

TOWN AND COUNTRY PLANNING ACT 1990
DACORUM BOROUGH COUNCIL

Application Ref. No. 4/0423/93

National Westminster Bank
Property Management
Central Region
York House
207/221 Pentonville Road
London
N1 9UZ

Pearce Signs Ltd
Insignia House
New Cross Road
London
SE14 6AB

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

199 High Street, Berkhamsted, Herts

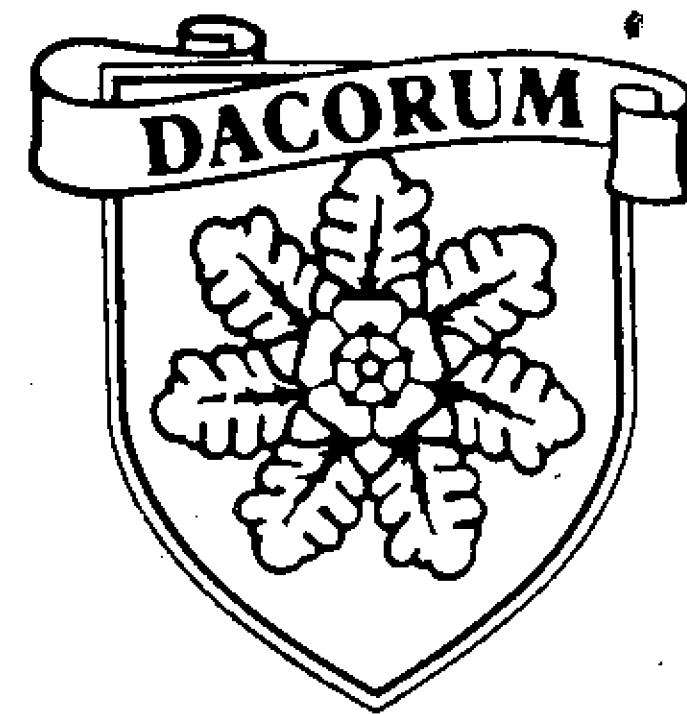
DISPLAY OF PROJECTING INTERNALLY ILLUMINATED SIGN AND INFORMATION PLAQUE

Your application for *advertisement consent* dated 17.03.1993 and received on 22.03.1993 has been *GRANTED*, subject to any conditions set out on the attached sheet(s).

Director of Planning.

Date of Decision: 07.06.1993

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE
TO APPLICATION: 4/0423/93

Date of Decision: 07.06.1993

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. This consent relates only to the panel and information plaque as shown on plan no. 4/0423/93AD and to no other advertisement.

Reason: The proposed projecting sign with pod as shown on plan no. 4/0423/93AD would have a seriously detrimental affect on the general character and amenity of a designated conservation area.

3. 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.

4. 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.

5. 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.

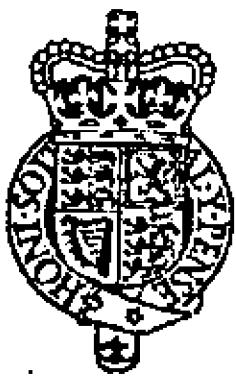
Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

6. 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.

7. 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.



DEPARTMENT OF THE ENVIRONMENT

Room TX308

Tollgate House Houlton Street Bristol BS2 9DJ

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Chief Executive
Dacorum District Council
Civic Centre
Marlowes
Hemel Hempstead Herts.
HP1 1HH

Your reference 4/0423/93

Our reference APP/A1910/H/93/1366

Date

18 FEB 1994

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
1992**

APPEAL: 199 HIGH STREET, BERKHAMSTEAD, HERTS

I enclose herewith a copy of the Department's letter giving the Secretary of State's decision on the appeal to which it refers.

Yours faithfully

P Kozak

P KOZAK

CHIEF EXECUTIVE
OFFICER

21 FEB 1994

File Ref.

Refer to

DCL	DF	DHH	DLA
DP	OPS	DTS	

PLANNING DEPARTMENT DACORUM BOROUGH COUNCIL						
Ref.					Ack.	
DeP	TCPM	DP	CC	B.C.	Admin.	File
Received					23 FEB 1994	
Comments						



cvmk

Department of the Environment

218577

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Pearce Signs Limited
Insignia House
New Cross
London
SE14 6AB

Your ref
JAF/TCP/9132
Our ref
APP/A1910/H/93/1366
Date

18 FEB 1994

Dear Sirs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992
APPEAL: 199 HIGH STREET, BERKHAMSTED, HERTS
APPLICATION NO: 4/0423/93

