



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0322/93

KMS Advertising PLC
311 Ballards Lane
Finchley
London
N12 8LY

DEVELOPMENT ADDRESS AND DESCRIPTION

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1-3 Rucklers Lane, Kings Langley, Herts

ADVERTISEMENT HOARDING

Your application for *advertisement consent* dated 05.03.1993 and received on 09.03.1993 has been **REFUSED**, for the reasons set out on the attached sheet(s).

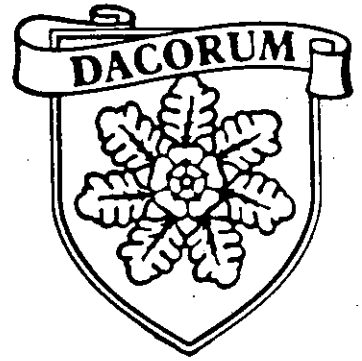
Director of Planning

Date of Decision: 30.04.1993

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0322/93

Date of Decision: 30.04.1993



1. The site is located within an Area of Special Control of Advertisements. The advertisement hoarding by reason of its prominent position and size will be seriously detrimental to the visual amenity of the locality and the display will therefore be incompatible with the special status of the designated area.
2. The advertisement hoarding is in close proximity to a signal controlled junction and thereby is likely to be prejudicial to highway safety as it would cause a distraction to drivers using the road junction which is a junction location where maximum driver concentration is necessary.
3. The application site is located within the Area of Special Advertisement Control and the hoarding cannot be displayed in such an area.