



The Planning Inspectorate

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DA/CS/LK

Director Of Planning
Dacorum Borough Council
Civic Centre
Marlowes
Hemel Hempstead, Hertfordshire
HP1 1HH

Your Ref: 4/02053/99/ADV

Our Ref: APP/A1910/H/00/0559

Date: 16 JUN 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL: 321 High Street, Berkhamsted, Herts Dacorum

I enclose a copy of our Officer's decision on the above appeal[s].

The attached leaflet explains the right of appeal to the High Court against the decision, and how the documents can be inspected.

If you have any queries relating to the decision please send them to:

The Complaints Officer
The Planning Inspectorate
Room 14/04
Tollgate House
Houlton Street
Bristol
BS2 9DJ

DoP	ED	DP	DC	BC	SS
Rec'd. 19 JUN 2000					File
Comments:					
PLANNING DEPARTMENT DBC					

Phone No. 0117 987 8927

Fax No. 0117 987 6219

Yours faithfully

Mr P Kozak



The Planning Inspectorate

Room 12/22
Tollgate House
Houlton Street
Bristol BS2 9DJ

Direct Line 0117-987 8577
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Oldfield King Planning
Unit 2
Eclipse Office Park
Staple Hill
Bristol
BS16 5EL

Your Ref: MO 96/0502-1862

Our Ref: APP/A1910/H/00/0559

Date: 16 JUN 2000

Dear Sirs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL: 321 High Street, Berkhamstead

APPLICATION NO: 4/02053/99/ADV

1. I have been appointed to determine the appeal of your clients, Primelight Advertising Limited, against Dacorum Borough Council's refusal to permit the display at the above-mentioned site of an internally-illuminated, double-sided, freestanding 6-sheet display unit. I have considered your submitted representations and those of the Council and I have inspected the site.
2. I accept the general description of the site and surroundings given in the Council's statement received in the Inspectorate on 11 May 2000.
3. The Council refer 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 a material consideration.
4. The appeal concerns an illuminated general advertisement unit measuring 1.3m by 1.9m, mounted on a pedestal at an overall height of 2.5m. The unit would be positioned on the forecourt of a shop within a local parade, at right-angles to the frontage.
5. The site is within the Berkhamstead Conservation Area where special attention must be paid to the desirability of preserving or enhancing its character or appearance. A strict control over the display of outdoor advertisements should therefore be maintained. In this case, the unit, as shown when previously displayed, would be positioned well forward of the adjacent shop front. Although most of the shops within the parade have modernised frontages, the parade still has a fairly restrained "feel" to it. This is due, in part, to its imposing and integrated upper elevations, incorporating dormers and bay windows, which compliment the more traditional elements within the surrounding area. Whilst the unit would be set back behind the building line of the properties to the north-west, it would enjoy longer range views from the south-east, including from the frontages of the mature houses there. From across the road in the other direction, the unit would be seen in general association with the nearby shop and cottages to the north-west of the parade. These present an older, historic

element to the immediate setting of the parade, as do the traditionally-styled frontages of the commercial properties opposite.

6. In the above circumstances, I consider that the unit would look out of place on this fairly traditional-looking parade and within the wider street scene. In my view, the impact of its uncompromisingly modern form and appearance, emphasised by its internal means of illumination, would result in it appearing discordant and obtrusive within the conservation area. For these reasons, I conclude that the display of the unit would be detrimental to the interests of amenity.

7. I therefore dismiss your client's appeal.

Yours faithfully

A handwritten signature in black ink, appearing to read 'D B Leeming', with a long horizontal stroke extending to the right.

D B LEEMING
Advertisement Control Officer

**Dacorum Borough Council
Planning Department**

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



PRIMELIGHT ADVERTISING LIMITED
14/15 LOWER GROSVENOR PLACE
LONDON
SW1W 0EX

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/02053/99/ADV

321 HIGH STREET, BERKHAMSTED, HERTS, HP4 1AL
RETENTION OF INTERNALLY ILLUMINATED DOUBLE SIDED ADVERTISEMENT
DISPLAY UNIT

Your application for advertisement consent dated 12 November 1999 and received on 30 November 1999 has been **REFUSED**, for the reasons set out overleaf.

A handwritten signature in black ink, appearing to read 'Colin Barnard'.

Director of Planning

Date of Decision: 11 February 2000

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/02053/99/ADV

Date of Decision: 11 February 2000

1. This free-standing illuminated advertisement is located within the designated Berkhamsted Conservation Area. Due to its size, siting and design, this sign is visually intrusive and detrimental to the street scene and is harmful to amenity and to the character of the conservation area. It is contrary to the policy criteria contained within Policy 103 of the Dacorum Borough Local Plan and 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.