

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref. No. 4/0030/94

Dixons Stores Group
46-50 Uxbridge Road
Ealing
London

RPA Architectural Consultant
Suite 224, Grove House
31-37 Church Road
Ashford
Middx
TW15 2UD

DEVELOPMENT ADDRESS AND DESCRIPTION
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Apsley Business Park Unit 5, London Road, Hemel Hempstead

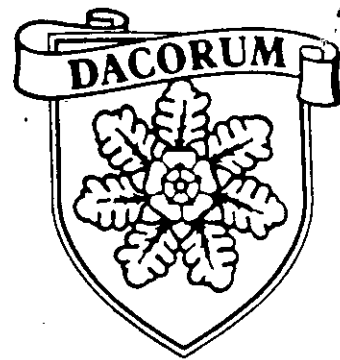
INTERNAL ILLUMINATED SIGNS (RESUB)

Your application for *advertisement consent* dated 07.01.1994 and received on 10.01.1994 has been **GRANTED**, subject to any conditions set out on the attached sheet(s).

Director of Planning.

Date of Decision: 22.02.1994

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE
TO APPLICATION: 4/0030/94

Date of Decision: 22.02.1994

1. This consent is granted for a period of five years commencing on the date of this notice.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

4. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992 to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

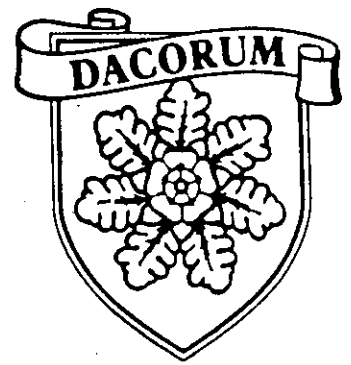
Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

7. Notwithstanding the details shown this consent does not extend to the internally illuminated sign on the flank elevation of the building.

Reason: In the interests of the visual amenity of the area.



CONDITIONS APPLICABLE TO APPLICATION: 4/0030/94

Date of Decision: 22.02.1994

8. Notwithstanding the details shown the four poster-panels on the front elevation of the building shall not be internally illuminated.

Reason: In the interests of the visual amenity of the area.

9. Notwithstanding the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992 or any amendment thereto, no additional advertisement shall be displayed on the land or buildings concurrently with the advertisement(s) hereby approved without the prior express consent of the local planning authority.

Reason: In the interests of public safety and visual amenity.