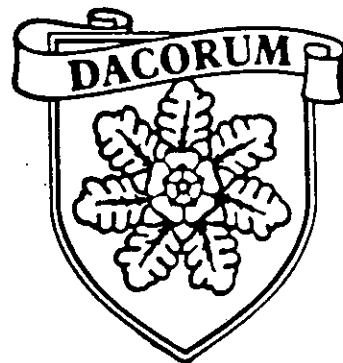


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0292/95

Britannia Building Society
Britannia House
Leek
Staffs
ST13 5RG

Escott Signs Ltd
378 Princesway
Team Valley
Gateshead
NE11 0TU

DEVELOPMENT ADDRESS AND DESCRIPTION

=====

222 High Street, Berkhamsted, Herts

ILLUMINATED SIGN AND ILLUMINATED PROJECTING SIGN

Your application for *advertisement consent* dated 09.03.1995 and received on 13.03.1995 has been **REFUSED**, for the reasons set out on the attached sheet(s).

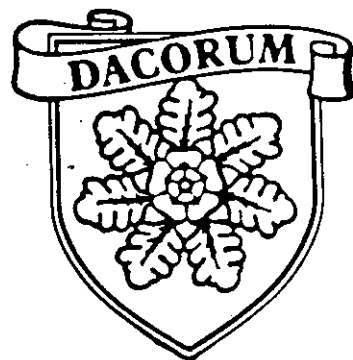
Director of Planning

Date of Decision: 18.04.1995

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0292/95

Date of Decision: 18.04.1995



No.222 High Street is a Grade II Listed Building in a prominent location within the Berkhamsted Conservation Area. The proposed signage, by virtue of design, materials and means of illumination would have a seriously detrimental effect on the historic integrity, character and appearance of the property itself and the overall street picture in the designated Conservation Area.