

TOWN & COUNTRY PLANNING ACTS, 1971 and 1972
CONTROL OF ADVERTISEMENT REGULATIONS 1969

Town Planning
Ref. No. 4/0121/90AD

Other
Ref. No.

THE DISTRICT COUNCIL OF Dacorum
.....
IN THE COUNTY OF HERTFORD

To Ritz Video Film Hire Ltd
Easton Court
23a Easton Street
High Wycombe

Sovereign Sales and Construction Ltd
PO Bdx 29
Wildmere Road
Banbury
Oxon

In pursuance of their powers under the above-mentioned Acts and the Regulations and Orders for the time being in force thereunder, the Council hereby refuse express consent to the display of the advertisement proposed by you in your application dated 25 January 1990 and received with sufficient particulars on the 26 January 1990 and shown on the plan(s) accompanying such application

Description and location: . EXTERNALLY ILLUMINATED SHOP FASCIA SIGN, INTERNALLY ILLUMINATED DOUBLE SIDED PROJECTING SIGN NON-ILLUMINATED DOUBLE SIDED BOX SIGN ON FENCE, 48 WESTERN ROAD, TRING

The reasons for the Council's decision to refuse consent to the display of the advertisement are:—

1. The projecting sign, by reason of its general design, method of illumination use of acrylic materials and position, would cause an undesirable intrusion into the general street scene, and especially to the abutting Conservation Area.
2. The double sided forecourt box sign by reason of its general design, use of acrylic materials and prominent position would have a detrimental effect on the general street scene and especially to the abutting Conservation Area.

Dated 2 day of March 1990

Signed 
Designation CHIEF PLANNING OFFICER

NOTE.

(1) If the applicant wishes to have an explanation of the reasons for this refusal it will be given on request and a meeting arranged if necessary.

(2) If the applicant is aggrieved by the decision of the local planning authority to refuse Consent, he may by notice served within one month of receipt of this notice, appeal to the Secretary of State for the Environment in accordance with Regulation 22 of the Town and Country Planning (Control of Advertisements) Regulations, 1969. The Secretary of State is not, having regard to the provisions of those Regulations, required to entertain such an appeal if it appears to him that Consent for the display of advertisements could have not been granted by the local planning authority. The Secretary of State, however, has power to allow a longer period for the giving of Notice of Appeal.

(3) In certain circumstances a claim may be made against the local planning authority for compensation where as a result of refusal of consent or its grant subject to conditions it is necessary for works of removal to be carried out. The circumstances in which such compensation is payable are set out in Section 176 of the Town and Country Planning Act, 1971.