



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0484/91

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

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

Railway Bridge, Adj. Rucklers Lane, Kings Langley

ADVERTISING HOARDING

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: 24.05.1991

(ENC Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0484/91

Date of Decision: 24.05.1991



1. The proposed advertisement hoarding would by reason of its position be likely to be prejudicial to highway safety as it would cause a distraction to drivers using the road junction which is a location where maximum driver concentration is necessary.
2. The proposed advertisement hoarding would by reason of its size and position be seriously detrimental to the visual amenity of the locality.