



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0931/95

Britannia Building Society
Britannia House
Leek
Staffs
ST13 5RG

Escott Signs Limited
378 Princesway
Team Valley
Gateshead
NE11 0TU

DEVELOPMENT ADDRESS AND DESCRIPTION
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222 High Street, Berkhamsted, Herts

INTERNALLY ILLUMINATED FASCIA

Your application for *advertisement consent* dated 17.07.1995 and received on 19.07.1995 has been **REFUSED**, for the reasons set out on the attached sheet(s).

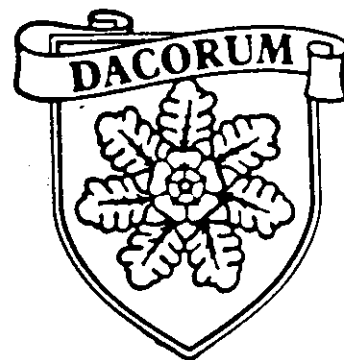
Director of Planning

Date of Decision: 16.08.1995

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0931/95

Date of Decision: 16.08.1995



No.222 High Street is a Grade II Listed Building in a prominent location within the Berkhamsted Conservation Area. The proposed signage, by virtue of its design, materials and means of illumination, would have a seriously detrimental effect on the historic integrity, character and appearance of the property itself and the overall street picture in the designated Conservation Area.