

**Dacorum Borough Council
Planning Department**

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



CHASE SIGNS
ANDY SMITH
31-33 COLVILL ROAD
ACTON
LONDON
W3 8BT.

HOLIDAY INN EXPRESS
BASS LEISURE RETAIL
HAGLEY HOUSE
83 HAGLEY ROAD
BIRMINGHAM
B16 8Q4

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00048/00/ADV

HOLIDAY INN EXPRESS, WATLING STREET, FLAMSTEAD, HERTS
THREE INTERNALLY ILLUMINATED SIGNS

Your application for advertisement consent dated 22 December 1999 and received on 13 January 2000 has been **GRANTED**, subject to any conditions set out overleaf.

A handwritten signature in black ink, appearing to read 'Kim Barker'.

Director of Planning

Date of Decision: 03 April 2000

CONDITIONS APPLICABLE TO APPLICATION: 4/00048/00/ADV

Date of Decision: 03 April 2000

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 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. The illumination of the advertisements shall comply with the guidelines and recommendations given in Technical Report No. 5 Second Edition 1991 "Brightness of Illuminated Advertisements", issued by the Institution of Lighting Engineers.

Reason: In the interests of highway safety.

8. Lighting shall be static and not intermittent and the source of lighting shall not be visible to road users.

Reason: In the interests of highway safety.