

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

DELEGATED APPLICATION

Application No: 6/2021/3462/ADV
Location: Comet Hotel St Albans Road West Hatfield AL10 9RH
Proposal: Installation of 1 x non-illuminated sign on front elevation and relocation of existing signage from ground floor to first floor level
Officer: Ms Elizabeth Mugova

Recommendation: Granted

6/2021/3462/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. The Comet Hotel is a grade II listed building (list entry no: 1101036). Designed by E. B. Musman, it was constructed in 1933 and is characteristic of the Art Deco style.</p> <p>Advertisement consent is sought for the Installation of 1 x non-illuminated sign on front elevation and relocation of existing signage from ground floor to first floor level.</p>
Constraints	<p>LBC - LISTED BUILDING Hotel. 1933. By EB Musman. Red brick with - Distance: 0 LBC - NULL NULL - Distance: 32.62 PAR - PARISH (HATFIELD) - Distance: 0 Wards - Hatfield Villages - Distance: 0 A4HD - Article 4 HMO Direction - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 HHAA - Hatfield Heritage Assessment Area(Wilkin's Green) - Distance: 0</p>
Relevant history	<p>Application Number: 6/2021/3425/LB Decision: Awaiting decision Decision Date: Proposal: Installation of 1 x non-illuminated sign on front elevation and relocation of existing signage from ground floor to first floor level</p> <p>Application Number: 6/2017/2746/LB Decision: Granted Decision Date: 15 February 2018 Proposal: Extension and refurbishment of the Grade II listed building (Use Class C1) following demolition of existing rear and side extensions. Erection of student accommodation (Sui Generis) with landscaping and associated works.</p> <p>Application Number: 6/2017/2763/COND Decision: Part Discharged 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</p>

CCTV Cameras), 18 (Noise Protection Scheme) and 19 (Acoustic Report) on Planning Permission 6/2016/1739/MAJ dated 02/02/2017

Application Number: 6/2018/2554/COND

Decision: Granted

Decision Date: 07 November 2018

Proposal: Submission of details pursuant to condition 8 (Mortar) on Listed Building Consent 6/2017/2746/LB

Application Number: 6/2018/2665/COND

Decision: Granted

Decision Date: 22 November 2018

Proposal: Submission of details pursuant to condition 4 (Part A - roof lantern, Part D - door openings and frames, Part E - window openings and frames and Part H - Rooflights to kitchen) on listed building consent 6/2017/2746/LB, dated 15/02/2018

Application Number: 6/2019/0242/COND

Decision: Granted

Decision Date: 16 April 2019

Proposal: Submission of details pursuant to condition 1 (Material Samples), 4 (Notwithstanding the details shown on the approved drawings), 7 (Prior to installation of any internal floor finishes, wall coverings and lightings) on planning application 6/2017/2746/LB

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 Materials) 17 (Urban Drainage) and 22 (Scheme for odour control) on planning permission 6/2016/1739/MAJ

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

Application Number: 6/2019/0957/LB

Decision: Granted

Decision Date: 15 July 2019

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).

Application Number: 6/2019/0775/COND

Decision: Granted

Decision Date: 22 July 2019

Proposal: Submission of details pursuant to condition 4(J) (Details) on planning
permission 6/2017/2746/LB

Application Number: 6/2019/0953/ADV

Decision: Granted

Decision Date: 06 August 2019

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).

Application Number: 6/2019/3244/ADV

Decision: Refused

Decision Date: 27 February 2020

Proposal: Installation of 2x Illuminated signage (2 no. locations)

Application Number: 6/2019/3245/LB

Decision: Refused

Decision Date: 27 February 2020

Proposal: Installation of 2x Illuminated signage (2 no. locations)

Application Number: 6/2020/0935/MAJ

Decision: Granted

Decision Date: 27 July 2020

Proposal: Temporary partial change of use of Student Accommodation (Sui
Generis) to Serviced Apartments (C1)

Application Number: 6/2021/2879/FULL

Decision: Granted

Decision Date: 07 December 2021

Proposal: Installation of wooden post and rope fence to front boundary and
installation of wooden gates to service yard.

Application Number: 6/2021/2880/LB

Decision: Granted

	Decision Date: 07 December 2021 Proposal: Installation of wooden gates to service yard		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 12 January 2022 Site Notice Expiry Date: 2 February 2022 Press Advert Display Date: 5 January 2022 Press Advert Expiry Date: 26 January 2022 Neighbour letters		
Summary of neighbour responses	No representations received		
Consultees and responses	Hertfordshire County Council, Highways – No objection		
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			
Comment (if applicable): In accordance with the Town and Country Planning (Control of Advertisement) (England) Regulations 2007, a local planning authority shall exercise its powers under the Regulations in the interests of amenity and public safety taking into account the provisions of the development plan, insofar as they are material, and any other factors. The Regulations state that factors relevant to amenity include the general characteristics of the locality including the presence of any features of historic, architectural, cultural or similar interest. The proposal is for the installation of new signage at ground floor on the front elevation and relocation of existing signage from ground floor to first floor level. It is considered that the proposed signs would not appear out of context and would not have an adverse impact on the character or amenity of the host buildings and the surrounding area.			
Would the advertisement reflect the character of the building?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A			
Comment (if applicable): See 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)			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Comment (if applicable): The Highways Authority has been consulted on this application and consider that the proposal is unlikely to have any impact on road user intervisibility on St Albans Road West, nor would it represent an increase in signage contrary to Manual for Streets guidance.			
Conclusion			
It is considered that the proposed signage would accord with relevant local and national planning policies.			

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. This consent does not authorise 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.

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
10403-ASC-EXT-0001		Location Plan	7 December 2021
10403-ASC-EXT-0002		Existing Block Plan	7 December 2021
10403-ASC-EXT-0006		Existing NE Elevation	7 December 2021
10403-ASC-EXT-0008		Existing NE Elevation Visual	7 December 2021
10403-ASC-EXT-0009		Proposed NE Elevation Visual	7 December 2021
10403-ASC-EXT-0003	A	Proposed Block Plan	9 February 2022
10403-ASC-EXT-0004	A	Proposed Sign Details	9 February 2022
10403-ASC-EXT-0005	A	Existing Sign Details	9 February 2022
10403-ASC-EXT-0007	A	Proposed NE Elevation	9 February 2022

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).

Determined By:

Mr Derek Lawrence
10 February 2022

