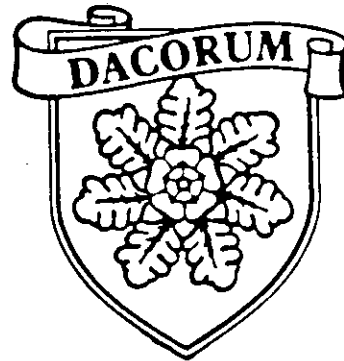


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0294/92

Evans Halshaw (Chesham)Ltd  
Ashley Green Road  
Chesham  
Bucks

Danks Reed Denby & Badnell  
Kings Stables  
3-4 Osborne Mews Windsor  
Berks  
SL4 3DE

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

Northchurch Motors, Cow Roast Tring.

ERECTION OF THREE FLAGPOLES & DISPLAY OF THREE FLAGS

Your application for *advertisement consent* dated 04.03.1992 and received on 11.03.1992 has been **REFUSED**, for the reasons set out on the attached sheet.

Director of Planning

Date of Decision: 21.04.1992

(ENC Reasons and Notes)



REASONS FOR REFUSAL  
OF APPLICATION: 4/0294/92

Date of Decision: 21.04.1992

1. The proposed flags would stand out as unduly prominent and intrusive features in this rural area and would create an impression of excessive signage on the premises. Their display would therefore be detrimental to the visual amenity of the area.
2. The site is within the Chilterns Area of Outstanding Natural Beauty wherein the preservation of the beauty of the area is the primary consideration. The proposed advertisement display is unacceptable in the terms of this policy.