



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

BARRETT PETRIE SUTCLIFFE LTD
B P S HOUSE
2 GUILDHALL STREET
GRANTHAM
LINCS
NG31 6NT

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01528/98/ADV

198-200 MARLOWES, HEMEL HEMPSTEAD, HERTFORDSHIRE
ILLUMINATED WALL MOUNTED SIGN

Your application for advertisement consent dated 28 August 1998 and received on 01 September 1998 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 19 October 1998

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01528/98/ADV

Date of Decision: 19 October 1998

1. The flank wall of the building is a prominent element of the street scene. Because of its position above the fascia level of the ground floor shops and other premises, the advertisement will be visually unrelated and intrusive within the street scene of this part of the Marlowes retail area. Furthermore, as the advertisement does not relate to the premises on which it would be displayed, it would disrupt the visual continuity of existing advertisements which are concentrated at fascia level.