



# PLANNING

Civic Centre Marlowes  
Hemel Hempstead  
Herts HP1 1HH

TECHNICAL SIGN COMPANY LTD  
UNIT A PENFOLD TRADING ESTATE  
IMPERIAL WAY  
WATFORD  
HERTS  
WD2 4YY

LLOYDS PHARMACY  
SAPPHIRE COURT  
WALSgrave TRIANGLE  
COVENTRY  
WEST MIDLANDS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00318/99/ADV

LLOYDS CHEMIST, 26 HIGH STREET, TRING, HERTFORDSHIRE, HP235AH  
EXTERNALLY ILLUMINATED FASCIA SIGN

Your application for advertisement consent dated 19 February 1999 and received on 24 February 1999 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 20 April 1999

**REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00318/99/ADV**

Date of Decision: 20 April 1999

**1. The proposed fascia, due to the use of artificial materials and the excessive size and design of the illumination trough, is seriously detrimental to both the character and appearance of the Grade II Listed Building and the Tring Conservation Area.**