

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/1628/93

Mr & Mrs J Worley
344 High Street
Berkhamsted
Herts

A Clark Signs & Graphics
Unit 9 Biggs Farm
Potten End Hill
Hemel Hempstead
Herts

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

344 High Street, Berkhamsted, Herts

INTERNALLY ILLUMINATED DOUBLE SIDED PROJECTING BOX SIGN

Your application for *advertisement consent* dated 23.11.1993 and received on 07.12.1993 has been **REFUSED**, for the reasons set out on the attached sheet(s).

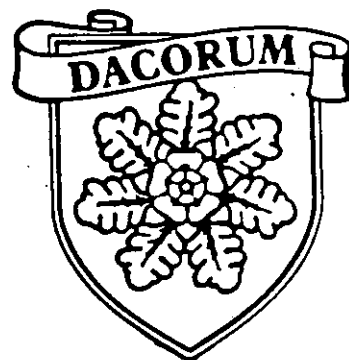
Director of Planning

Date of Decision: 17.02.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1628/93

Date of Decision: 17.02.1994



The proposed sign by reason of its size, position and design would have an adverse impact on the visual amenity and appearance of the site and street scene and would be contrary to Policies 16 and 17 of the Dacorum District Plan and Policy 102 of the Dacorum Borough Local Plan (Deposit Draft).