

**WELWYN HATFIELD BOROUGH COUNCIL
EXECUTIVE DIRECTOR - PLANNING, PUBLIC PROTECTION AND GOVERNANCE**

DELEGATED APPLICATION

Application No: 6/2019/0953/ADV
Location: Comet Hotel St Albans Road West Hatfield AL10 9RH
Proposal: Various Signage display
 Signs 1 & 2: 2 no. Halo illuminated Fusion Students logo on student accommodation (sign type 1);
 Signs 3-6: 4 no. Student block identification lettering on student accommodation (non-illuminated) (sign type 2A);
 Signs 7-12: 6 no. Student block identification halo illuminated lettering on student accommodation (sign type 2B);
 Sign 13: 1 no. Hotel entrance sign on Comet Hotel (sign type 3);
 Sign 14: 8 no. Student accommodation glazing manifestation on student accommodation (sign type 4b);
 Sign 15: 1 no. South east elevation Comet Hotel identification signage on Comet Hotel (sign type 6);
 Sign 16: 1 no. Restaurant identification sign on Comet Hotel (sign type 5);
 Sign 17: 2 no. Comet Hotel entrance totem signs (sign type 8); and
 Sign 18: 1 no. North east elevation Comet Hotel identification signage on Comet Hotel (sign type 7).

Officer: Mr A Commenville

Recommendation: Granted

6/2019/0953/ADV

Context	
Site and Application description	<p>The site is a triangular-shaped parcel of land facing onto the roundabout junction of Comet Way and St Albans Road West in Hatfield. It contains the original Comet Road House which is shaped in a geometric representation of an aircraft and faces onto the roundabout. It is a Grade II Listed, two-storey, brick clad, flat-roofed building with a strong horizontal emphasis, designed by E B Musman and built in the 1930's. It is listed for its Art Deco architectural merit and its historic association with Hatfield New Town and the De Havilland factory and airfield.</p> <p>Planning permission has recently been granted under 6/2016/1739/MAJ for the extension and refurbishment of the Grade II listed building (Use Class C1) following demolition of existing rear and side extensions, the erection of 7,253.7sqm student accommodation (Sui Generis), landscaping and associated works. It has been noted during a site visit that most of the works have been implemented on site.</p> <p>Advertisement consent is required for the proposal which includes:</p> <ul style="list-style-type: none"> • Signs 1 & 2: 2 no. Halo illuminated Fusion Students logo on student accommodation (sign type 1); • Signs 3-6: 4 no. Student block identification lettering on student

	<p>accommodation (non-illuminated) (sign type 2A);</p> <ul style="list-style-type: none"> • Signs 7-12: 6 no. Student block identification halo illuminated lettering on student accommodation (sign type 2B); • Sign 13: 1 no. Hotel entrance sign on Comet Hotel (sign type 3); • Sign 14: 8 no. Student accommodation glazing manifestation on student accommodation (sign type 4b); • Sign 15: 1 no. South east elevation Comet Hotel identification signage on Comet Hotel (sign type 6); • Sign 16: 1 no. Restaurant identification sign on Comet Hotel (sign type 5); • Sign 17: 2 no. Comet Hotel entrance totem signs (sign type 8); • Sign 18: 1 no. North east elevation Comet Hotel identification signage on Comet Hotel (sign type 7).
Constraints	<p>LBC - LISTED BUILDING Hotel. 1933. By EB Musman. Red brick with - Distance: 0 LBC - NULL Milepost to West of St. Albans Road West Roundabout - Distance: 27.1 PAR - PARISH (HATFIELD) - Distance: 0 Wards - Hatfield Villages - Distance: 0 A4HD - Article 4 HMO Direction - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 17.23 HHAA - Hatfield Heritage Assessment Area() - Distance: 0 BLR - Brownfield Land Registry (Hatfield - Comet Hotel, St Albans Road West) - Distance: 0</p>
Relevant history	<p>Application Number: 6/2016/1739/MAJ Decision: Granted Decision Date: 03 February 2017 Proposal: Extension and refurbishment of the Grade II listed building (Use Class C1) following demolition of existing rear and side extensions. Erection of 7,253.7sqm student accommodation (Sui Generis), landscaping and associated works</p> <p>Application Number: 6/2017/2154/COND Decision: Granted Decision Date: 10 November 2017 Proposal: Submission of details pursuant to condition 6 (construction timetable), 12 (construction management plan) & 23 (contamination investigation) on planning permission 6/2016/1739/MAJ</p> <p>Application Number: 6/2017/2763/COND Decision: Part Discharge Decision Date: 06 April 2018 Proposal: Submission of Details Pursuant to Conditions: 2 (Material Samples), 8 (Tree Protection/Removal), 11 (Cycle Parking), 15 (External Lighting and CCTV Cameras), 18 (Noise Protection Scheme) and 19 (Acoustic Report) on Planning Permission 6/2016/1739/MAJ</p> <p>Application Number: 6/2019/0370/COND Decision: Granted Decision Date: 23 May 2019 Proposal: Submission of details pursuant to condition 7 (Hard and Soft Landscape Plan) 8 (Tree, Shrub or Hedge works)10 (Approved Landscaping Plans) 13 (Location, Design and Specification of Refuse Bin and Recycling</p>

