

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



OULSNAM DESIGN LTD
BAGSHAW HALL
BAKEWELL
DERBYSHIRE
DE45 1DL

SCOTTISH & NEWCASTLE
RIVERSIDE HOUSE
RIVERSIDE WAY
NORTHAMPTON
NN1 1DL

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/02030/99/ADV

**RED LION PUBLIC HOUSE, LEIGHTON BUZZARD ROAD, WATER END, HEMEL
HEMPSTEAD, HERTS, HP1 3BD**
REPLACEMENT EXTERNALLY ILLUMINATED SIGNAGE FOR POST STAND
GENERAL AMENITY BOARDS, WALL PLAQUE, PROJECTING SIGN AND CAR
PARK SIGNS

Your application for advertisement consent dated 25 November 1999 and received on 26 November 1999 has been **REFUSED**, for the reasons set out overleaf.

David Noble

Development Control Manager

Date of Decision: 19 September 2002

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/02030/99/ADV

Date of Decision: 19 September 2002

1. Insufficient details of materials, lighting fixtures and means of support for the signs have been submitted to enable proper consideration of the impact of the advertisements on the character and setting of the Listed Building, and on the character of the Landscape Conservation Area. On the basis of the details submitted, the proposal would give rise to excessive advertisement clutter and would result in an unbalanced appearance on the building which would be harmful to its architectural interest. The proposal would be harmful to the visual amenities of the street scene, to the character and setting of the listed building and to the visual amenities of the Landscape Conservation Area. The proposal is therefore contrary to Policies 1 and 38 of the Hertfordshire Structure Plan Review 1991-2011, Policies 8, 9, 91, 103 and 109 of the Dacorum Borough Local Plan and Policies 9, 10, 97, 108 and 116 of the Dacorum Borough Local Plan 1991-2011 Deposit Draft.