

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

THE DISTRICT COUNCIL OF DACORUM

IN THE COUNTY OF HERTFORD

To Eastern Electricity Board
EEB House
Whearstead
Ipswich

Pearce Signs Limited
Insignia House
New Cross Road
London SE14 6AB

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 4. July 1989
and received with sufficient particulars on the 5. July 1989
and shown on the plan(s) accompanying such application

Description and location: Internally illuminated fascia and projecting box signs at 193 High Street, Berkhamsted, Herts.

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

1. The fascia sign, by reason of its method of illumination and use of acrylic materials, would have a seriously detrimental effect on the appearance of the property and the character of the street scene in this Conservation Area.
2. 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 street scene to the detriment of the appearance of this Conservation Area.

Dated 25th day of August 19 89

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.