

**Dacorum Borough Council  
Planning Department**

Civic Centre Marlowes  
Hemel Hempstead  
Herts HP1 1HH



MVM PLANNING LTD  
ROPEMAKER COURT  
12 LOWER PARK ROW  
BRISTOL  
BS1 5BN

SAINSBURY'S SUPERMARKETS LTD  
STAMFORD HOUSE  
STAMFORD STREET  
LONDON  
SE1 9LL

TOWN AND COUNTRY PLANNING ACT 1990

**APPLICATION - 4/01407/99/ADV**

**SAINSBURY, LONDON ROAD, APSLEY, HEMEL HEMPSTEAD, HERTS, HP1  
RETENTION OF INTERNALLY ILLUMINATED TOTEM SIGN**

Your application for advertisement consent dated 06 August 1999 and received on 09 August 1999 has been **GRANTED**, subject to any conditions set out overleaf.

A handwritten signature in black ink, appearing to read 'Colin Barnard'.

Director of Planning

Date of Decision: 04 October 1999

**CONDITIONS APPLICABLE TO APPLICATION: 4/01407/99/ADV**

Date of Decision: 04 October 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 illuminated advertisements hereby authorised:**

- (a) shall only be statically illuminated;**
- (b) shall not be illuminated between midnight and 7 am.**

Reason: In the interests of amenity, in accordance with the Institution of Lighting Engineers publication "Reduction of Light Pollution" (1994 Revised Version) and Dacorum Borough Local Plan 1991 Deposit Draft Part 5 Environmental Guidelines;  
(b) In the interests of highway safety; (c) For the avoidance of doubt.

**8. Within 42 days of this decision details of the modifications to the lighting of the sign shall be submitted for the approval of the local planning authority, showing precise measures as to how it is proposed to reduce the brightness of the sign, including any changes to both the lighting equipment and the materials and their colours. The approved changes shall be carried out within 28 days of the date of their approval and thereafter the sign shall be retained in accordance with the approved details.**

Reason: In the interests of amenity. The sign which has been installed is, by reason of its brightness, visually intrusive within the street scene. In order to address its intrusiveness it will be necessary to modify the sign by reducing its brightness.

**9. Notwithstanding the details shown on Drawing No. 1814 this consent does not authorise the display of any of the banners, including their supporting posts, the internally illuminated sign adjoining the junction of London Road with the access road serving the site (labelled 1), the signs referred to in the letter from MVM Planning dated 20 September 1999 or the car park signs shown on Drawing No. 508 which are included within application reference 4/1413/99/ADV.**

Reason: In the interests of amenity and for the avoidance of doubt.