



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

MR J COSTIGAN
J C DECAUX UK LTD
UNIT 1-4 GOLDHAWK INDUSTRIAL ESTATE
2A BRACKENBURY ROAD
LONDON
W6 OBA

TESCO
TESCO HOUSE
PO BOX 18 DELAMARE ROAD
CHESHUNT
WALTHAM CROSS, HERTS
EN8 5LG

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/02088/98/ADV

**TESCO STORE, LONDON ROAD, TRING, HERTS, HP23
ILLUMINATED ADVERTS**

Your application for advertisement consent dated 09 December 1998 and received on 10 December 1998 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 11 January 1999

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/02088/98/ADV

Date of Decision: 11 January 1999

1. The application site is located in a prominent position and forms a gateway to the town of Tring. The proposed signs, by reason of their design, size, number, illumination and location, would result in a proliferation of external signs on the site that would detract significantly from the visual amenity of the site itself as well as from the character of the surrounding area, part of which is within the Chilterns Area of Outstanding Natural Beauty.