



WELWYN HATFIELD COUNCIL

Council Offices, Welwyn Garden City, Herts, AL8 6AE
Telephone: Welwyn Garden (01707)357000

PLANNING DECISION NOTICE – REFUSAL

S6/2007/628/AD

ERECTION OF THREE FREE STANDING CYLINDRICAL INTERNALLY ILLUMINATED SIGNS; ONE INDIVIDUALLY INTERNALLY ILLUMINATED FASCIA SIGN AND ONE ILLUMINATED NEON PARALLEL FEATURE LINE

at: RAMADA HOTEL, ST. ALBANS ROAD WEST, HATFIELD

Agent Name And Address

CLARKE SIGNS LTD,
38 CHASEVIEW ROAD,
ALREWAS,
DE13 7EL

Applicant Name And Address

JARVIS HOTELS LTD,
DESBOROUGH ROAD,
HIGH WYCOMBE,

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 20/04/2007 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 signs, by virtue of their location, number, design and size would have a detrimental impact on the character and appearance of the Listed Building and its setting, which would both dominate and detract from the architectural qualities of the building and the visual amenity of the street scene. This is contrary to Policies D1, D2 and R25 of the Welwyn Hatfield District Plan 2005 and material contained within the Supplementary Design Guidance.

REFUSED PLAN NUMBER(S):

1:1250 Site Location Plan & 1099 B Sign 1 & 1099 B Sign 2 & 1099 B Sign 3 & 1099 B Sign 4 & 1099 B Sign 5 received and date stamped 20th April 2007.

Date: **15/06/2007**

Chris Conway
Chief Planning & Environmental Health Officer