

SECTION 4 Community Involvement

Planning Policy:

A Statement of Community Involvement - by Alder King, dealing with the detailed planning policy considerations is submitted as a separate supporting document with this application.

Public Consultation

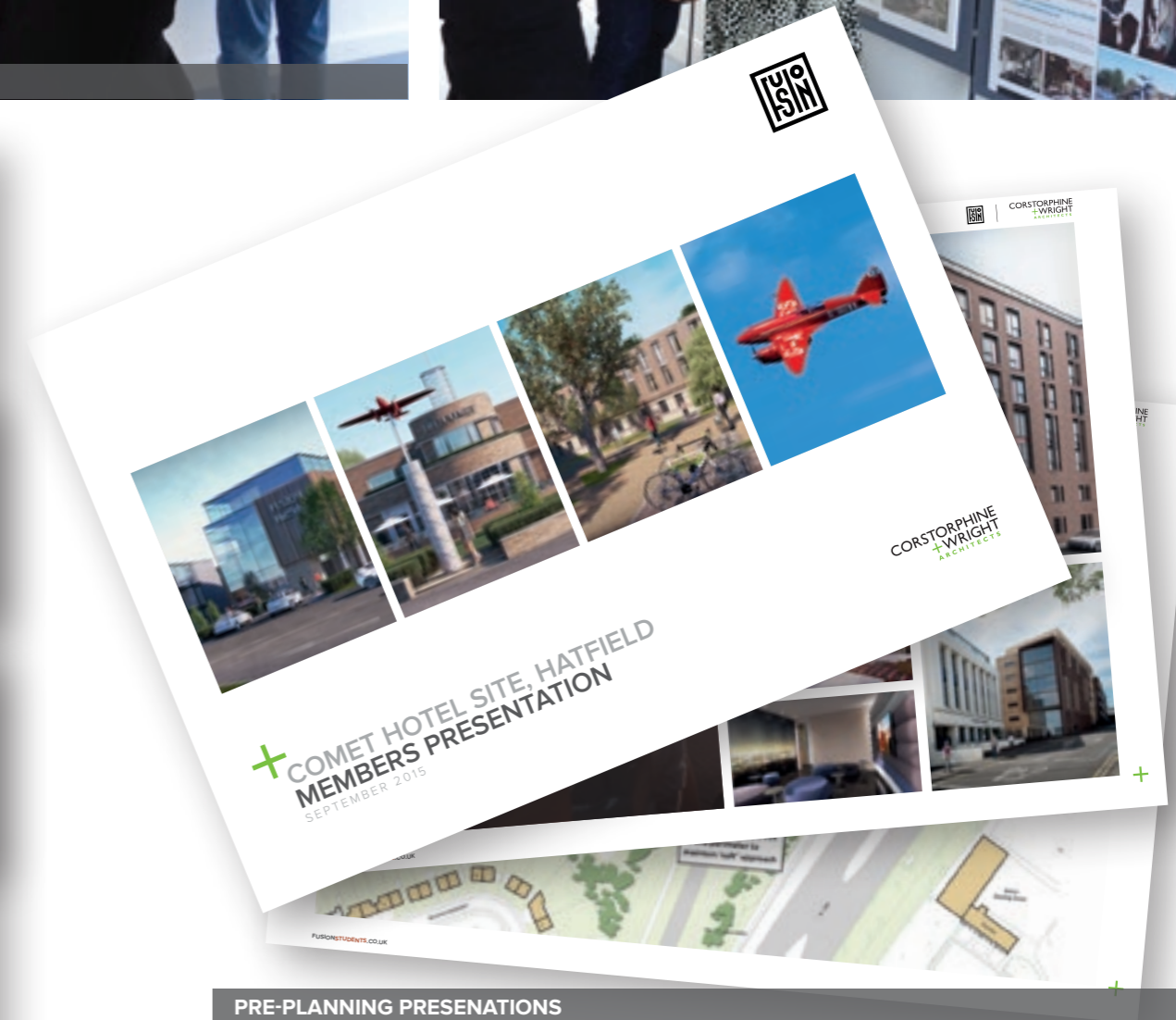
The public consultation event was held on Thursday 10 September 2015 at Howe Dell Community Hall running from 3.00 - 7.00pm. The exhibition included information about the developer and the proposed development which included plans, photographs and visuals. Representatives from Fusion Hatfield Hotels Ltd as well as members of the design and planning team were available to discuss the proposed development and answer any questions.

The public consultation was attended by approximately 25 individuals, including residents of Ashby Close and Selwyn Drive, the wider area, local businesses and councillors. Attendees were offered the opportunity to provide written feedback on the proposals on the day or by email following the event. In total five responses have been received.

Of the responses received, three provided balanced feedback expressing both support for some aspects of the proposals such as the refurbishment of the Grade II Listed Hotel whilst expressing concerns about other aspects. One of the responses highlighted that the scheme as a whole had a lot of merit and one was against the development as a whole.



PUBLIC CONSULTATION - SEPTEMBER 2014



PRE-PLANNING PRESENTATIONS

SECTION 5

Design | Use & Amount

Use

The proposed development seeks the redevelopment of the Ramada (Comet) Hatfield Hotel site to provide a refurbished hotel and new student accommodation.

The hotel proposals involve the demolition of the existing latter build extension, the erection of a new three storey hotel extension and the comprehensive refurbishment of the original listed hotel building. The new hotel would contain 99 rooms (90 within the new extension and 9 within the listed building), function space and a restaurant/bar.

The renovation of the listed building will involve the removal of some of the small additions and the restoration of the aeroplane shape on plan which was the original design intention but which has been lost. The proposals would faithfully restore the glass lantern on the roof.

The proposals would include the provision of car parking in association with the hotel. A total of 127 spaces would be provided, 97 within the forecourt and a further 30 overflow spaces within the northern courtyard between the hotel extension and the student accommodation to the rear.

A comprehensive landscaping scheme will be carried out throughout the site and along the site boundaries.

The second element involves the erection of new buildings to provide high quality, purpose built student accommodation. The accommodation would provide 361 student beds (use class sui generis). The accommodation would be provided with 4 buildings which would be linked by glazed circulation space. The student element would include communal facilities such as a gym, cinema room, social and study spaces, a laundry room and communal courtyard.

The student accommodation will be car free and therefore no car parking provision is proposed. This will be secured through a Green Travel Plan.

A detailed account of the development proposals is provided in the Design & Access Statement which accompanies the application for planning permission and accompanying plans.

