



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref. No. 4/1552/93

Cala Homes (South) Ltd  
Leamington Court  
Andover Road  
Newfound  
Basingstoke  
RG23 7HE

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

Ex Water Board Site, Adeyfield Road, Hemel Hempstead.

ERECTION OF DISPLAY BOARDS

Your application for *advertisement consent* dated 18.11.1993 and received on 19.11.1993 has been **GRANTED**, subject to any conditions set out on the attached sheet(s).

Director of Planning.

Date of Decision: 12.01.1994

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE  
TO APPLICATION: 4/1552/93

Date of Decision: 12.01.1994

1. Notwithstanding the position of the sign shown in red on Drawing No. 426/01F, the display board shall be installed in the position shown in blue on the drawing.

Reason: In the interests of highway safety. In the position shown in red the boards would impinge upon an area of land which should remain unobstructed due to the need to permanently maintain visibility at a main roundabout junction. It has been agreed with the agent representing Cala Homes that the sign boards are set back from the position shown in red on Drawing No. 426/01 to ensure there is adequate visibility.

2. The signs hereby granted consent shall be removed following the first occupation of all the dwellings subject to planning permission 4/0780/93RM within 5 years from the date hereof, should any dwellings fail to be occupied within this period.

Reason: The local planning authority is of the opinion that the permanent retention of the signs would be detrimental to the street scene and are hereby granted consent to enable the applicant to advertise the housing site.

3. The signs hereby granted consent shall measure no greater than 3 m (8ft 6ins) above ground level unless otherwise agreed by the local planning authority.

Reason: In the interests of safeguarding the appearance of the street scene.

4. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

6. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992 to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

CONDITIONS APPLICABLE  
TO APPLICATION: 4/1552/93

Date of Decision: 12.01.1994



7. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

8. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.