

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

THE DISTRICT COUNCIL OF

DACORUM

IN THE COUNTY OF HERTFORD

To Ritz Video Film Hire Ltd.
Easton Court
23A Easton Street
High Wycombe
Bucks HP11 1NT

Sovereign Sales & Construction Ltd.
P O Box 29
Wildmere Road
Banbury
Oxon OX17 2RD

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 17 October 1989 and received with sufficient particulars on the 17 October 1989 and shown on the plan(s) accompanying such application

Description and location: ~~Two illuminated box fascia signs, one illuminated projecting sign and one non-illuminated double sided box sign on fence at~~
~~48 Western Road, Tring, Herts.~~

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

1. The fascia signs, by reason of their method and extent 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 of the abutting 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 general street scene, and especially to the abutting Conservation Area.
3. The double sided forecourt box sign by reason of its general design, use 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.

Ref. 4/1705/89

acrylic materials and prominent position, would have a detrimental effect on the general street scene and especially to the abutting Conservation Area.

Dated 14 December 1989

Signed

Colin Barker

Designation Chief Planning Officer