

A.C.3. \_\_\_\_\_

SAH

Town Planning  
Ref. No. 4/0792/90AD

**TOWN & COUNTRY PLANNING ACTS, 1971 and 1972  
CONTROL OF ADVERTISEMENT REGULATIONS 1984**

Other  
Ref. No. \_\_\_\_\_

THE DISTRICT COUNCIL OF DACORUM

IN THE COUNTY OF HERTFORD

To Shell UK Oil  
Shell House  
Clarendon Road  
Watford  
Herts

Hobb Architects Ltd  
1 Kensington Church Street  
London W8 4LB

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 grant express consent to the display of the advertisement proposed by you in your application dated 23 May 1990

..... and received with sufficient particulars on the 29 May 1990

..... and shown on the plan(s) accompanying such application.

Description and location: Illuminated pole sign and canopy fascia  
Apsley Service Station, London Road, Hemel Hempstead

This consent is granted for the period of five years from the date hereof, and subject to the standard conditions printed on the back hereof.

The consent is also subject to the special conditions endorsed on the back hereof, for the reasons there stated.

Dated the Twenty third day of August 19 90

Signed

Designation DIRECTOR OF PLANNING

### THE STANDARD CONDITIONS

- (1) All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
- (2) Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the local planning authority.
- (3) Where any advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations, 1984, to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the local planning authority.

### SPECIAL CONDITIONS

- (1) The existing pole sign which fronts London Road and is positioned between the existing entry and exit points shall be removed before the pole sign hereby granted consent is first brought into use.
- (2) The sections of the fascia of the canopy coloured purple on Drawing No. 03 shall not be illuminated.

### REASONS FOR DECISION

- (1) For the avoidance of doubt and in order to ensure that there is not excessive number of advertisements at the site.
- (2) In the interests of residential amenity, the visual amenity of the street scene, and for the avoidance of doubt.

### NOTE

- (1) If the applicant wishes to have an explanation of the reasons for this decision it will be given on request and a meeting arranged if necessary.
- (2) Advertisements may continue to be displayed after the expiry of the permitted period, subject to the power of the Local Planning Authority to serve notice under Regulation 16.
- (3) If the applicant is aggrieved by the decision of the local planning authority to grant consent subject to conditions 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, 1984. 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 not have been granted by the local planning authority otherwise than subject to the conditions imposed by them. The Secretary of State, however, has power to allow a longer period for the giving of a Notice of Appeal.
- (4) 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.
- (5) Under paragraph 6(4) of the Town and Country Planning (Control of Advertisements) Regulations, 1984, before any advertisement is displayed the permission of the owner of the land or building on which the advertisement is to be displayed *must* be obtained.