



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0041/93

McDonalds Restaurants Ltd
11-59 High Street
East Finchley
N2 8AW

Ramm Brand Architects
10-11 High Street
Uxbridge
Middx
UB8 1JN

DEVELOPMENT ADDRESS AND DESCRIPTION
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Stoney Lane/Bourne End Lane, Bourne End, Hemel Hempstead, Herts

ILLUMINATED FREESTANDING POLE SIGN (DUPLICATE)

Your application for *advertisement consent* dated 11.01.1993 and received on 13.01.1993 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 18.02.1993

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0041/93

Date of Decision: 18.02.1993



1. The proposed sign, by reason of its size and siting, would form an unduly prominent and incongruous feature to the detriment of the visual amenities and existing rural character of the locality.
2. The proposed sign, by reason of its size height and level of illumination, would form a source of distraction to drivers thereby constituting a hazard to road users.