



# PLANNING

Civic Centre Marlowes  
Hemel Hempstead  
Herts HP1 1HH

PEARCE SIGNS - KENT  
MARGATE ROAD  
BROADSTAIRS  
KENT  
CT10 2PU

Applicant:

QUEENS MOAT HOUSE UK LTD  
QUEENS COURT  
9-17 EASTERN ROAD  
ROMFORD  
ESSEX  
RM1 3NG

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01797/98/ADV

HERTFORDSHIRE MOAT HOUSE HOTEL, LONDON ROAD, MARKYATE, ST.  
ALBANS, HERTFORDSHIRE, AL3 8HH  
NON-ILLUMINATED HOARDING

Your application for advertisement consent dated 15 October 1998 and received on 15 October 1998 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 09 December 1998

**REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01797/98/ADV**

Date of Decision: 09 December 1998

1. This site is located in an area of countryside which is designated an Area of Special Control and which is within a Landscape Development Area in the adopted Dacorum Borough Local Plan. The proposed advertisement would be visually intrusive, incongruous and wholly inappropriate in such a location, and would have a seriously harmful effect on the character and visual amenity of the surrounding area.