

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



STUDIO TECH (UK) LTD
BRIDGE HOUSE
1 STUART ROAD
BREDBURY
STOCKPORT
SK6 2QN

NATIONAL TYRES
REGENT HOUSE
HEATON LANE
STOCKPORT
SK4 1BS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01080/00/ADV

NATIONAL TYRE & AUTOCARE, 352 HIGH STREET, BERKHAMSTED, HERTS,
HP4 1HU
REPLACEMENT FASCIA SIGNAGE AND SECURITY LIGHTING

Your application for advertisement consent dated 09 June 2000 and received on 12 June 2000 has been **REFUSED**, for the reasons set out overleaf.

A handwritten signature in black ink, appearing to read 'G. R. B. Smith'.

Director of Planning

Date of Decision: 03 August 2000

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01080/00/ADV

Date of Decision: 03 August 2000

1. Due to its size, design and materials used, the externally illuminated fascia sign is detrimental both to the existing building and to the street scene. It also fails to preserve or enhance the character and appearance of the Conservation Area, and on both grounds is harmful to the amenity of the area. The display of the advertisement is therefore contrary to the criteria contained within Policy 103 & Policy 110 of the Dacorum Borough Local Plan and Policy 108 & Policy 116 of the Dacorum Borough Local Plan 1991-2011 Deposit Draft, and to the advice in Planning Policy Guidance Note No.19: Outdoor Advertisement Control.