



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref. No. 4/0188/94

Mr Jeram Lalji
24 Aprey Gardens
London
NW4 2RG

Bryan Wells Associates
53 Ross Road
London
SE25 6SB

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

350 High Street, Berkhamsted, Herts

SIGN WRITTEN FASCIA AND ELEVATIONAL ADVERTS; EXTERNALLY ILLUMINATED HANGING SIGN.

Your application for *advertisement consent* dated 27.01.1994 and received on 10.02.1994 has been **GRANTED**, subject to any conditions set out on the attached sheet(s).

Director of Planning.

Date of Decision: 21.04.1994

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE
TO APPLICATION: 4/0188/94

Date of Decision: 21.04.1994

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 thereof 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.

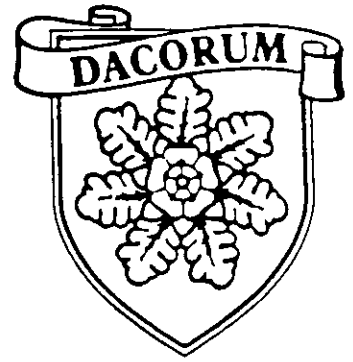
5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

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.

/Continued.....



CONDITIONS APPLICABLE
TO APPLICATION: 4/0188/94

Date of Decision: 21.04.1994

7. Notwithstanding the details shown on Drawing No. BW/336/03, no uplighters, spotlights or other means of illumination shall be installed until details indicating the precise design and luminescence of each light source and its relationship to the front of the building itself shall have been submitted to, and approved by the local planning authority, and the means of illumination shall be installed in accordance with the details so approved.

Reason: In the interests of visual amenity.

8. Illumination is permitted between the hours of 0900 and 2400 only.

Reason: In the interests of visual amenity.