



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/1470/94

Cole Flatt & Partners
c/o Derek Rogers Associates
48 High Street
Tring
Herts

Derek Rogers Associates
48 High Street
Tring
Herts
HP23 5AG

DEVELOPMENT ADDRESS AND DESCRIPTION
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124 High Street, Berkhamsted

ILLUMINATED FRONT FASCIA SIGN AND A SIGN TO THE FIRST FLOOR SIDE ELEVATION

Your application for **advertisement consent** dated and received on 16.11.1994 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 16.12.1994

(ENC Reasons and Notes)



REASONS FOR REFUSAL
OF APPLICATION: 4/1470/94

Date of Decision: 16.12.1994

The proposed first floor advertisement sign shown on the east elevation will be a visual intrusion in this important location in Berkhamsted Conservation Area; and the introduction of commercial signage on the flank wall is considered to be inappropriate given its proximity to St Peters Church.