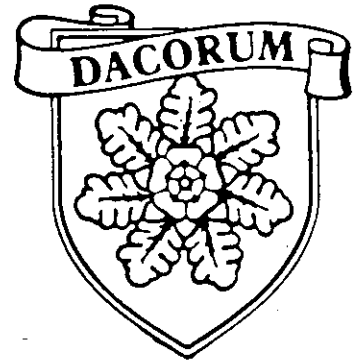


TOWN AND COUNTRY PLANNING ACT 1990
DACORUM BOROUGH COUNCIL



Application Ref No. 4/0098/91

Lex Citroen
Lower Kings Road
Berkhamsted

Herbert & Sons Ltd
54/56 Bensham Grove
Thornton Heath
Surrey
CR4 8DB

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

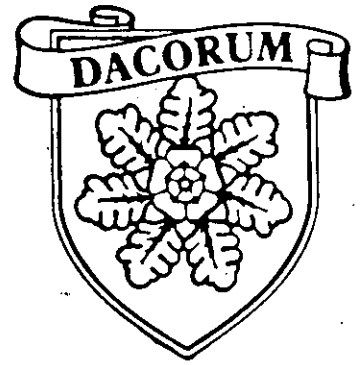
Lex Citroen, Lower Kings Rd. Berkhamsted,
INTERNALLY ILLUMINATED FASCIA SIGN

Your application for *advertisement consent* dated 21.01.1991 and received on 23.01.1991 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 26.02.1991

(ENC Reasons and Notes)



REASONS FOR REFUSAL
OF APPLICATION: 4/0098/91

Date of Decision: 26.02.1991

The proposed advertisement, by reason of its design, siting, illumination and materials, would have a seriously detrimental effect on the character and overall street picture in a designated Conservation Area.