Amount

The development would provide a 99 bed hotel (Use Class C1) which includes the existing Grade II listed building and a new 2,636sqm hotel extension and 9,283sqm of student accommodation (Use Class Sui Generis) providing 361 bedspaces.

The student accommodation is provided in two different forms (studios and twodios) and is designed to meet the needs of post graduate and overseas students. The schedule of student accommodation is set out the table below:



Design | Layout

Layout

The design strategy creates the optimum site layout for the two facilities to function. It allows for comfortable access and movement; provides stimulating and secluded external areas, accommodation for the necessary servicing and parking, and ensures the landscaping strategy reflects the most environmentally responsive approach in terms of biodiversity and resource use.

The primary consideration in the formulation of the proposed site layout was the setting and significance of the Grade II Listed Comet Hotel. All new development should ensure the setting of the hotel is not harmed. As such the proposed layout has been designed with the retained hotel as its focal point at the front of the prominent site, with the new development to the rear 'framing' the listed building. The new development would frame the 1930's hotel without competing or detracting from its appearance.

The new layout of the hotel including the proposed extension as well as the student accommodation has been designed to maximise the functionality for staff, guests and residents alike.

LEGEND

- HOTEL: 99 BEDS
- STUDENT RESIDENTIAL: 361 BEDS
- PARKING: 128 SPACES

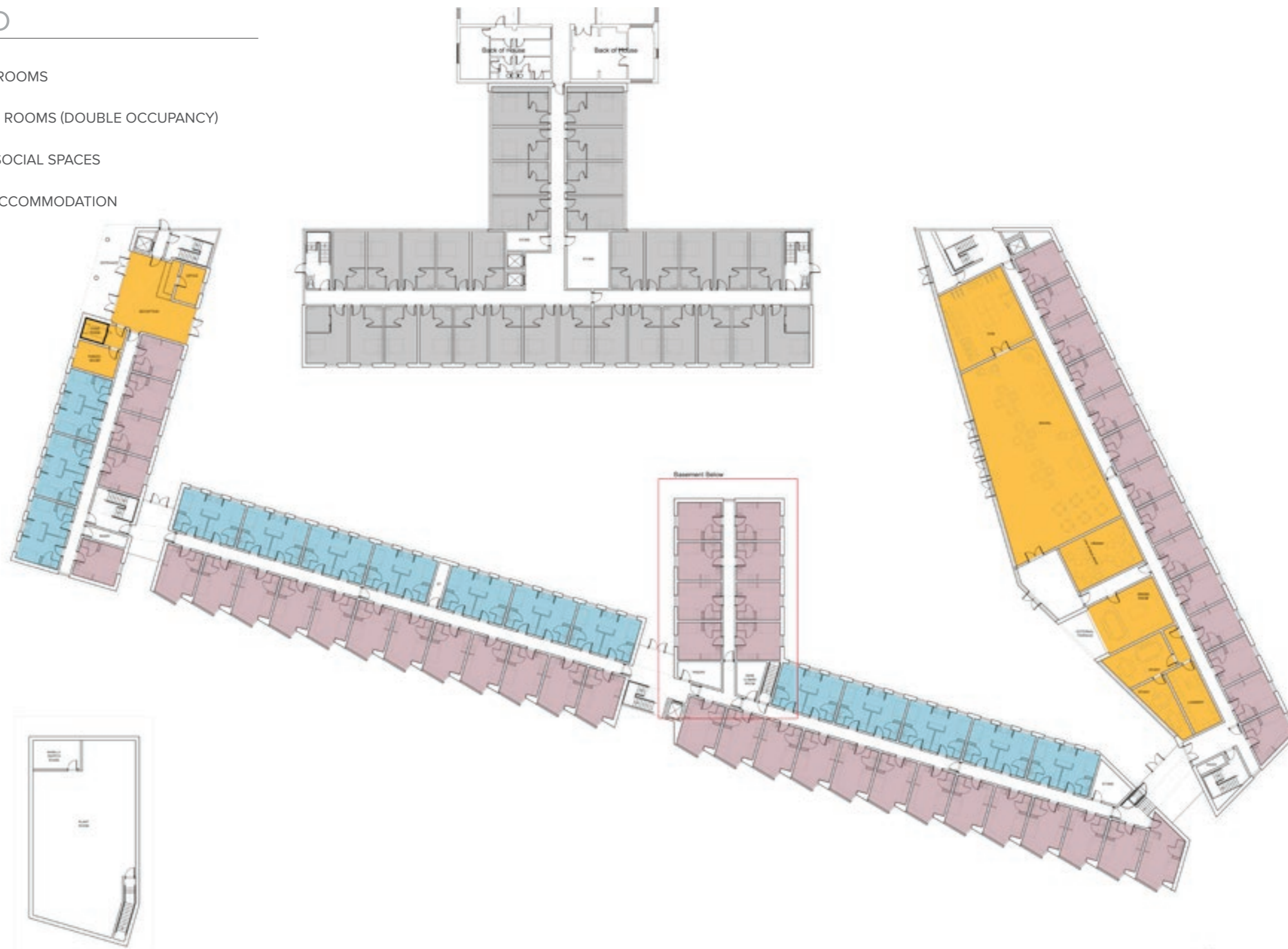
PROPOSED NEW EXTENSION HOTEL (LISTED BUILDING)



