

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



JAMES SMITH ASSOCIATES
TAVISTOCK HOUSE
WALTHAM ROAD
WOODLANDS PARK
MAIDENHEAD, BERKS
SL6 3NH

GRANADA GROUP PLC
63-69 NEW OXFORD STREET
LONDON

WC1A 1DN

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01546/99/ADV

ADJ. MCDONALDS RESTAURANTS LTD, STONEY LANE, HEMEL
HEMPSTEAD, HERTS, HP1 2SB
1 POLE SIGN

Your application for advertisement consent dated 01 September 1999 and received on 03 September 1999 has been **GRANTED**, subject to any conditions set out overleaf.



Director of Planning

Date of Decision: 03 November 1999

CONDITIONS APPLICABLE TO APPLICATION: 4/01546/99/ADV

Date of Decision: 03 November 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. Notwithstanding anything to the contrary, this consent only relates to the the installation of the internally illuminated pole sign in the position shown on Drawing No. LCBE/15/REV G received by the local planning authority on 22 October 1999. Any variation to the position shown on Drawing No. LCBE/15/REV G shall be agreed in writing by the local planning authority.

Reasons: For the avoidance of doubt.

8. The pole sign shall only be statically illuminated and it 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 the Dacorum Borough Local Plan 1991-2011 Deposit Draft Part 5 Environmental Guidelines.

9. Before the pole sign is displayed details of the measured luminance of the sign shall be submitted to and approved in writing by the local planning authority.

Reason: In order to ensure that the lighting will not adversely affect highway safety or the appearance of the area.

10. The base of the pole sign as shown hatched red on Drawing No. LCBE /101 shall not be illuminated and in the event that the section cross-hatched red is not used for the display of a poster over the whole of crosshatched area this section of the sign shall not be internally lit.

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

11. No exterior lighting shall be installed to illuminate the pole sign unless otherwise agreed in writing by the local planning authority.

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