

**Dacorum Borough Council  
Planning Department**

Civic Centre Marlowes  
Hemel Hempstead  
Herts HP1 1HH



CHARBY SIGNS  
9 LYDDEN ROAD  
LONDON  
SW18 4LT

BASS TAVERNS PLC  
CAPE HILL BREWERY  
CAPE HILL  
BIRMINGHAM

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01476/99/ADV

THE TOP OF THE WORLD, WARNERS END ROAD, HEMEL HEMPSTEAD,  
HERTS, HP1 3QF  
FASCIA SIGNS AND TWO LANTERNS

Your application for advertisement consent dated 18 August 1999 and received on 19 August 1999 has been **GRANTED**, subject to any conditions set out overleaf.

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

Director of Planning

Date of Decision: 14 October 1999

**CONDITIONS APPLICABLE TO APPLICATION: 4/01476/99/ADV**

Date of Decision: 14 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 fascia sign shall comprise of a maroon stove enamelled aluminium face which shall incorporate 3D wooden letters finished in gold leaf and shall only be lit by two 80 watt fluorescent tubes or tubes of a lower wattage. These tubes shall be contained within a black painted trough which shall measure no greater than 80 mm in depth. The design details of the underside trough shall be submitted to and approved in writing by the local planning authority and show how the trough casing will be enclosed to conceal the tubing. The trough shall be installed and permanently maintained in accordance with the approved details.

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

Notwithstanding the details specified on the application form [AC1] this consent relates only to an underside trough.

8. Before the fascia sign subject to condition 7 is installed the advertisements labelled A, B and C on Drawing No. TOPWORLD/01 shall be removed and thereafter they shall not be reinstalled, or replaced by any other sign, unless otherwise approved by the local planning authority.

Reason: In the interests of amenity. The combined effect of the sign subject to this consent and advertisements A, B and C will result in excessive advertisement clutter to the detriment of the appearance of the street scene and the building.

9. The advertisement shall only be statically illuminated and it shall not be illuminated between midnight and 7 am.

Reasons: In the interests of amenity, in accordance with the Institution of Lighting Engineers publication 'Reduction Light Pollution' (1994: Revised Version) and Dacorum Borough Local Plan Deposit Draft Part 5 Environmental Guidelines.

10. The casing of the Windsor Lanterns shall be painted black and the lanterns shall only be fitted with lamps of 11 watts or less.

Reason: In the interests of amenity.

11. Notwithstanding the details shown on Drawing No. TOPWORLD/01, the top edge of the advertisement shall be positioned 300 mm below the level shown on that drawing, such that the top edge is this same height as the cill levels of Windows 1 and 2 on that drawing.

Reason: In the interests of the appearance of the building and its relationship with the street scene.