Design | Layout - Ground Floor Plan - Student Accommodation

LEGEND

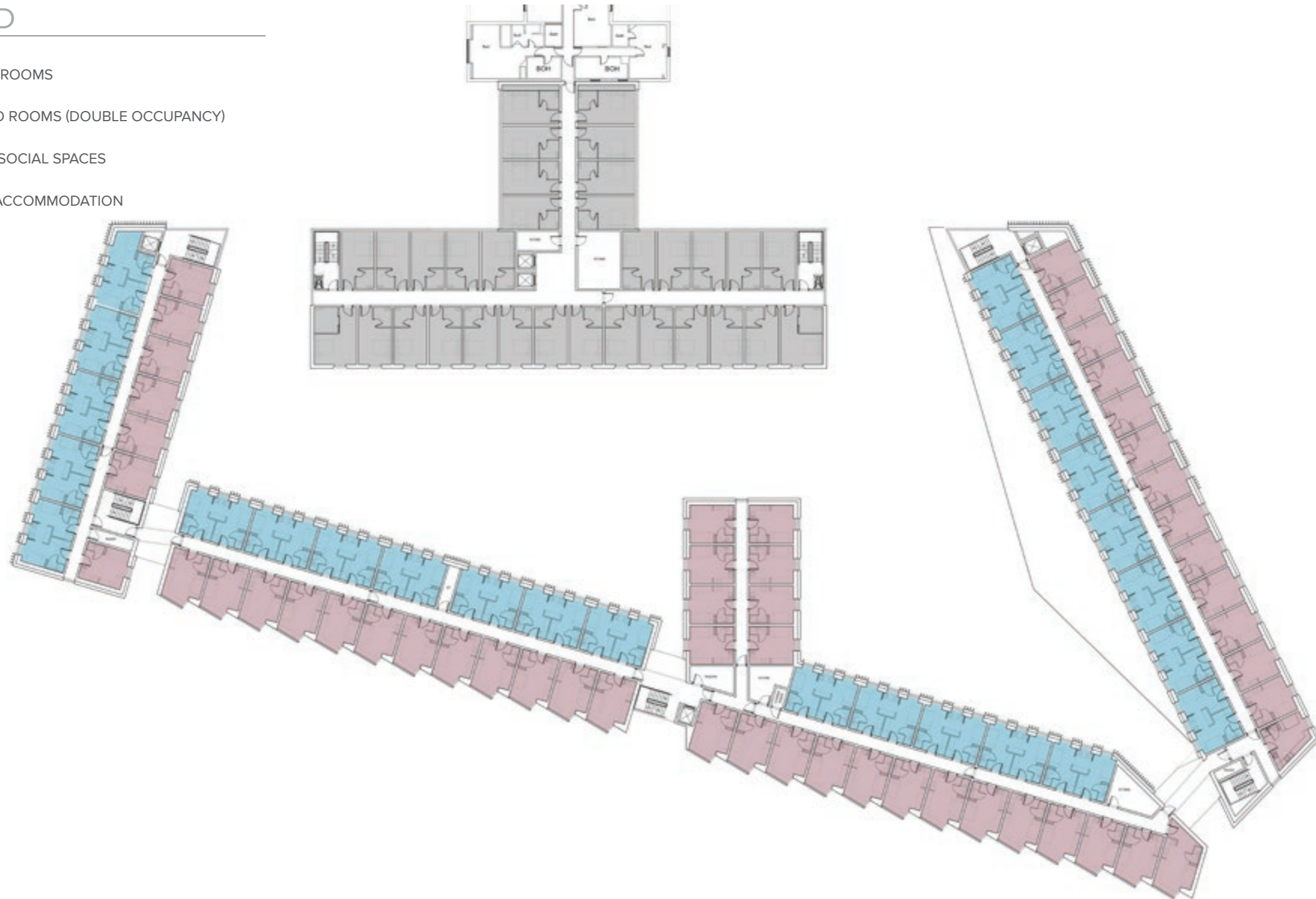
- STUDIO ROOMS
- 'TWO DIO ROOMS (DOUBLE OCCUPANCY)
- PUBLIC/SOCIAL SPACES
- HOTEL ACCOMMODATION



Design | Layout - First Plan - Student Accommodation

LEGEND

- STUDIO ROOMS
- 'TWO DIO ROOMS (DOUBLE OCCUPANCY)
- PUBLIC/SOCIAL SPACES
- HOTEL ACCOMMODATION



Design | Layout - Second Floor Plan - Student Accommodation

LEGEND

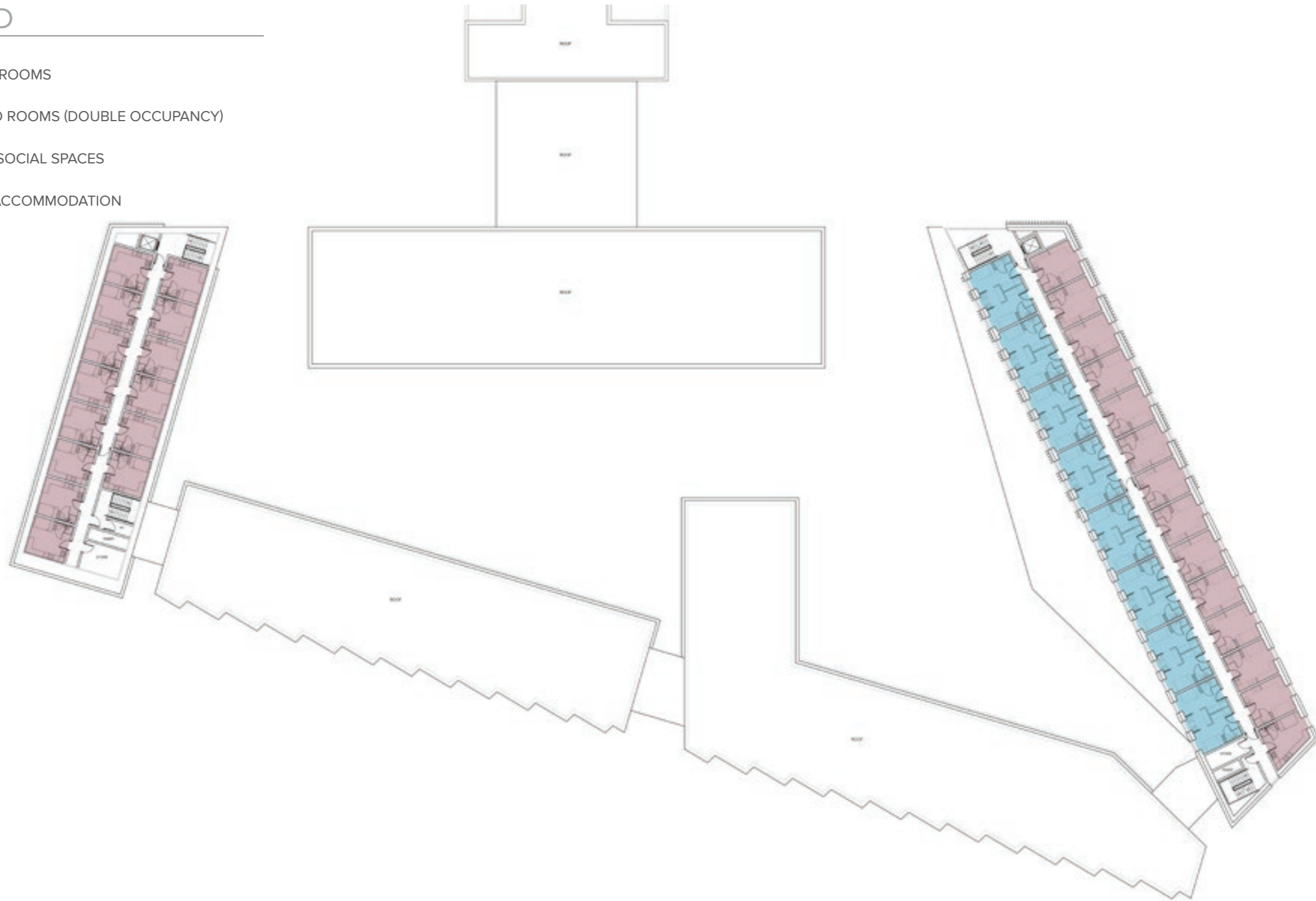
- STUDIO ROOMS
- 'TWO DIO ROOMS (DOUBLE OCCUPANCY)
- PUBLIC/SOCIAL SPACES
- HOTEL ACCOMMODATION



