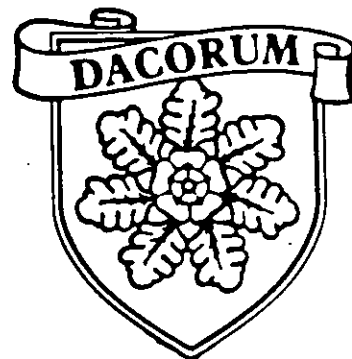


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0257/93

McDonalds Restaurants Ltd  
11-59 High Road  
East Finchley  
N2 8AW

Ramm Brand Architects  
10-11 High Street  
Uxbridge  
Middx  
UB8 1JN

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

Bourne End Lane/Stony Lane, Bourne End, Hemel Hempstead

ILLUMINATED POLE SIGN (RESUBMISSION)

Your application for *advertisement consent* dated 24.02.1993 and received on 25.02.1993 has been *REFUSED*, for the reasons set out on the attached sheet(s).

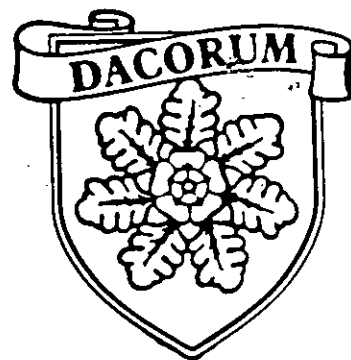
Director of Planning

Date of Decision: 26.04.1993

(ENC Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0257/93

Date of Decision: 26.04.1993



1. The proposed sign, by means of its size, siting and method of display, would be unduly prominent and detrimental to the visual amenities in an area of attractive landscape.
2. The proposed sign by reason of its siting and method of display would form a source of distraction to drivers thereby constituting a hazard to road users.



cvmk

# Department of the Environment

Room TX308  
Tollgate House  
Houlton Street  
Bristol BS2 9DJ

Direct Line 0272 218577  
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1) DN  
2) AM  
3) CB

PLANNING DEPARTMENT							
DACORUM BOROUGH COUNCIL							
Anthony Bowhill & Associates				Ack.			
4 Leathermarket Street							
London	T.C.P.M.	D.P.	D.C.	B.C.	Admin.	File	
SE1 3HN							
Received				17 SEP 1993			
Comments							

Your ref CP/2557  
Our ref APP/A1910/H/93/0614  
Date

15 SEP 1993

Dear Anthony Bowhill and Associates

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)  
REGULATIONS 1992  
APPEAL: BOURNE END LANE/STONEY LANE, BOURNE END,  
HEMEL HEMPSTEAD  
APPLICATION NO: 4/0257/93

1. I am directed by the Secretary of State for the Environment to refer to the appeal of your clients, McDonald's Restaurants Limited, against Dacorum District Council's refusal to permit the display, at the above-mentioned site, of an internally illuminated, free-standing, pole-mounted "McDonald" sign measuring 1.93m x 1.905m with a 'drive thru' sign below measuring 1.5m x 0.425m at an overall height of 5.9m. The submissions of the parties to the appeal have been considered and an officer of the Department has inspected the site which lies within an Area of Special Control of Advertisements in accordance with an order made under Regulation 18 of the Town and Country Planning (Control of Advertisements) Regulations and approved by the Secretary of State.
2. The general descriptions of the appeal site, its location and the appeal sign as contained in the Council's statement sent under cover of their letter dated 4 June 1993 are accepted.
3. You have referred to a previous appeal decision about advertisement displays on your client's premises in another location. This decision has been noted but it will have been taken on its individual merits and does not account to a 'precedent' for the present proposal.
4. On the question of public safety the appeal sign would have a good range of visibility along the new by-pass. It is a relatively simple sign denoting a well known restaurant and it is thought that drivers would be able to readily absorb the sign without being distracted from prevailing road or traffic



conditions. It is concluded, therefore, that its display would not be against the interests of public safety.

5. With regard to amenity although the appeal site would be located in a rural setting within an Area of Special Control of Advertisements it is adjacent to what is likely to be a very busy by-pass road, at present under construction. The restaurant to which the sign would relate will form part of a service area comprising the appeal premises, hotel and petrol filling station. Whilst the sign would be remote from the restaurant it would nonetheless be along the main frontage of the development and adjacent to the petrol filling station. In this position it would not only be seen in conjunction with the forecourt activity but also in the context of the commercial aspect of the service area as a whole. When seen in these circumstances, therefore, it is not considered that the sign would intrude into or detract from the overall rural, character of its setting.

6. The Council's advertisement control policies have been carefully considered. For the reasons given above, it is concluded that this advertisement would be acceptable in terms of visual amenity and public safety and that it should be permitted. This decision should not be taken as an indication that a comparable advertisement in another location would be regarded as acceptable. Each proposal has to be considered on its own merits, in the light of development plan, policies or guidance, and taking into account any factors which are material to amenity and public safety as required by Regulation 4.

7. In all these circumstances and having taken account of all the above material factors it is concluded that the display of the appeal sign would not be detrimental to the interests of amenity.

8. Accordingly, the Secretary of State allows the appeal and grants consent for the display for 5 years from the date of this letter of the internally illuminated, pole sign, as applied for.

9. This letter does not purport to convey any approval or consent which may be required under any enactment, byelaw, order or regulation other than Regulation 5 of the Regulations.

Yours faithfully



P HELLAWELL  
Authorised by the Secretary of State  
to sign in that behalf