



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0084/92

Gulf Oil Ltd The Quadrangle
Imperial Square
Cheltenham
Glos.
GL50 1TF

Horbury Construction Services
Twitch Hill Horbury
Wakefield
West Yorkshire
WF4 6NA

DEVELOPMENT ADDRESS AND DESCRIPTION
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Bovingdon Service Station, Chesham Road Bovingdon,

ILLUMINATED POLE SIGN AND CANOPY LOGO, NON ILLUMINATED POLE SIGN

Your application for *advertisement consent* dated 23.01.1992 and received on 27.01.1992 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 03.03.1992

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0084/92

Date of Decision: 03.03.1992



1. The application site is located within an Area of Special Control, and the proposed illuminated signs may not be displayed in such an area, but virtue of the Town and Country Planning (Control of Advertisements) Regulations 1989.
2. The proposed poster sign would add unnecessarily to the number of advertisements displayed on the premises and would give rise to a cluttered appearance, to the detriment of the visual amenities of the locality and the Area of Special Control.