Design | Layout - Third Floor Plan - Student Accommodation

LEGEND

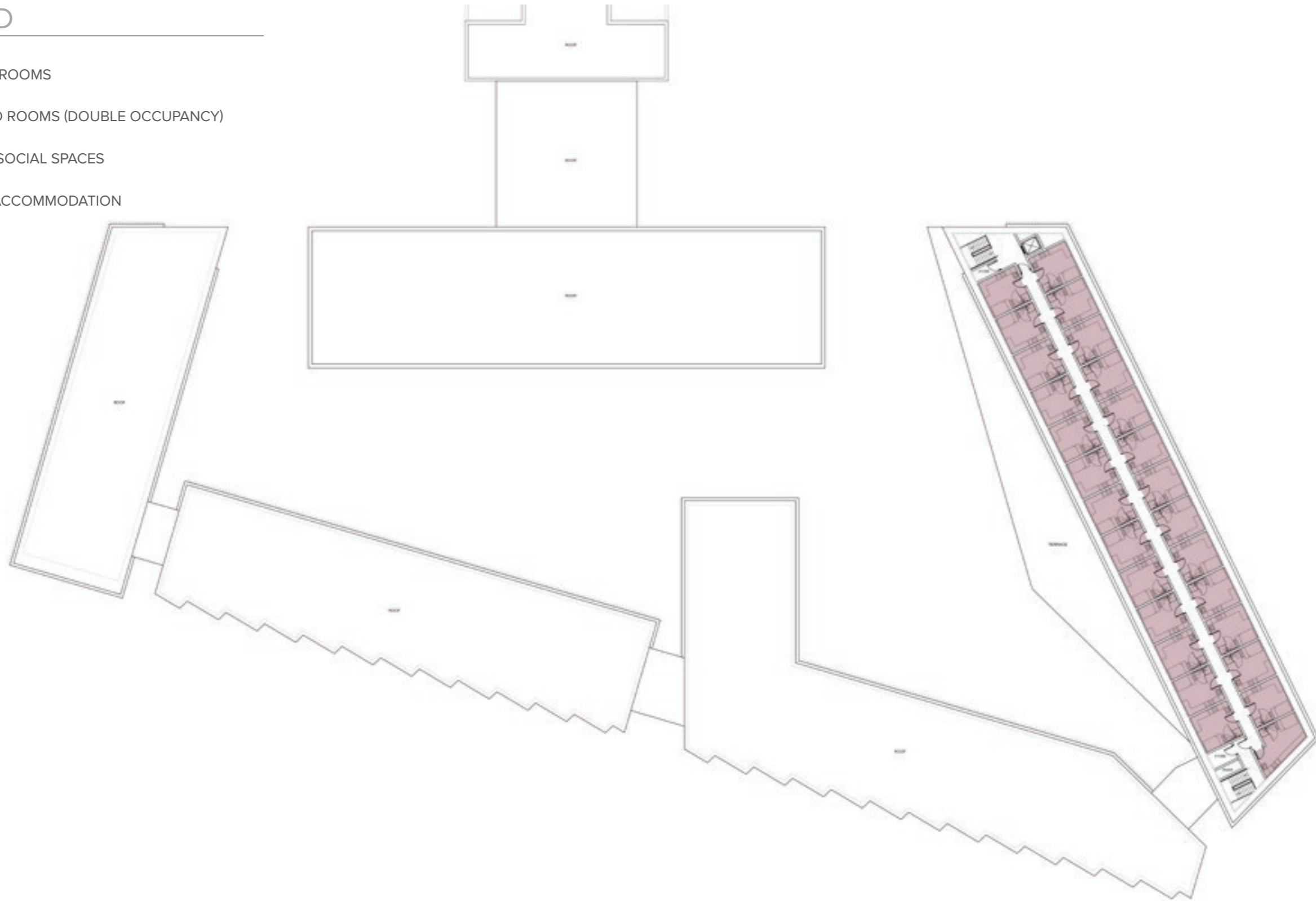
- STUDIO ROOMS
- 'TWO DIO ROOMS (DOUBLE OCCUPANCY)
- PUBLIC/SOCIAL SPACES
- HOTEL ACCOMMODATION



