



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

OULSNAM DESIGN LTD
BAGSHAW HALL
BAKEWELL
DERBYSHIRE
DE45 1DL

SCOTTISH AND NEWCASTLE
RIVERSIDE HOUSE
RIVERSIDE WAY
NORTHAMPTON

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01941/98/ADV

OLD MILL HOUSE HOTEL, LONDON ROAD, BERKHAMSTED, HERTFORDSHIRE,
HP4 2NB
NEW 5M ILLUMINATED POLE SIGN

Your application for advertisement consent dated 10 November 1998 and received on
13 November 1998 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 05 January 1999

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01941/98/ADV

Date of Decision: 05 January 1999

- 1. The proposed illuminated pole sign due to its height and location would have a seriously detrimental effect on the setting of the listed building and the visual amenities of the area and would result in excessive signage on the site.**