

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref. No. 4/1477/96

Shell UK Ltd  
Shell Mex House  
Strand  
London  
WC2R 0DX

Chancellors  
45 High Street  
Odiham  
Hook  
Hants RG29 1LF

DEVELOPMENT ADDRESS AND DESCRIPTION  
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Shell Everest Way, Adeyfield Road, Hemel Hempstead, Herts

GARAGE FORECOURT ADVERTISEMENTS (ILLUMINATED)

Your application for *advertisement consent* dated 12.11.1996 and received on 13.11.1996 has been **GRANTED**, subject to any conditions set out on the attached sheet(s).

Director of Planning

Date of Decision: 31.12.1996

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE  
TO APPLICATION: 4/1477/96

Date of Decision: 31.12.1996

1. This consent is granted for a period of five years commencing on the date of this notice.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

4. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992 to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

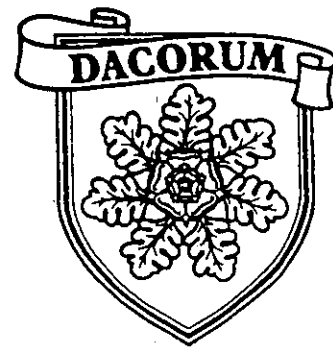
7. Notwithstanding the details shown on Drawing No. 302335/RVI/001A this consent only relates to the advertisements relating to pump island nos 3, 4, 7 and 8 shown on this drawing.

Reason: All the other advertisements shown by Drawing No. 3023 RVI/001/A are subject to Advertisement Consent 4/0969/96AD dated 23 September 1996.

Cont'd

CONDITIONS APPLICABLE  
TO APPLICATION: 4/1477/96

Date of Decision: 31.12.1996



8. The only advertisements to be illuminated on pump island nos 3, 4, 7 and 8 as referred to on Drawing No. 302335/RVI/001/A and, subject to this advertisement consent shall be those identified as '3-1-1'.

Reason: In the interests of amenity.