



# WELWYN HATFIELD COUNCIL

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

TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT  
REGULATIONS 1992

## PLANNING DECISION NOTICE – PART APPROVED/PART REFUSAL

S6/2007/1309/AD

ERECTION OF THREE INTERNALLY ILLUMINATED PYLON SIGNS, ONE  
INTERNALLY ILLUMINATED FASCIA SIGN AND ONE INTERNALLY  
ILLUMINATED FEATURE SIGN

at: RAMADA HOTEL ST ALBANS ROAD WEST HATFIELD

### Agent Name And Address

CLARKE SIGNS MIDLANDS LIMITED  
UNIT 7 ARIANE  
LICHFIELD ROAD INDUSTRIAL ESTATE  
TAMWORTH  
B79 7XF

### Applicant Name And Address

JARVIS HOTEL 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 04/09/2007 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 free standing 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.
2. The proposed neon feature line sign by virtue of its illuminance, colour and location would detract from the architectural quality, stature and importance of this listed 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.

## Continuation ...

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 **GRANT** express consent to the display of the advertisement(s) proposed by you in your application received with sufficient particulars on 04/09/2007 and shown on the plan(s) accompanying such application. The consent is granted for a period of three years from the date hereof, and subject to the following conditions:-

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

### REASONS FOR 1-5 ABOVE:

To comply with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

6. This consent does not authorize any flashing, intermittent or recurring form of illumination.

REASON: In the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

**Continuation ...**

REFUSED PLAN NUMBERS:- Sign 1 & Sign 2 & Sign 3 & Sign 4 received and dated 04 September 2007

APPROVED PLAN NUMBER(S): Sign 5 & 1:1250 Site Location Plan received and dated 4 September 2007

Date: **22/11/2007**



Chris Conway  
Chief Planning & Environmental Health Officer

**NOTES**

1. Advertisements may continue to be displayed after the expiry of the permitted period, subject to the power of the Local Planning Authority to serve notice under Regulation 16.
2. Under paragraph 6(4) of the Town and Country Planning (Control of Advertisements) Regulations 1992, before any advertisement is displayed the permission of the owner of the land or building on which the advertisement is to be displayed must be obtained.