

TOWN AND COUNTRY PLANNING ACTS, 1971 and 1972
CONTROL OF ADVERTISEMENT REGULATIONS, 1962

One illuminated gantry sign and two illuminated signs on proposed shop building,
Stadium Garage, Stanborough Road, Welwyn Garden City.

To:
M. P. Woolner Esq
Town Planning Consultant
24 Northwick Street
London
WC1N 2LX

For:
B.P. Oil Ltd
B.P. House
Victoria Street
London
SW1E 5NB

In exercise of their powers under the above mentioned Acts and the Orders and Regulations for the time being in force thereunder, the Council hereby REFUSE consent to the display of the advertisement proposed by you in your application dated 11/03/81 and received with sufficient particulars on 13/03/81 and shown on the plan(s) accompanying such application.

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

1. The proposed gantry sign, by reason of its height, size and number of information panels provided will be visually extremely dominant and overwhelming when viewed from the nearby existing and future residential areas, and consequently would be detrimental to the visual amenity of those residential areas which are within the Welwyn Garden City Conservation Area.
2. The number of advertising information panels on the proposed gantry signs, together with other signs within the site would, if permitted, result in considerable advertising clutter on a site within the Conservation Area, which would be to the detriment of the visual appearance of the area.

Date: 29th July, 1981.

Signed: 

A.F. Moore, Director of Planning and Development

REFUSAL