

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



MVM PLANNING LTD
ROPEMAKER COURT
12 LOWER PARK ROW
BRISTOL
BS1 5BN

SAINSBURYS SUPERMARKETS LTD
STAMFORD HOUSE
STAMFORD STREET
LONDON
SE1 9LL

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/02021/99/ADV

**J SAINSBURY PLC, APSLEY MILLS RETAIL PARK, LONDON ROAD, HEMEL
HEMPSTEAD, HERTFORDSHIRE, HP3 9QN
RETENTION OF INTERNALLY ILLUMINATED SIGN.**

Your application for advertisement consent dated 25 November 1999 and received on 25 November 1999 has been **GRANTED**, subject to any conditions set out overleaf.

A handwritten signature in black ink, appearing to read "Kim Barnard". The signature is written in a cursive, flowing style.

Director of Planning

Date of Decision: 19 January 2000

CONDITIONS APPLICABLE TO APPLICATION: 4/02021/99/ADV

Date of Decision: 19 January 2000

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 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. Unless otherwise approved in writing by the local planning authority, the sign shall be illuminated by means of fluorescent tubing having a total wattage of not more than 1440 watts, and the maximum luminance of the sign shall be 400 candelas per square metre.

Reason: In the interests of the appearance of the sign within the street scene and in accordance with the letter from MVM Planning dated 17 January 2000.

8. The sign shall only be statically illuminated, and it shall not be illuminated between midnight and 7 am.

Reasons: In the interests of amenity, in accordance with the Institution of Lighting Engineers publication 'Reduction of Light Pollution' (Revised Version 1994) and Section 5 of the Environmental Guidelines in the Dacorum Borough Local Plan 1991-2011 Deposit Draft, and in the interests of highway safety.

9. Notwithstanding the details shown on Drawing No. 1814 Revision B, this consent does not authorise the display of any of the banners, including their supporting posts, the internally illuminated sign adjoining the junction of London Road with the access road (labelled 1), the signs referred to in the letter from MVM Planning dated 20 September 1999, the car park signs shown on Drawing No. 508 (the subject of withdrawn application 4/1413/99/ADV) or any other signs shown on Drawing No. 1814 Revision B.

Reason: In the interests of amenity and for the avoidance of doubt.

10. This advertisement consent is an alternative to and not in addition to, either wholly or in part the following:

Ref No.	Consent	Date of Consent
4/01407/99/ADV	Internally Illuminated Totem Sign	4 October 1999

Reason: In the interests of amenity and for the avoidance of doubt.