



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

ALH INSURANCE
C/O JOHNSON & PARTNERS
39A HIGH STREET
HEMEL HEMPSTEAD
HERTS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01067/99/ADV

7 HIGH STREET, HEMEL HEMPSTEAD, HERTS, HP1
TWO ILLUMINATED SIGNS

Your application for advertisement consent dated 07 June 1999 and received on 09 June 1999 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 11 August 1999

5

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01067/99/ADV

Date of Decision: 11 August 1999

1. The terracotta panels, which are important features and key elements of the design of the street frontages of this listed building, will be obscured by the proposed signs. As a consequence, and because of the materials from which the signs would be constructed and their method of illumination, the signs will have a harmful effect on the building's architectural and historic character, as well as detracting from the character and appearance of the Hemel Hempstead Conservation Area.