Design | Layout - Fourth Floor Plan - Student Accommodation

LEGEND

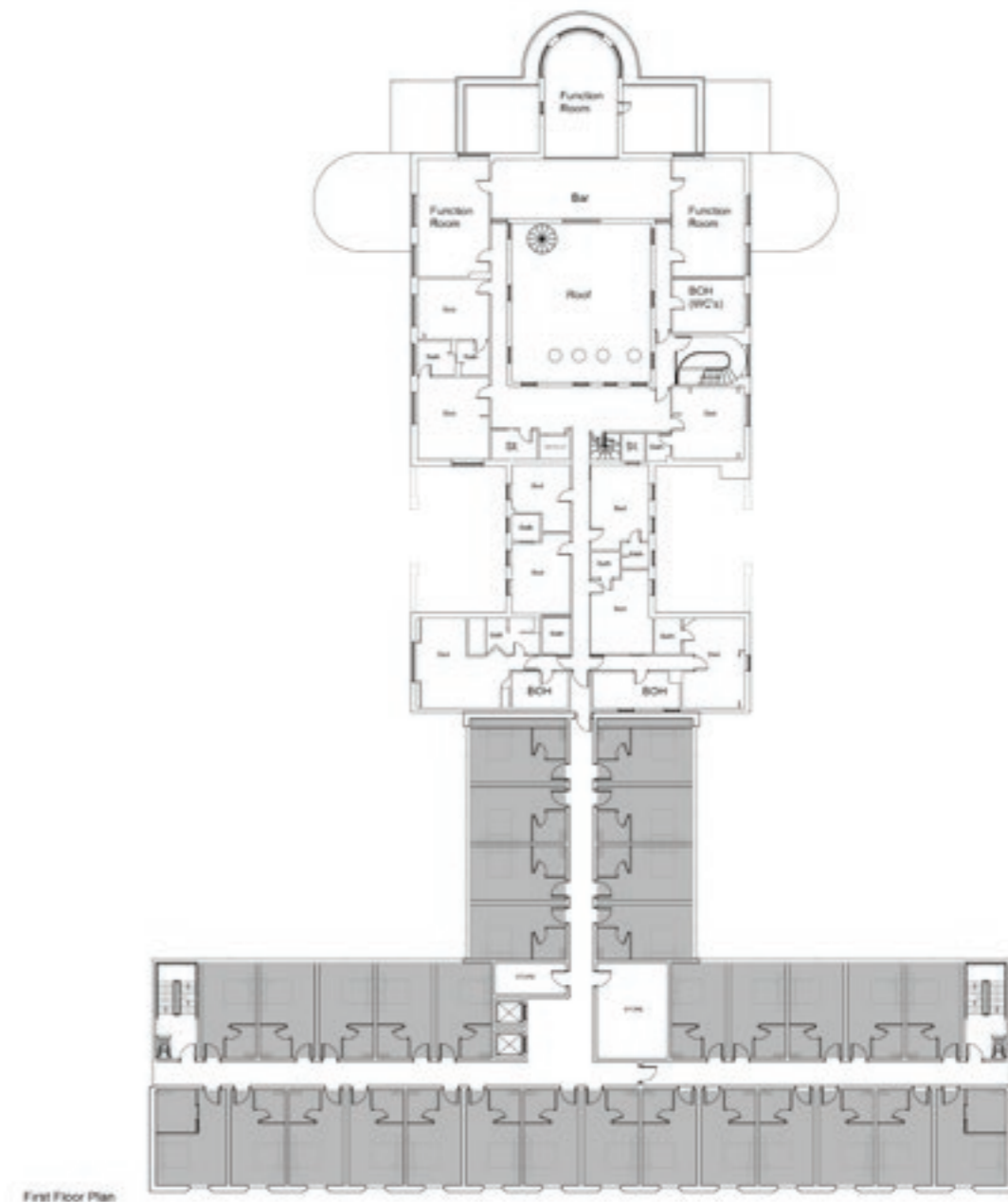
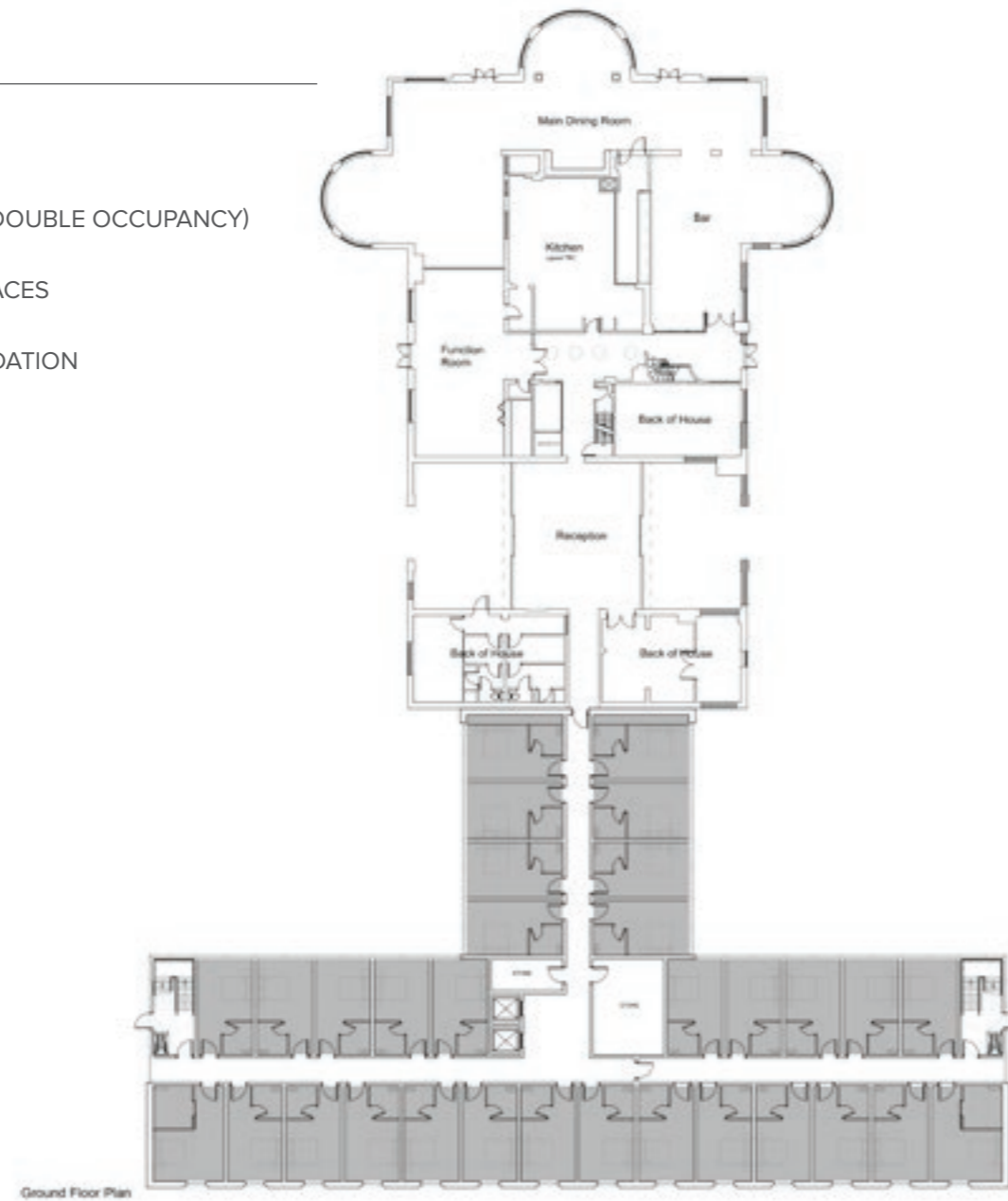
- STUDIO ROOMS
- 'TWODIO ROOMS (DOUBLE OCCUPANCY)
- PUBLIC/SOCIAL SPACES
- HOTEL ACCOMMODATION



