



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

IMAGE TECHNIQUE LTD
HARRIS INDUSTRIAL PARK
STOKE PRIOR
BROMSGROVE
B60 4AD

POWERHOUSE
TALISMAN ROAD
BICESTER

OX6 OJX

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00574/99/ADV

UNIT 4, APSLEY MILLS RETAIL PARK, LONDON ROAD, HEMEL HEMPSTEAD,
HERTS, HP3 9QN
ILLUMINATED SIGNS

Your application for advertisement consent dated 16 March 1999 and received on 29 March 1999 has been **GRANTED**, subject to any conditions set out overleaf.

Director of Planning

Date of Decision: 20 May 1999

CONDITIONS APPLICABLE TO APPLICATION: 4/00574/99/ADV

Date of Decision: 20 May 1999

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 advertisements shall only be statically illuminated.

Reason: In the interests amenity.

8. The advertisements labelled as Items 1 and 2 on Plan No. 4/0574/99 shall not be illuminated between midnight and 7 am and the advertisements labelled Item 5 shall only be illuminated in accordance with the times specified in the letter dated 4 May 1999 from Image Technique Limited and received by the local planning authority on 6 May 1999.

Reason: In the interests of amenity, in accordance with the Institution of Lighting Engineers publication 'Reduction of Light Pollution' (1994 ;Revised Version) and the Dacorum Borough Local Plan 1991- 2011 Deposit Draft Part 5 Environmental Guidelines, and to accord with the letter from Image Technique Limited.