



The Planning Inspectorate

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LK

Creative Display (Hertfordshire) Limited
The Factory
Church End, Markyate
Herts
AL3 8PY

Your Ref: RT

Our Ref: APP/A1910/H/00/2315

Date: 21 MAR 2000

Dear Sirs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL: The Factory, Church End, Markyate

APPLICATION NO: 4/01727/99/ADV

1. I have been appointed to determine your appeal, against Dacorum Borough Council's refusal to permit the display, at the above mentioned premises, of a non illuminated signboard measuring 3m by 1m. I have considered the written representations together with the submitted photographs. And I have inspected the appeal premises which, I note, being effectively on the edge of countryside outside the village of Markyate, are within an Area of Special Control of Advertisements.
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 11 February 2000.
3. The Council have referred to their advertisement control policies. The Regulations require that decisions be made only in the interests of amenity and public safety. Therefore the Council's policies alone cannot be decisive, but I have taken them into account as material considerations.
4. The appeal premises occupy a 2-storey detached property within a small curtilage fronting onto Church End. The latter is a cul de sac located to the northern end of Markyate village but effectively cut off from the main settlement by the A5 trunk road. Apparently the appeal premises form part of a small enclave of mixed residential and low-key commercial buildings, on the fringe of open countryside. The appeal sign is already in position on the southern gable end of the building. It is mainly finished in mauve text on a white board and, for the avoidance of any remaining doubt, is displayed without illumination. It appears at high level on the building facing the A5; but the appeal premises are set in a hollow some 5.5m below the level of the trunk road.
5. The sign at about 3m by 1m is conspicuously out of scale with the window in this elevation and in my opinion appears as a random afterthought, which unduly dominates the upper part of the building. I consider that its rather cramped display looks particularly ungainly between the window and the apex of this pleasant, rendered and cream-painted gable end. The impact of its over large display in my opinion also over-emphasises the commercial aspect of The Factory, in direct views across the trunk road from the northern edge of the

village and on the fringe of attractive open countryside. I conclude, therefore, that its display spoils the appearance of the building, is obtrusive within an Area of Special Control of Advertisements, and detrimental to the general interests of amenity.

6. You have claimed that there is a commercial and operational need for the appeal sign, alongside the trunk road. I acknowledge that outdoor advertising can play an important part in encouraging small businesses and attracting trade. However, the Regulations require decisions to be made only in the aforementioned interests of amenity and, where applicable, public safety. Therefore it is these factors, rather than commercial need or advantage, that must be given most weight. However there may be scope for a smaller sign on the gable end, still visible from the A5, as a means of effectively denoting your premises to customers and suppliers. This cannot be dealt with in the context of this appeal, but you may wish to take up the matter of an alternative display with the Council.

7. I therefore dismiss the appeal.

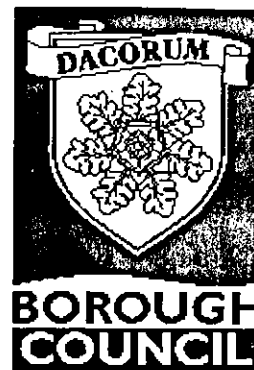
Yours faithfully

A handwritten signature in black ink, appearing to read 'M R Rowe', with a horizontal line drawn underneath it.

M R ROWE
Advertisement Control Officer

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



RICHARD THYER
THE FACTORY
CHURCH END
MARKYATE, ST. ALBANS
HERTS
AL3 8PY

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01727/99/ADV

**THE FACTORY, CHURCH END, MARKYATE, ST. ALBANS, HERTS, AL3 8PY
ILLUMINATED SIGN**

Your application for advertisement consent dated 26 September 1999 and received on 06 October 1999 has been **REFUSED**, for the reasons set out overleaf.

A handwritten signature in black ink, appearing to read 'R. Thyer'.

Director of Planning

Date of Decision: 26 November 1999

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01727/99/ADV

Date of Decision: 26 November 1999

1. The advertisement is unsympathetic to its surroundings in terms of its size, positioning on the building and prominence in the street scene. It detracts from the amenity and character of the surrounding area and the retention of the advertisement is therefore contrary to the criteria contained within Policy 103 of the Dacorum Borough Local Plan, Policy 108 of the Dacorum Borough Local Plan 1991-2011 Deposit Draft, and to the advice in Planning Policy Guidance Note No. 19 Outdoor Advertisement Control.