

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0431/94

J Worley
c/o Mrs A Clark
Unit 9, Biggs Farm
Potten End Hill
Hemel Hempstead
Herts

A Clark Signs & Graphics
Unit 9, Biggs Farm
Potten End Hill
Hemel Hempstead
Herts

DEVELOPMENT ADDRESS AND DESCRIPTION

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344 High Street, Berkhamsted, Herts

ILLUMINATED PROJECTING SIGN (RESUBMISSION)

Your application for *advertisement consent* dated 24.03.1994 and received on 28.03.1994 has been **REFUSED**, for the reasons set out on the attached sheet.

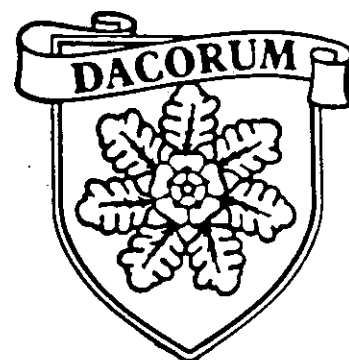
Director of Planning

Date of Decision: 02.06.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0431/94

Date of Decision: 02.06.1994



The proposed sign by reason of its position, design and method of illumination would have an adverse impact on the visual amenity and appearance of the site and street scene and would be contrary to Policies 16 and 17 of the Dacorum District Plan and Policy 102 of the Dacorum Borough Local Plan Deposit Draft.