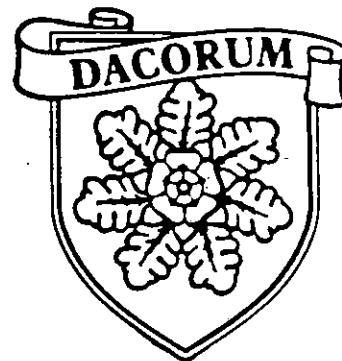


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0316/96

Johnsons Cleaners UK Ltd  
48 Market Place  
Thirsk  
YO7 1LH

Sovereign Signs Ltd  
Rotterdam Road  
Sutton Fields Industrial Estate  
Hull  
HU7 0XD

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

Berkhamsted Laundry, High Street, Berkhamsted

FREE STANDING INTERNALLY ILLUMINATED TOTEM SIGN

Your application for *advertisement consent* dated 01.03.1996 and received on 13.03.1996 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 15.04.1996

(ENC Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0316/96

Date of Decision: 15.04.1996



The proposed totem sign which is located forward of the main wall of the adjacent building would be inappropriate and over prominent in the general street scene presenting a jarring, intrusive and unattractive feature detrimental to this part of Berkhamsted High Street.