



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref. No. 4/1689/96

The Pelican Group
78 Wardour Street
London
W1V 4PL

David Collins
7 Chelsea Wharf
Lots Road
London
SW10 0QJ

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

296-298 High Street, Berkhamsted, Herts

ILLUMINATED AND NON-ILLUMINATED SIGNS

Your application for *advertisement consent* dated 18.12.1996 and received on 24.12.1996 has been **GRANTED**, subject to any conditions set out on the attached sheet(s).

Director of Planning

Date of Decision: 05.02.1997

(encs. - Conditions and Notes).



CONDITIONS APPLICABLE
TO APPLICATION: 4/1689/96

Date of Decision: 05.02.1997

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 and Country 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. The signage indicated to be in "café rouge red" on drawing No. 381/14 rev F and 381/20 rev E shall have a matt finish only unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of preserving the character and appearance of the building.

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CONDITIONS APPLICABLE
TO APPLICATION: 4/1689/96

Date of Decision: 05.02.1997

8. This consent applies only to the display of advertisements on the building and does not constitute any form of approval for any other alterations or works shown on the approved drawings 381/14 rev F and 381/20 rev E.

Reason: For the avoidance of doubt.