



TOWN AND COUNTRY PLANNING ACT 1990

*DACORUM BOROUGH COUNCIL*

Application Ref. No. 4/0395/94

Mossdyp Ltd  
149b Alexandra Avenue  
Rayners Lane  
South Harrow  
Middx

Technical Design Consultant  
The Studio  
Canons House  
Canons Lane  
Burch Heath  
Surrey  
KT20 6DP

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

130/132 Marlowes, Hemel Hempstead, Herts

ILLUMINATED FASCIA & PROJECTING BOX SIGNS

Your application for *advertisement consent* dated 21.03.1994 and received on 22.03.1994 has been *GRANTED*, subject to any conditions set out on the attached sheet(s).

Director of Planning.

Date of Decision: 26.05.1994

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE  
TO APPLICATION: 4/0395/94

Date of Decision: 26.05.1994

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 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.

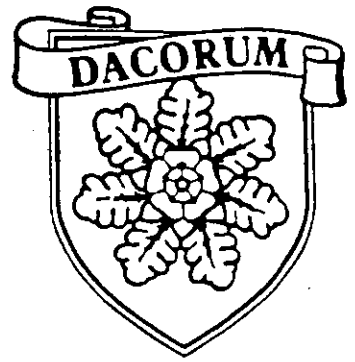
Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

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: In the interests of public safety and visual amenity.

7. Notwithstanding the details of illumination shown on Drawing No. KFC/1262/1, the fascia sign shall only be illuminated in accordance with the plan coloured red and yellow and received on 23rd May 1994, such that:-
  - a) The opal area hatched yellow shall not be illuminated;
  - b) The red areas hatched red shall be internally illuminated by fluorescent tubes as shown by the plan.

Reason: The details of the internally illuminated fascia sign are unacceptable, due to the adverse impact upon the street scene. The restriction of the internal illumination to accord with the criteria specified by the condition overcomes the adverse impact, as agreed with the applicant.



CONDITIONS APPLICABLE  
TO APPLICATION: 4/0395/94

Date of Decision: 26.05.1994

8. The projecting box sign shown on Drawing No. KFC/1262/1 hereby approved shall be permanently removed if at any time the projecting box sign approved under Advertisement Consent 4/0127/93AD is displayed at the premises.

Reason: To ensure that only one projecting sign is displayed in the interests of the appearance of the street scene. Also, for the avoidance of doubt.