

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/1488/96

Johnson Cleaners UK Ltd
c/o Crockatt Cleaning
150 Stoney Rock Lane
Leeds
LS9 7BL

Sovereign Signs Ltd
Rotterdam Road
Sutton Fields Industrial Estate
Hull
HU7 0XD

DEVELOPMENT ADDRESS AND DESCRIPTION
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Berkhamsted Laundry, High Street, Berkhamsted

FREE STANDING INTERNALLY ILLUMINATED POLE SIGN

Your application for *advertisement consent* dated 11.11.1996 and received on 18.11.1996 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 23.12.1996

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1488/96

Date of Decision: 23.12.1996



The proposed totem sign which is located forward of the main wall of the adjacent building would be inappropriate and over prominent in the general street scene presenting a jarring, intrusive and unattractive feature detrimental to this part of Berkhamsted High Street.