	<p>Materials)17 (Urban Drainage) and 22 (Scheme for odour control) on planning permission 6/2016/1739/MAJ</p> <p>Application Number: 6/2019/0798/COND Decision: Granted Decision Date: 23 May 2019 Proposal: Submission of details pursuant to conditions 20 (Noise), 21 (Acoustic) on planning permission 6/2016/1739/MAJ</p> <p>Application Number: 6/2019/0957/LB Decision: Pending consideration Proposal: Various Signage Display</p>		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity			
Summary of neighbour responses	No representations have been received.		
Consultees and responses	<p>Hertfordshire County Council Historic Environment Advisor – No objection</p> <p>Place Services, Essex County Council – No objection</p> <p>Highway Authority – No objection subject to the inclusion of a condition controlling the intensity of illumination.</p>		
Relevant Policies			
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input checked="" type="checkbox"/> Supplementary Design Guidance			
Main Issues			
Is the advertisement within a conservation area?			
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
Would the significance of the designated heritage asset be conserved or enhanced?			
<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A			
Comment (if applicable):			
Would the advertisement reflect the character of the area?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<p>Comment (if applicable): Paragraph 132 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.</p> <p>The building is listed and listed building consent is sought and assessed under reference 6/2019/0957/LB.</p> <p>The proposed signage with illumination raises no objection. It is noted that following concerns raised by the Place Services, the first floor signage to the north west elevation has been relocated at ground floor level and the signage “element Bar&Kitchen” has been relocated from the front to the north west elevation. The typeface of these signage has also been amended. The Conservation Officer has commented that the internal illumination will be acceptable given the overall improvement in appearance, the better typeface and the positive benefit in reinstating ‘The Comet Hotel’ to the front.</p> <p>With regard to paragraph 132 of the NPPF and SDG, the proposal is acceptable – there are no</p>			

public safety/highway objections to the proposal and the amenity impacts are considered to be acceptable.

Would the advertisement reflect the character of the building?

Yes No N/A

Comment (if applicable): See explanations above.

Would the advertisement maintain public safety? (e.g. safety of people; obscure or hinder traffic sign/ railway signal etc.; or hinder security or surveillance device or device measuring vehicle speed)

Yes No

Comment (if applicable): The Highways Authority have been consulted for this application and recommend in the interest of highway safety that the intensity of illumination of the proposed advertisements are controlled at a level that is within the limit recommended by the Institute of Lighting Technicals guidance as set out in their Technical Report 5 – Brightness of Illuminated Adverts (3rd Edition).

Conclusion

The proposal would not harm visual amenity, public safety or highway safety and would be in keeping with the character and appearance of the surrounding area. The proposal is therefore in accordance with the National Planning Policy Framework 2018, the Welwyn Hatfield District Plan 2005 and the requirements of the Supplementary Design Guidance (Statement of Council Policy).

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.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

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.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

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.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

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).

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

6. The intensity of the illumination of the signs permitted by this consent shall be no greater than within that recommended by the Institution of Lighting Engineers in their Technical Report No.5 (Third Edition-2001).

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

DRAWING NUMBERS

7. The development/works shall not be started and completed other than in accordance with the approved plans and details:

Plan Number	Revision Number	Details	Received Date
0200	B	Location Plan	18 April 2019
COMET-STL-XX-00-DR-A-XXXX-20036	C223	External Signage Proposals	12 July 2019

REASON: To ensure that the development is carried out in accordance with the approved plans and details.

1. POSITIVE AND PROACTIVE STATEMENT

The decision has been made taking into account, where practicable and appropriate the requirements of paragraph 38 of the National Planning Policy Framework and material planning considerations do not justify a decision contrary to the development plan (see Officer's report which can be viewed on the Council's website or inspected at these offices).

Informatives:

1. This permission does not convey any consent which may be required under any legislation other than the Town and Country Planning Acts. Any permission required under the Building Regulations or under any other Act, must be obtained from the relevant authority or body e.g. Fire Officer, Health and Safety Executive,

Environment Agency (Water interest etc. Neither does this permission negate or override any private covenants which may affect the land.

Determined By:

Mr Chris Carter
6 August 2019