

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0478/91

Mills & Allen Ltd  
12 Local Board Road  
Watford  
Herts  
WD1 2JP

DEVELOPMENT ADDRESS AND DESCRIPTION  
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Railway Bridge Buttresses, Adj. Berkhamsted Railway Stn, Whitehill, Berkhamsted  
2 NO 48 SHEET POSTER HOARDINGS

Your application for *advertisement consent* dated 16.03.1991 and received on 12.04.1991 has been *REFUSED*, for the reasons set out on the attached sheet(s).

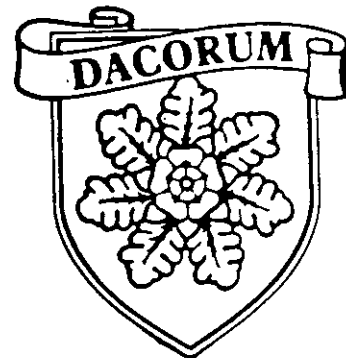
Director of Planning

Date of Decision: 03.06.1991

(ENC. Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0478/91

Date of Decision: 03.06.1991



1. The site occupies a prominent position in the main approach to Berkhamsted Conservation Area from the north and overlooks Berkhamsted Castle, a scheduled ancient monument, which is sited on land which is to be incorporated into the Metropolitan Green Belt. In this context, the proposed hoardings, by reason of their size, positioning and appearance, would be seriously detrimental to the visual amenities of the area and would detract from the setting of the ancient monument and of Berkhamsted Conservation Area.
2. The siting of the proposed hoardings, on the north buttress of the railway bridge is likely to distract drivers approaching this difficult junction and thus the proposal is likely to be prejudicial to highway safety.