

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/1030/95

Greene King Plc
Westgate Brewery
Bury St Edmunds
Suffolk
IP33 1QT

Cube Architects
127 Station Road
Chingford
London
E4 6AG

DEVELOPMENT ADDRESS AND DESCRIPTION
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Leighton Buzzard Road/Opposite Red Lion, Water End

ERECTION OF TWO ADVERTISEMENT SIGNS FOR CROWN & SCEPTRE PUBLIC HOUSE

Your application for *advertisement consent* dated 09.08.1995 and received on 11.08.1995 has been **REFUSED**, for the reasons set out on the attached sheet.

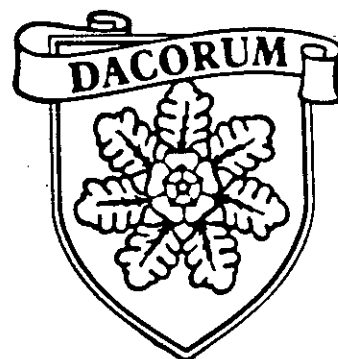
Director of Planning

Date of Decision: 03.10.1995

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1030/95

Date of Decision: 03.10.1995



1. The south-east corner of the junction of Leighton Buzzard Road and Bridens Camp lies within the Metropolitan Green Belt and the north-west corner lies within the rural area. In these areas permission will only be given for essential purposes appropriate to a rural area. The proposed signs are inappropriate for this rural location in the Chilterns Area of Outstanding Natural Beauty and would have a detrimental effect on the visual amenity of the area.
2. The proposed signs would, if permitted, set a precedent which could lead to an unacceptable clutter of advertisements in the rural area.