



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/1485/95

E H Smith (London) Ltd
Ley Hill Road
Bovingdon
Herts
HP3 0NW

DEVELOPMENT ADDRESS AND DESCRIPTION
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Junction Ley Hill Rd and Chesham Road, Bovingdon (On Bovingdon Airfield)

ERECTION OF ADVERTISEMENT BOARD

Your application for *advertisement consent* dated 23.11.1995 and received on 23.11.1995 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 18.01.1996

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1485/95

Date of Decision: 18.01.1996



The proposed sign by reason of its size, height and location, would form a prominent and incongruous feature to the detriment of the visual amenity and existing rural character of the locality. In addition the proposal would result in an unacceptable proliferation of sign boards at this junction and would set an undesirable precedent for the erection of further advertisements. For the above reasons the proposals are considered to be contrary to the provisions of Policy 103 of the Dacorum Borough Local Plan and Central Government advice contained in PPG19 entitled "Outdoor Advertisement Control."