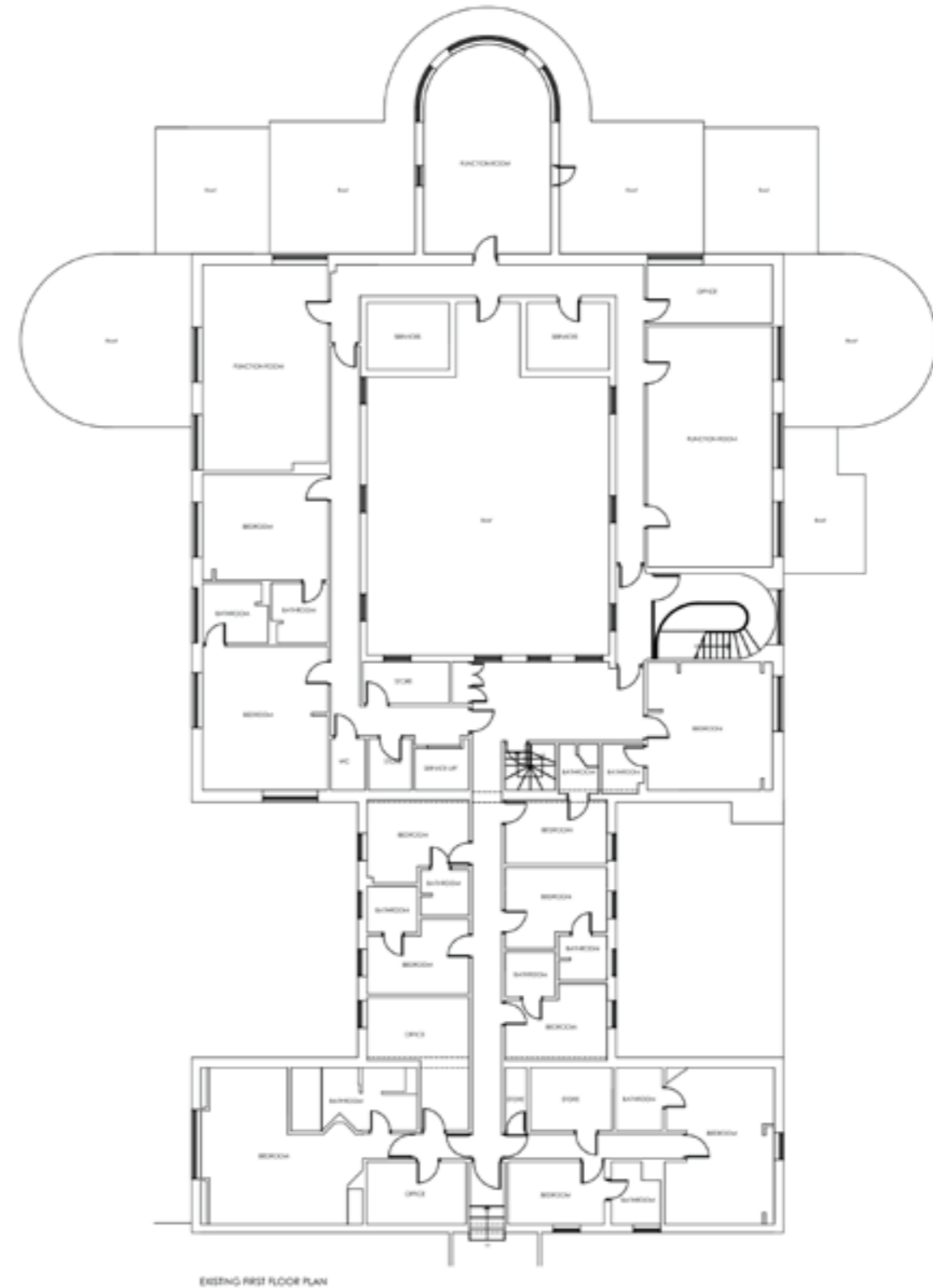
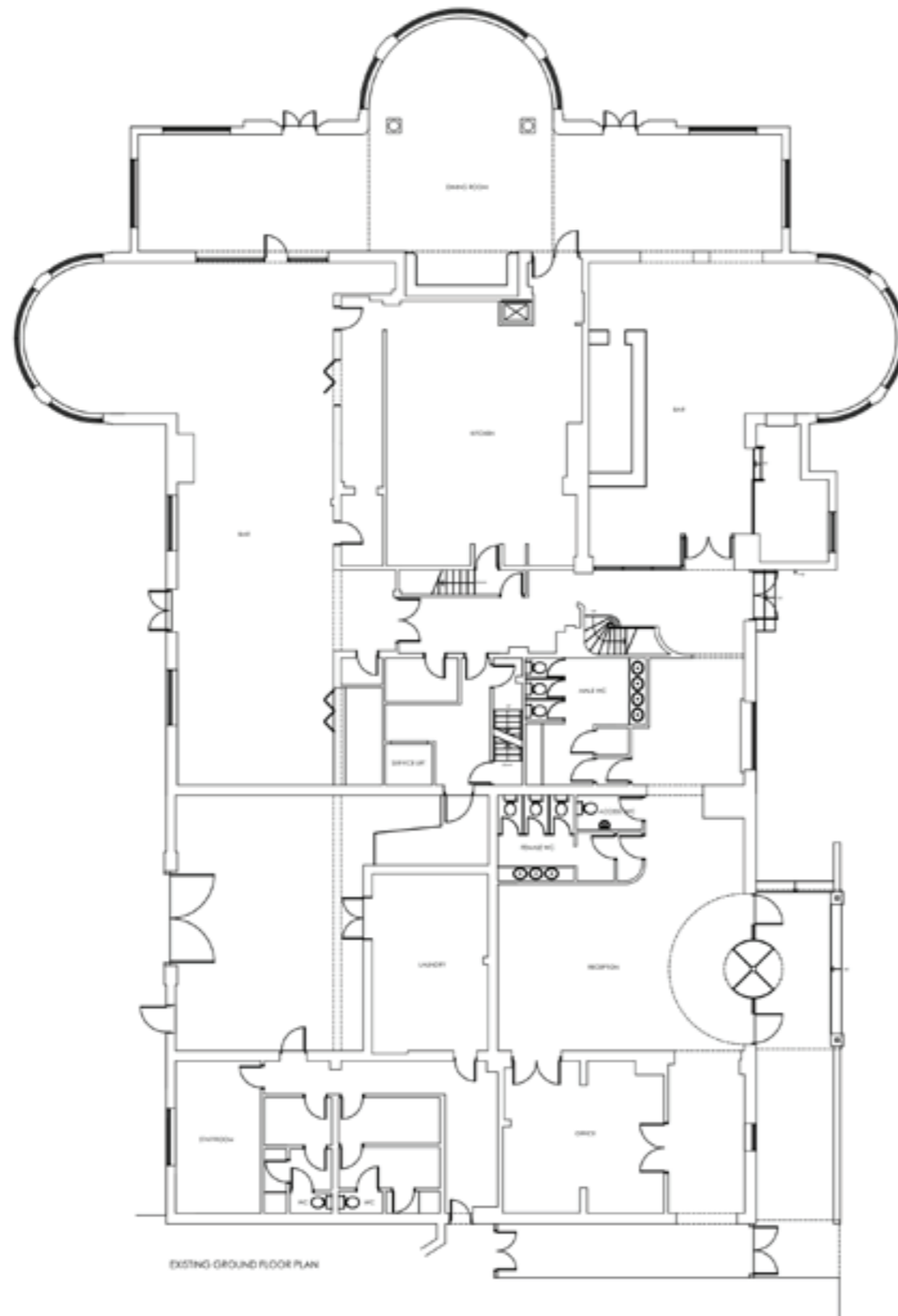
Design | Layout - Hotel Plans

