

Antoine Commenville

From: Maria Kitts, Senior Built Heritage Consultant <Maria.Kitts@essex.gov.uk>
Sent: 21 May 2019 16:29
To: Antoine Commenville
Subject: 6/2019/0953/ADV & 6/2019/0957/LB - Comet Hotel, Hatfield

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Hi Antoine

As discussed, I have some concerns regarding the proposed signage for the hotel.

The curved frontage of the building is an iconic element of the design with the original 'The Comet Hotel' sign being positioned on the band above the ground floor window (see photos within the first part of the Heritage Statement attached). The installation of signage in the same location for the new restaurant is considered to detract from the building, whereas the reinstatement of the original design of the signage would be an enhancement. As far as possible, the original detailing and typeface should be adopted.

It would also be beneficial to adopt a more minimalist approach and restrict the signage to just the front and one side elevation to respect the building.

There are also concerns regarding the internal illumination of the letters and whether this approach is complementary to the building. Non-illuminated lettering lit with ground-mounted uplighters could be a more sympathetic approach.

I would be grateful if you could pass my concerns onto the agent for comment.

Many thanks
Maria

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