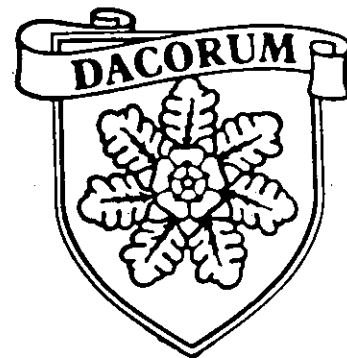


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0767/91AD

C.Hugill, Mills & Allen Ltd  
12 Local Board Road  
Watford  
Herts  
WD1 2JP

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

Station Car Park, Tring Railway Station, Station Road, Tring  
1 NO.FREE STANDING 48-SHEET NON-ILLUMINATED ADVERTISEMENT HOARDING

Your application for *advertisement consent* dated 29.05.1991 and received on 05.06.1991 has been *REFUSED*, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 10.07.1991

(ENC Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0767/91AD

Date of Decision: 10.07.1991



1. The site is within the Metropolitan Green Belt on the adopted Dacorum District Plan wherein permission will only be given for use of land, the construction of new buildings, changes of use of existing buildings for agricultural or other essential purposes appropriate to a rural area or small scale facilities for participatory sport or recreation. No such need has been proven and the proposed development is unacceptable in the terms of this policy.
2. The site is within the Chilterns Area of Outstanding Natural Beauty wherein the prime planning consideration is the preservation of the beauty of the area. The proposed display hoarding would detract from the natural beauty of the area and would be seriously detrimental to longer landscape views by virtue of its size, positioning and appearance. It is therefore unacceptable in the terms of this policy.
3. The proposed display hoarding would have a seriously detrimental effect on the character and appearance of an adjacent Listed Building.
4. The hoarding, due to its proposed size and position is likely to prove distracting to passing motorists and thus is likely to be prejudicial to highway safety.