

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



JAMES SMITH ASSOCIATES
TAVISTOCK HOUSE
WALTHAM ROAD
WOODLANDS PARK
MAIDENHEAD.BERKS
SL6 3NH

GRANADA GROUP PLC
63-69 NEW OXFORD STREET
LONDON

WC1A 1DN

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00397/00/ADV

ADJ, A41, BOURNE END, HEMEL HEMPSTEAD, HERTS, HP1
INTERNALLY ILLUMINATED POLE SIGN

Your application for advertisement consent dated 18 February 2000 and received on 21 February 2000 has been **GRANTED**, subject to any conditions set out overleaf.



Director of Planning

Date of Decision: 14 April 2000

CONDITIONS APPLICABLE TO APPLICATION: 4/00397/00/ADV

Date of Decision: 14 April 2000

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

7. The luminance of the internally illuminated parts of the advertisement shall not exceed 0.8 candelas per square metre.

Reason: In the interests of amenity and highway safety.

8. There shall be no external illumination of the advertisement.

Reason: In the interests of amenity and highway safety.

9. The sign shall only be statically illuminated and it shall not be illuminated between midnight and 7 am.

Reason: In the interests of amenity, in accordance with the Institution of Lighting Engineers publication "Reduction of Light Pollution" (Revised Version; 1994) and the Dacorum Borough Local Plan 1991-2011 Deposit Draft Part 5 Environmental Guidelines Section 16.

10. The base of the pole sign as shown as hatched red on Drawing No. LCBE 101A shall not be illuminated and in the event that the section cross-hatched red is not used for the display of a poster over the whole of the cross-hatched area this section of the sign shall not be internally lit.

Reason: In the interests of amenity.

11. Notwithstanding the details shown on Drawing No. LCBE 101A, the highest part of the advertisement shall not exceed that of the adjoining petrol filling station pole sign referred to and illustrated in the details submitted with the application.

Reason: In the interests of amenity.

12. The advertisement hereby authorised shall not be displayed and this consent shall become of no effect if the advertisement for which consent was granted on 3 November 1999 for a pole sign on land adjoining McDonalds Restaurant (Ref: 4/01546/99/ADV) is at any time displayed.

Reason: In the interests of amenity.