

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref. No. 4/1620/91

Ind Coope Retail  
Sutherland House  
3 Dukes Meadow, Millboard Rd  
Bourne End, Bucks,  
SL85 5XF

Tennant Studios  
41 Selkirk Street  
Cheltenham  
Glos  
GL52 2HJ

DEVELOPMENT ADDRESS AND DESCRIPTION  
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The Galleria, 145 High Street, Berkhamsted,

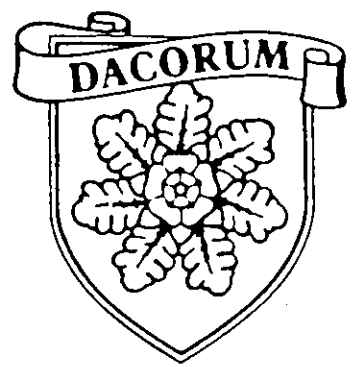
NEW & REPLACEMENT ILLUMINATED & NON ILLUMINATED SIGNS

Your application for *advertisement consent* dated 02.12.1991 and received on 03.12.1991 has been **GRANTED**, subject to any conditions set out on the attached sheet(s).

Director of Planning.

Date of Decision: 25.06.1992

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE  
TO APPLICATION: 4/1620/91

Date of Decision: 25.06.1992

1. This consent is granted for a period of five years commencing on the date of this notice.
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.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
4. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1922 to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the local planning authority.
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.
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).
7. With the exception of the individual brass letters over the carriageway all signs displayed on the front elevation of the building shall be of painted timber.
8. The internally illuminated sign boxes hereby permitted shall be of painted timber construction.
9. Notwithstanding the details shown on the approved drawing no. WD102/68G the "Gas Station" sign shown on the rendered band over the High Street entrance shall be positioned on the frieze immediately above the door.

**REASONS:**

- 1-6 To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1989.
- 7 & 8 For the avoidance of doubt. In the interests of preserving the character and appearance of the building.
9. In the interests of preserving the character and appearance of the building.