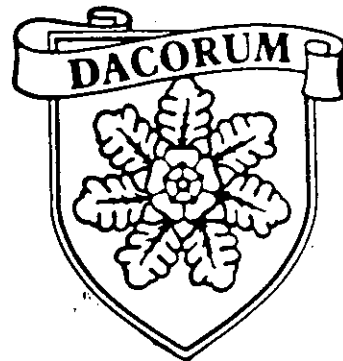


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0825/91

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

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

The Fountain Public House, London Road, Hemel Hempstead,

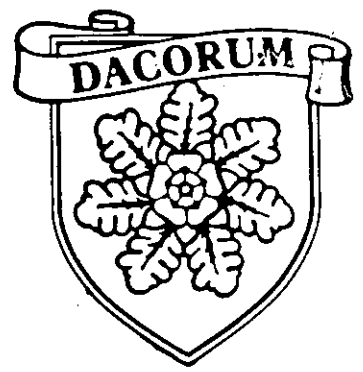
ERECTION OF ADVERT HOARDINGS

Your application for *advertisement consent* dated 14.06.1991 and received on 14.06.1991 has been *REFUSED*, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 09.08.1991

(ENC Reasons and Notes)



REASONS FOR REFUSAL  
OF APPLICATION: 4/0825/91

Date of Decision: 09.08.1991

The proposed hoardings would be unduly prominent in the street scene, interrupting views of St Mary's Church, a Grade II Listed Building and would be detrimental to the visual amenity enjoyed by residents of the area.



# DEPARTMENT OF THE ENVIRONMENT

Room TX 308

Tollgate House Houlton Street Bristol BS2 9DJ

Telex 449321

Direct Line 0272-218 577

Switchboard 0272-218811

GTN 1374

CHIEF EXECUTIVE  
OFFICER

28 AUG 1992

File no. ....

Refer to .....

Cleared .....

Mills and Allen Limited  
Summit House  
27 Sale Place  
London  
W2 1YR

PLANNING DEPARTMENT DACORUM BOROUGH COUNCIL						
Ref.	D.P.	T.C.P.M.	D.P.	D.C.	B.C.	Ack.
Received				28 AUG 1992		
Comments						

Your reference

PK

Our reference

APP/A1910/H/91/1595

Date

27 AUG 1992

Gentlemen

## TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL: FOUNTAIN PUBLIC HOUSE, LONDON ROAD, APSLEY, HEMEL  
HEMPSTEAD

1. I am directed by the Secretary of State for the Environment to refer to your appeal against Dacorum District Council's refusal to permit the display, at the above-mentioned site, of five 48-sheet poster panels and associated fencing. The Secretary of State's decision has been made on the basis of the written representations and the submitted photographs and an officer of the Department has inspected the site.

2. The general description of the location of the appeal site and its surroundings contained in the Council's statement, enclosed with their letter of 4 October 1991, is accepted.

3. The site is the boundary of a former public house which has recently been demolished - as have numerous industrial buildings to its rear and eastern side - preparatory to the construction of a large food store for which outline planning permission has been granted. The proposed panels would each measure about 6m x 3m and would be displayed, together with feather edged fencing, along the boundary to London Road. Although they would be located in an area of mixed uses close to a statutory listed church, where the display of poster panels of this size would normally be inappropriate, it is thought that the panels and associated fencing would beneficially screen the substantial area of cleared land for a temporary period prior to its redevelopment.

4. The Council's advertisement control policies in the District Plan and Local Plan Deposit Draft have been carefully considered. However, for the reasons given above, it is concluded that the temporary display of the proposed poster panels would be acceptable in terms of visual amenity.



5. Accordingly, the Secretary of State allows the appeal and grants consent for the display of the five 48-sheet poster panels as applied for, subject to the following condition:-

"1. The panels hereby permitted shall be removed permanently two years from the date of this letter or on completion of the redevelopment of the site, whichever is the sooner."

6. 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.

I am Gentlemen  
Your obedient Servant

A handwritten signature in dark ink, appearing to read 'M J Sainsbury', with a stylized flourish at the end.

M J SAINSBURY  
Authorised by the Secretary of State  
to sign in that behalf