



PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990

PLANNING DECISION NOTICE – REFUSAL

S6/2008/574/LB

ERECTION OF THREE INTERNALLY ILLUMINATED PYLON SIGNS

at: RAMADA HOTEL ST ALBANS ROAD WEST HATFIELD

Agent Name And Address

CLARKE SIGNS MIDLANDS LTD
UNIT 7 ARIANE
LICHFIELD ROAD IND EST
TAMWORTH
B79 7XF

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 grant of listed building consent to the works described above and proposed by you in your application received with sufficient particulars on 17/03/2008 and shown on the plan(s) accompanying such application.

The reason(s) for the Council's decision to refuse listed building consent for the works proposed 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 PPS15 and Policies D1 and D2 of the Welwyn Hatfield District Plan 2005 and material contained within the Supplementary Design Guidance.

REFUSED PLAN NUMBER(S): Site Location Plan (1:1250) & 1099-B1 & 1099-B2 & 1099-B3 received and dated 17 March 2008.

Date : **06/05/2008**

Chris Conway
Chief Planning and Environmental Health Officer