



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

GREGGS OF TWICKENHAM
GOULD ROAD
TWICKENHAM
MIDDLESEX
TW2 6RT

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00366/99/ADV

188 HIGH STREET, BERKHAMSTED, HERTS, HP4 3AP
INTERNALLY ILLUMINATED FASCIA SIGN

Your application for advertisement consent dated 27 February 1999 and received on 01 March 1999 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 14 May 1999

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00366/99/ADV

Date of Decision: 14 May 1999

1. The site is within Berkhamsted Conservation Area on the adopted Dacorum Borough Local Plan wherein there is strict control over illuminated advertisements. The new illuminated advertisement, as now displayed prior to the application being determined, is unduly prominent and detracts from the amenity and character of the surrounding area. This is due to its combination of size and colouring of lettering; and type and intensity of internal luminance. This advertisement is therefore contrary to the criteria of Policy 103 of the Dacorum Borough Local Plan and Policy 108 of the Dacorum Borough Local Plan Deposit Draft.