

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

Other

Ref. No. ....

THE DISTRICT COUNCIL OF ..... **DACORUM** .....

IN THE COUNTY OF HERTFORD

To

**West Herts Toyota**  
**Leighton Buzzard Road**  
**Water End**  
**Hemel Hempstead**  
**Herts. HP1 3BE**

**Bush Signs Group Ltd**  
**186 Old Shoreham Road**  
**Hove**  
**East Sussex**  
**BN3 7DZ**

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 ..... **5 September 1989** .....  
 and received with sufficient particulars on the ..... **6 September 1989** .....  
 and shown on the plan(s) accompanying such application

Description and location: ..... **Illuminated pole sign at** .....  
 ..... **West Herts Toyota, Leighton Buzzard Road, Water End, Hemel Hempstead,** .....  
 ..... **Hertfordshire HP1 3BE** .....

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

1. The site occupies a relatively prominent position featuring a wide frontage to the Leighton Buzzard Road facing open countryside. Notwithstanding the external means of illumination, the pole mounted sign adjoining the existing building would, by reason of its design, materials and appearance be seriously detrimental to the visual amenity of the rural character of the locality.
2. The proposed pole mounted sign would, by reason of its position and height as shown on Drawing No. 062/038 SHT1/2 impinge upon the visibility sight line to the north west associated with the existing vehicular access of

Dated ..... day of ..... 19 .....

Cont

Signed .....

Designation .....

**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.

the site. Therefore, the proposal is likely to be prejudicial to highway safety along the Leighton Buzzard Road (A4146).

Dated 12 January 1990.

Signed

A handwritten signature in dark ink, appearing to read 'Colin Parnell', written over a horizontal line.

Designation Chief Planning Officer