

A.C.3.

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L.A.	CODE Nos.	H.C.C.
252A/61		W/183A/61

**ADMINISTRATIVE COUNTY OF HERTFORD.**

The Council of the BOROUGH OF.....  
 URBAN DISTRICT OF **BERKHAMSTED.**  
 RURAL DISTRICT OF.....

**TOWN & COUNTRY PLANNING ACT, 1947**

**CONTROL OF ADVERTISEMENTS.**

To **International Tea Co. Stores Ltd.**  
**W.J. Lee Esq.,**  
**Mitre Square,**  
**LONDON E.C.3.**

**In Pursuance** of their powers under the above-mentioned Act and the Regulations and Orders for the time being in force thereunder, ~~as empowered by the~~  
~~COUNCIL OF HERTFORD (Delegation of Planning Functions) Scheme, 1952,~~ the Council on behalf of the Local Planning Authority **hereby grant** express consent to the display of the advertisement proposed by you in your application dated **25.9.61.** and received with sufficient particulars on the **27.10.61.** and shewn on the plan(s) accompanying such application.

Description and location : **Illuminated Advertisement Sign**  
**at 178, High Street,**

This consent is granted for the period **of five years,**

from the date hereof, and subject to the standard conditions printed on the back hereof.

The consent is also subject to the special conditions endorsed on the back hereof, for the reasons there stated.

Dated the **16th** day of **November,** 19 **61**

*(Handwritten Signature)*  
 Clerk/Surveyor of the Council

### THE STANDARD CONDITIONS.

- (1) All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
- (2) Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the local planning authority.
- (3) Where any advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations, 1948, to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the local planning authority.

### SPECIAL CONDITIONS.

**That the colour of the proposed sign shall not be similar to the colours used on traffic signals.**

### REASONS FOR DECISION.

**to ensure the safety of vehicular traffic using the road junction at High Street (A.41) and Kings Road.**

### NOTE.

- (1) At the expiration of this consent the Council may (under Regulation 8) require a new application for express consent to be made. Application for renewal of express consent may be made at any time within a period of 6 months before the expiry of the consent hereby granted.
- (2) If the Applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, he may by notice served within one month of receipt of this notice, appeal to the Minister of Housing and Local Government in accordance with Regulation 20 of the Town and Country Planning (Control of Advertisements) Regulations, 1948. The Minister is not, however, 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, or could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the provisions of those Regulations. The Minister however has power to allow a longer period for the giving of a Notice of Appeal.
- (3) In certain circumstances, a claim may be made against the local planning authority for compensation, where consent is refused, or granted subject to conditions by the Minister on appeal or on a reference of the application to him. The circumstances in which such compensation is payable are set out in Section 32 of the Town and Country Planning Act, 1947.