

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

THE DISTRICT COUNCIL OF

DACORUM

IN THE COUNTY OF HERTFORD

To Sun Alliance Group Ltd
24 Bridge Street
Leatherhead
Surrey KT22 8LS

Aukett Ltd
Architects
13 Chelsea Embankment
London SW3 4LA

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 20.7.1990
and received with sufficient particulars on the 23.7.1990
and shown on the plan(s) accompanying such application

Description and location: ... Illuminated Monument Signs
Phase 3 Doolittle Meadow, ... London Road
Kings Langley
.....

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

The proposed signs, by reason of their size and prominent location would be overdominant in the street scene to the detriment of the amenity of local residents and would, in addition, be a distracting feature to the drivers of vehicles using the adjacent trunk road.

Dated 21st day of September 19 90 ..

Signed 

Designation Director of Planning ...

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.