



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

PRESTIGE SIGNS
UNIT 2 PERIVALE NEW BUSINESS CENTRE
19 WADSWORTH ROAD
PERIVALE
MIDDX
UB6 7LF

Applicant:

OFFICE ANGELS
3 SHORTLANDS
HAMMERSMITH

W6 8RR

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01721/97/ADV

SUITE 3, EDMUNDS CHAMBERS, MARLOWES, HEMEL HEMPSTEAD,
HERTFORDSHIRE, HP1 1BP
ILLUMINATED SIGN

Your application for advertisement consent dated 31 October 1997 and received on 06 November 1997 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 17 December 1997

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01721/97/ADV

Date of Decision: 17 December 1997

1. The proposed advertisement, by reason of its prominent location on a part of a building not designed to receive advertisements, its poor design in relation to the architectural features of the building, its size, its illumination and its method of construction, would be unduly prominent; it would also be harmful to the appearance of the building, as well as looking out of place in the street scene.

2. The proposed advertisement, if permitted, would set an undesirable precedent for further similar signs in this location, which would also be harmful to the appearance of the building and the street scene.