LEGEND

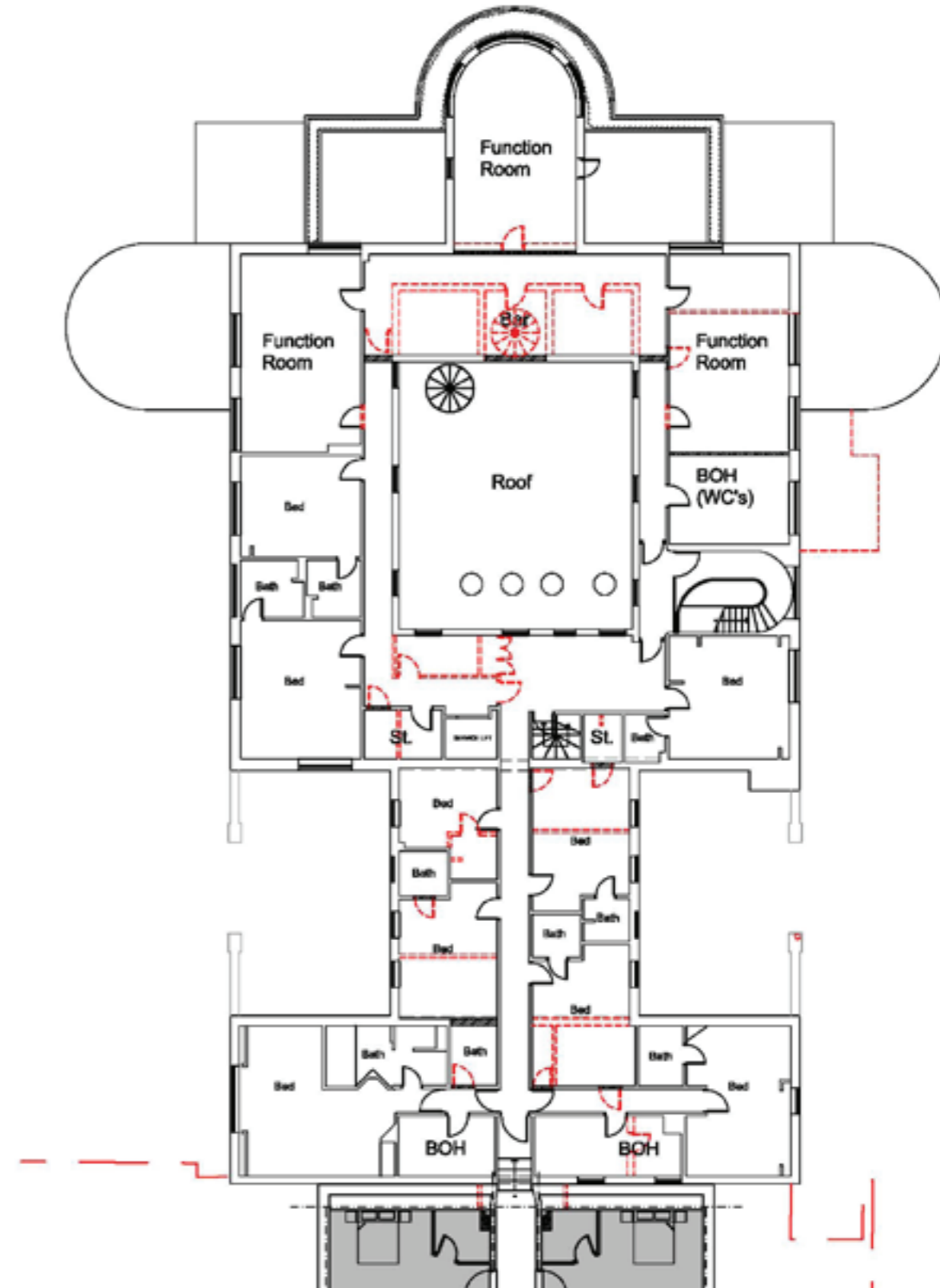
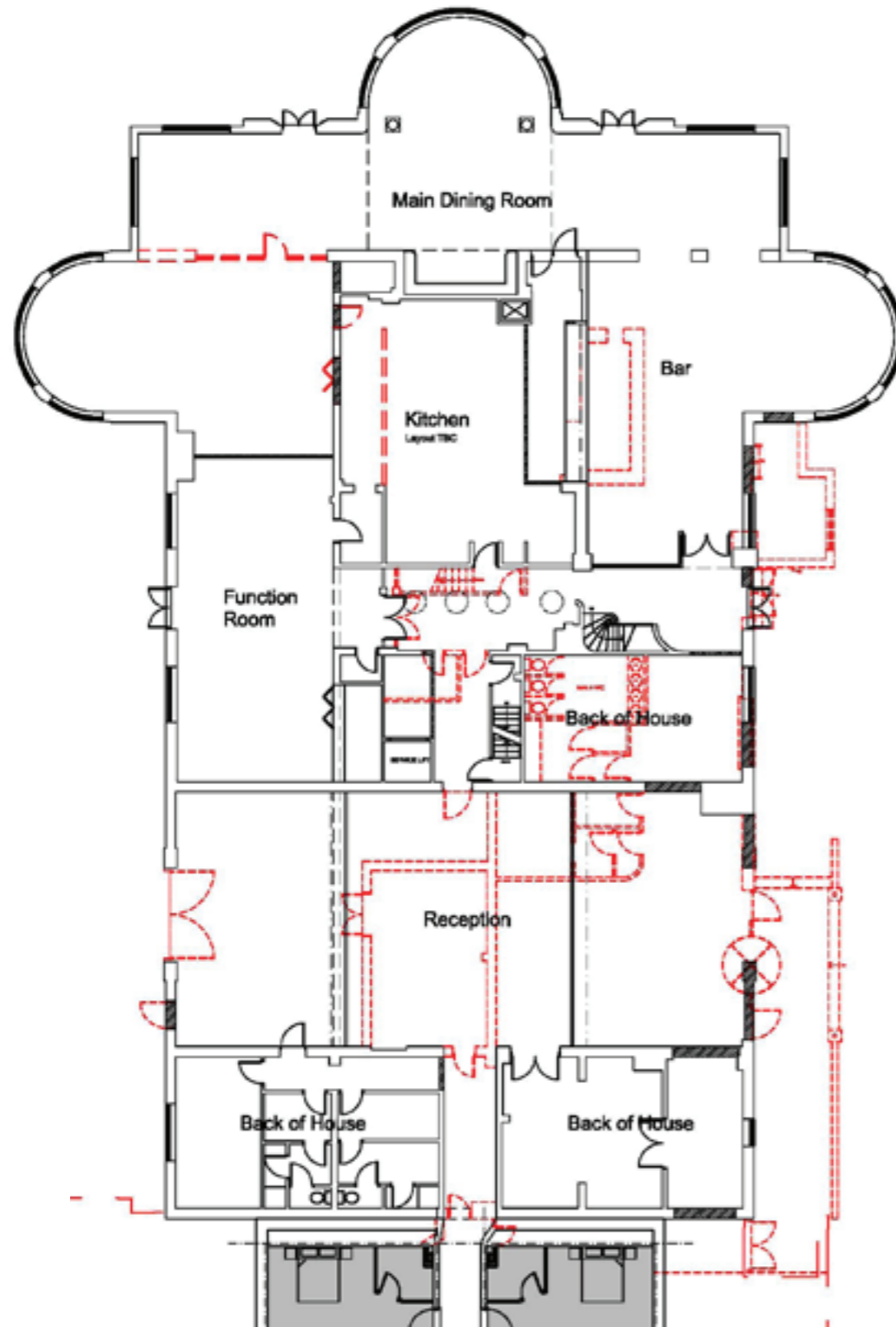
- STUDIO ROOMS
- 'TWO-DIO ROOMS (DOUBLE OCCUPANCY)
- PUBLIC/SOCIAL SPACES
- HOTEL ACCOMMODATION



