

THE ADMINISTRATIVE COUNCIL OF THE BOROUGH OF KETTERING

TOWN AND COUNTRY PLANNING ACT 1971  
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1969

DISCONTINUANCE NOTICE

To: The Secretary.

Of: National Solent Ltd.,  
Norman House,  
105/109 Strand, London, WC2R OAD.

1. It is observed that you are displaying the advertisement described in the Schedule hereto in respect whereof consent for the purposes of the Town and Country Planning Act 1971 and the Town and Country Planning (Control of Advertisements) Regulations 1969 is under the provisions of the said Regulations deemed to be granted.
2. The Administrative Council of the Borough of Kettering as Local Planning Authority consider it expedient that such display should be discontinued for the following reasons, namely -
  - (a) By reason of its excessive size, and prominent position, the advertising hoarding forms an unduly intrusive feature and therefore seriously detracts from the visual amenities of the surrounding area.
  - (b) It is considered that the advertising hoarding, together with the proposed advertising display to be erected on the new development would result in an unwarranted and excessive display of advertisement material, which would detract from the appearance of the new development, to the detriment of the appearance of the building and the area generally.
  - (c) The position and size of the advertising hoarding will have a serious visual effect on any attempt to effectively landscape the area in front of the new development.
3. Accordingly the said Council as Local Planning Authority and in pursuance of the powers granted to them under Regulation 16 of the Town and Country Planning (Control of Advertisements) Regulations 1969 HEREBY GIVE YOU NOTICE to discontinue the said display within the period of three months from the date that this Notice takes effect.
4. This Notice will take effect at the end of the period of one month after the service thereof upon you.
5. Your attention is drawn to the enclosed notes relating to your rights of appeal against the decision of the Council.

SCHEDULE

Advertising hoarding situate on land to the south of Northampton Road, Kettering, Northamptonshire adjacent to Bowling Green and marked red on the plan annexed hereto.

Dated this 5<sup>th</sup> day of December 1983.

Municipal Offices,  
Bowling Green Road,  
KETTERING.

.....  
R.K. Sexton, Borough Secretary  
(Proper Officer for this Function)