1. I am directed by the Secretary of State for the Environment to refer to the appeal of your clients, National Westminster Bank Plc, against Dacorum District Council's refusal to permit the display, at the above-mentioned premises, of an internally illuminated, double-sided projecting sign measuring 0.75m x 0.84m overall. The Secretary of State's decision has been made on the basis of the written representations and the submitted photographs and an officer of the Department has inspected the site.
2. The appeal premises comprise a single-storey building in use as a bank located in the High Street, Berkhamsted.
3. The appeal sign comprises a two part, double-sided projecting sign. The upper part is circular and is constructed of eggshell black metal with white acrylic stencil-cut logo capable of internal illumination. Suspended below it is a small rectangular module with white lettering, capable of internal illumination, on a similar black background. The sign is displayed at one end of the frontage projecting from the fascia sign panelling.
4. The site is in the Berkhamsted Conservation Area where it is necessary to pay special attention to the desirability of preserving or enhancing its character and appearance. Whilst this designation does not necessarily preclude the display of well-sited illuminated signs of suitable size and design, particularly on commercial premises in mainly commercial areas, it is to be expected that it will result in a strict

control being maintained to ensure that outdoor advertisements do not spoil the appearance of the area. The appeal premises comprise an attractive brick building with balustraded parapet and ornamental doorway set back slightly from the general building line on this side of the High Street. Although the appeal sign is more complex - with two separate sections - than its predecessor, it still has relatively modest overall dimensions and the matt black background gives it a reasonably restrained appearance. It is thought that the sign appears as a reasonable complement to the fascia sign and does not detract from the appearance of the building. Neither is it thought that the sign itself stands out as an unduly conspicuous or discordant feature in the street scene, notwithstanding the proximity of several statutorily listed buildings. As to its illumination, although this is confined to the logo area, it is considered that the intensity of the internal illumination would make it appear strident in a street where the limited illuminated signage is, for the most part, small in scale with external lighting. In this context, the Council's policy - that illuminated projecting signage will not normally be permitted in conservation areas - has been noted and taken into account as a material factor. It is also noted that the policy has been formulated since the approval for a previous illuminated projecting sign to which you have referred. In all the circumstances, it is concluded that the display of the sign in illuminated form would be detrimental to the interests of amenity but that its display in non-illuminated form would be acceptable.

5. Accordingly, the Secretary of State allows the appeal and grants consent for the display for 5 years from the date of this letter of the double-sided projecting sign, as applied for, subject to the following condition:-

"The sign hereby permitted shall not be displayed in illuminated form".

6. This letter does not purport to convey any approval or consent which may be required under any enactment, byelaw, order or regulation other than Regulation 5 of the Regulations.

Yours faithfully



M J SAINSBURY
Authorised by the Secretary of State
to sign in that behalf

Department of the Environment
Tollgate House
Houlton Street
Bristol
BS2 9DJ

TOWN AND COUNTRY ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 1992

APPEAL TO THE HIGH COURT - APPLICABLE TO ALL APPEALS

1. Under the provisions of Section 288 of the Town and Country Planning Act 1990 a person who is aggrieved by the decision given in the accompanying letter may challenge its validity by an application made to the High Court within 6 weeks from the date of the accompanying letter.

2. The grounds upon which an application may be made to the Court are:-

- a) that the decision is not within the powers of the Act (that is, the Secretary of State has exceeded his powers); or
- b) that any of the relevant requirements have not been complied with, and that the applicant's interests have been substantially prejudiced by the failure to comply.

3. The "relevant requirements" are defined in Section 288 of the Act: they are the requirements of that Act and the Tribunals and Inquiries Act 1971 or any enactment replaced thereby, and the requirements of any Order, Regulations or Rules made under those Acts, or under any of the Acts repealed by those Acts. These include the Town and Country Planning (Control of Advertisements) Regulations 1992 and the Town and Country Planning (Inquiries Procedure) Rules 1974.

4. A person who thinks he may have grounds for challenging the decision should seek legal advice before taking any action.

INSPECTION OF DOCUMENTS - APPLICABLE ONLY TO APPEALS WHICH WERE THE SUBJECT OF A HEARING

5. Under the provisions of Rule 13(3) of the Town and Country Planning (Inquiries Procedure) Rules 1974 any person entitled to be notified of the decision given in the letter may apply to the Secretary of State in writing within 6 weeks of the notification to him of the decision, or the supply to him of the report, whichever is the later, for an opportunity of inspecting any documents, photographs, and plans appended to the report. Such documents etc, are listed in an appendix to the report. Any application under this provision should be sent to the address from which the decision was issued, quoting the Department's reference No. shown on the decision letter and stating the date and time (in normal office hours) when it is proposed to make the inspection. At least 3 days notice should be given, if possible.