



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

AM SYSTEM (UK) LTD
8 WATLING DRIVE
HINCKLEY
LEICESTER
LE10 3EY

Applicant:

BERKHAMSTED IMAGE CENTRE
C/O 167 HIGH STREET
BERKHAMSTED
HERTS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01112/97/ADV

226/228, HIGH STREET, BERKHAMSTED, HERTS, HP4 1AG
ILLUMINATED FASCIA AND PROJECTING SIGNS

Your application for advertisement consent dated 25 June 1997 and received on 28 July 1997 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 16 September 1997

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01112/97/ADV

Date of Decision: 16 September 1997

The proposed illuminated fascia and projecting signs would have a seriously detrimental effect on the character of the property itself and the overall street scene in Berkhamsted Conservation Area by virtue of the unsuitable colours and position of the projecting sign.