

A.C.4

Town Planning  
Ref.No.4/1812/89A

TOWN & COUNTRY PLANNING ACT 1971 AS AMENDED  
TOWN & COUNTRY PLANNING (CONTROL  
OF ADVERTISEMENTS) REGULATIONS 1989

THE BOROUGH COUNCIL OF DACORUM IN THE COUNTY OF HERTFORD

To Swinton Insurance Group  
31 - 33 Princess Street  
Manchester 2

Manchester Neon Contractors Sign  
Manufacturers  
199 Chaddock Lane  
Boothstown  
Worsley  
Manchester M28 4DW

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 2 November 1989 and received with sufficient particulars on the 6 November 1989 (as amended on \_\_\_\_\_) and shown on the plan(s) accompanying such application

Description and location:

Double sided projecting box at 51 Marlowes, Hemel Hempstead, Herts.

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

The proposed illuminated projecting box sign would be detrimental to the visual amenities of the locality, would add to the extensive advertising on the building resulting in an unnecessarily cluttered appearance and, in addition, would set an undesirable precedent for similar signs in the vicinity.

Dated 20th day of December 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 8 weeks of receipt of this notice, appeal to the Secretary of State for the Environment in accordance with Regulation 15 1989 of the Town and Country Planning (Control of Advertisements) Regulations. 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 not have 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.