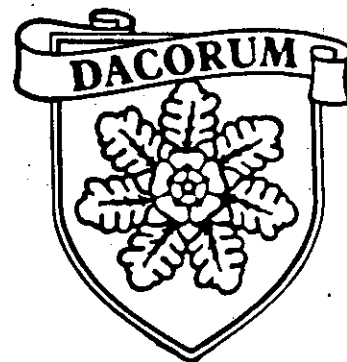


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/1389/95

Maiden Outdoor Advertising
375 Kennington Lane
London
SE11 5RA

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

Entrance to Jarman Park, St Albans Road, Hemel Hempstead

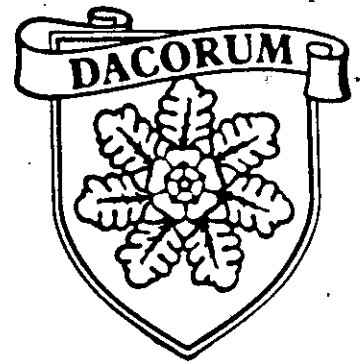
ERECTION OF ADVERT HOARDINGS/SECURITY SCREEN

Your application for *advertisement consent* dated 27.10.1995 and received on 30.10.1995 has been *REFUSED*, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 19.12.1995

(ENC Reasons and Notes)



REASONS FOR REFUSAL
OF APPLICATION: 4/1389/95

Date of Decision: 19.12.1995

The hoardings look out of place alongside one of the main roads leading to the centre of Hemel Hempstead, and contrast unacceptably with the predominantly residential character of nearby development to the north and east. As no building work is currently taking place on the part of Jarman Park which is enclosed by the hoardings, there is no justification for their retention in order to screen an unattractive building site from view. The retention of the hoardings is thus harmful to the visual amenity and environment of the locality.