Design | Layout - Existing Listed Hotel Plans



Design | Layout - Proposed Hotel Demolition Plans



Design | Scale

Scale

The proposed redevelopment of the site represents a major development; however with an area of 1.5 hectares the application site is large enough to accommodate additional built form.

An understanding about where the site can accommodate additional height was informed by a detailed analysis of the site and surrounding area including having close regard to the buildings, public and private spaces around the site, roads and existing trees. The scale of the proposed buildings was also influenced by pre-application discussions with planning and heritage officers. As with layout the protection of the listed building and its setting was a major consideration when deciding on the scale of development.

The new development would be set at a variety of different heights in response to the opportunities and constraints of the site. The main part new hotel extension would be set back from the rear of the listed building. This element would have a height of 3 storeys which has been reduced through the pre-application process in response to Council concerns. The three storey height would ensure the silhouette of the listed building is not disrupted when viewed from the front.

The student elements along the western boundary of the site, directly to the rear of the hotel extension would also have 3 storeys. In addition to the considerations about the listed building, this would also protect the amenity and outlook of the residential properties in Ashbury Close and Selwyn Crescent. The height of these blocks would be comparative in size to the ridge height of these adjoining houses.

The north and southern elevations adjoin major roads (St Albans Road West and Comet Way). Buildings in these locations will not disrupt the silhouette of the listed building and are located further away from adjoining development. As such it is considered these locations can accommodate additional height. The northern block will be 4 storeys and the southern block 5 storeys due to its distance from the heavily screened boundary. There is precedent for larger modern buildings in the immediate area with the with the University of Hertfordshire's de Havilland Campus to the north and the Galleria Shopping centre to the east. The top floors of both larger blocks will be glazed and stepped back to reduce massing.



Design | Appearance

Appearance

The development scheme proposes a bold, modern design which will complement the listed building. New buildings with attractive and distinctive identity are proposed, which will contribute positively to the surrounding area and strike a balance between contextual considerations, including adjoining commercial and residential uses, vehicular and pedestrian routes, together with open and green spaces.

A sensitive pallet of materials has been selected to help articulate the main buildings elements whilst also responding to the existing context. The contemporary hotel extension will largely be glazed which will enable the silhouette of the heritage asset to be enhanced. The student accommodation will use a palette including light bricks at ground floor with glazed and timber 'fins' above with provide legibility and interest to the elevations.

Hotel

- Reflective glazing + spandrel panels
- Façade cladding panels with inset windows to rear elevation

Student Residential

- Glazing and spandrel panels
- Façade cladding panels with coloured aluminium finned facade
- Brickwork, light buff brickwork suggested
- Timber cladding eg. Larch

Rear Elevation

- All glazing facing rear boundary is either spandrels/ frosted or directional so there is no overlooking.

Front Elevation

- Front elevations kept simple - reflective glazing of hotel extension mirrored in student wing ends, and aluminium fins have low impact from the front - To ensure the new buildings are not competing with the existing.



Design | Appearance - Student Accommodation Design Precedents



Design | Appearance - Hotel Design Precedents



+ SECTION 5 - Design

SECTION 6

Visuals | Views Key Plan



SECTION 6

Visuals | View 1



Visuals | View 2



Visuals | View 3



Visuals | View 4



Visuals | View 5

