

DRHCS/LK



The Planning Inspectorate

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

Your Ref: 4/02055/99/ADV

Our Ref: APP/A1910/H/00/0558

Date: **16 JUN 2000**

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992
APPEAL: 374, High Street, Berkhamsted, Dacorum, Herts

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

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| Rec'd. 19 JUN 2000 | | | | | File |
| Comments : | | | | | |
| PLANNING DEPARTMENT DBC | | | | | |

Phone No. 0117 987 8927

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Yours faithfully

Mr P Kozak



The Planning Inspectorate

Room 12/22
Tollgate House
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Bristol BS2 9DJ

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Oldfield King Planning
Unit 2
Eclipse Office Park
Staple Hill
Bristol
BS16 5EL

Your Ref: LB 96/0502-1860
Our Ref: APP/A1910/H/00/0558
Date: **16 JUN 2000**

Dear Sirs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

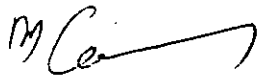
APPEAL: 374 High Street, Berkhamstead
APPLICATION NO: 4/02055/99/ADV

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 12 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 sited on the forecourt of a shop, at right-angles to the frontage.
5. Although sited on a commercial frontage reasonably well back from the road, the forecourt has an open, uncluttered, aspect and the adjacent parade appears to be partly in residential use at the other end. There are houses with mature front gardens beyond this end of the parade. The unit would therefore be exposed to view against this residential backdrop. It would also occupy an offset position on the parade, directly alongside the kerb of the access road serving the rear of the shops. In these particular circumstances, despite the predominantly commercial setting within the immediate vicinity, I consider that the impact of the unit, emphasised by its illumination after dark, would appear as an awkward and unbalanced feature that would be obtrusive on the parade as a whole. In my view, it would over-emphasise the fairly low-key nature of this particular parade and intrude into the residential aspects at the other end and beyond it. For these reasons, I conclude that the display of the advertisement unit would be detrimental to the interests of amenity.

6. The Council have, additionally, raised the issue of public safety in their statement. Their concern is that the positioning of the unit, adjacent to a side pedestrian and vehicular access onto the High Street, could be prejudicial to highway and public safety. I share this concern. The unit, in its kerbside position, would cut into and partly obscure views for drivers emerging from the access, of any pedestrians who were approaching along the footpath or the front part of the forecourt, forward of the unit, in the approach from the south-east. By doing this, I consider that it would unacceptably increase the risk of an accident at and close to the point where vehicles cross the footpath before turning onto the road. I conclude that the display of the unit would also be against the interests of public safety

7. I therefore dismiss your client's appeal.

Yours faithfully



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 - 4/02055/99/ADV

**BALTI EXPRESS, 374 HIGH STREET, BERKHAMSTED, HERTS, HP4 1HU
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 'A. K. ...'.

Director of Planning

Date of Decision: 11 February 2000

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/02055/99/ADV

Date of Decision: 11 February 2000

1. Due to its size, siting and design, this free-standing illuminated advertisement is visually intrusive and detrimental to the street scene. It is also harmful to the character of the Berkhamsted Conservation Area to which it abuts, and is harmful to the general amenity of the 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.