



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

DAWSON SIGN & DESIGN LTD
SEDGEWICK STREET
PRESTON
LANCASHIRE
PR1 1TP

ROYAL & SUN ALLIANCE INSURANCE
NEWFIELD HOUSE
VICARAGE LANE
BLACKPOOL

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00031/99/ADV

**BROWN & MERRY, 128-130 HIGH STREET, BERKHAMSTED, HERTFORDSHIRE,
HP4 3AT**
ILLUMINATED FASCIA SIGN AND ILLUMINATED PROJECTING BOX SIGN

Your application for advertisement consent dated 08 December 1998 and received on 11 January 1999 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 09 March 1999

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00031/99/ADV

Date of Decision: 09 March 1999

1. The proposed illuminated fascia and projecting box signs would have a seriously detrimental effect on the appearance and setting of the listed building and would also harm the character and appearance of this part of the Berkhamsted Conservation Area.