



The Planning Inspectorate

An Executive Agency in the Department of the Environment and the Welsh Office

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Allison Pike Partnership
1 Stockport Road
Marple
Stockport
SK6 6BD

Your Ref: J C Bray

PLANNING DEPARTMENT					
Our Ref: APP/A/1910/H/97/0579					
DACORUM BOROUGH COUNCIL					
Ref	Date	DP	EC	Ack	File
		5 SEP 1997			
18 SEP 1997					
Comments					

Dear Sirs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL: THE GADE AND GOOSE PUBLIC HOUSE, GALLEY HILL,
HEMEL HEMPSTEAD
APPLICATION NO: 4/1696/96

1. I have been appointed by the Secretary of State for the Environment to determine the appeal of your clients, Scottish & Newcastle Retail, against Dacorum District Council's refusal to permit the display, at the above mentioned premises, of an externally illuminated, profiled corner roof sign measuring 4.8m by 1.5m overall. I have considered the written representations together with the submitted photographs and I have inspected the appeal premises.
2. I accept the general descriptions of the appeal premises and their surroundings as set out in the Council's statement, enclosed with their letter dated 21 May 1997.
3. At the time of my inspection, the appeal sign was in position and the public house was further identified by four prominent fascia-style signs (three with external illumination), a projecting hanging sign, a wall mounted name sign, various wall mounted amenity boards and a freestanding sign close to the roadside.
4. The premises comprise a modern public house which adjoins a community centre and forms part of a small commercial enclave in a mainly residential neighbourhood. The originally rather bland building has been altered and refurbished and it is generally accepted that its appearance has been beneficially enlivened by the display of the permitted fascia-style signs. However the appeal sign is mounted apparently at random on a corner of the flat roof where it

stands out as a prominent sky-line feature. Its size and bulk are accentuated by its shaped profile and its exposed, roof-top position; and I agree with the Council that it appears as an unfinished afterthought, particularly against the continuous white border which is designed to mark the top of the building. I also consider that the sign's exposed display above the more general commercial aspect of the public house has produced a top heavy and over dominant roof element which spoils the visual integrity of the refurbished building.

5. I have already referred to the many other signs which prominently denote The Gade and Goose and make the public house conspicuous in contrast to the generally subdued commercial aspect of the local centre as defined by a projecting canopy over the shops. The prominent appeal sign would be further accentuated by its external illumination and I consider that its display together with the permitted signs would over-emphasise the presence of the public house in the direct outlook from the residential flats opposite, and within the area generally.

6. In all these circumstances, I conclude that the display of the appeal sign would be detrimental to the interests of amenity.

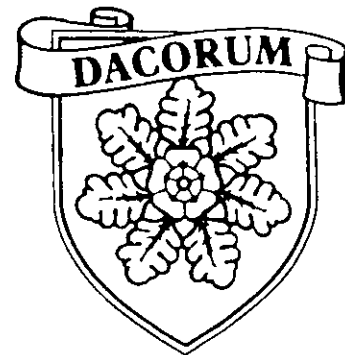
7. For the above reasons, I dismiss the appeal.

Yours faithfully



M R ROWE

Planning Inspectorate (AA)5



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/1696/96

Scottish & Newcastle
Riverside House
Riverside Way
Northampton

Allison Pike Partnership
1 Stockport Road
Marple
Stockport
SK6 6BD

DEVELOPMENT ADDRESS AND DESCRIPTION
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The Gade & Goose Public House, Galley Hill, Hemel Hempstead
EXTERNALLY ILLUMINATED PROFILED CORNER SIGN FIXED TO ROOF

Your application for *advertisement consent* dated 20.12.1996 and received on 23.12.1996 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 14.02.1997

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1696/96

Date of Decision: 14.02.1997



The sign due to its prominent position will detract from the visual amenity of the building and the character and appearance of the locality.