to the west of the Small Holdings



OS Map of Hatfield, 1937: the Comet Hotel and its 'plane shape' plan

