



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0092/95

Tesco Stores Ltd  
Dairyglen House  
116 Crossbrook Street  
Cheshunt  
Waltham Cross  
Herts

G L Hearn & Partners  
Delta House  
175 Borough High Street  
London Bridge  
London  
SE1 1XP

DEVELOPMENT ADDRESS AND DESCRIPTION  
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Tesco Stores, Jarman Fields, St Albans Road, Hemel Hempstead, Herts  
2 NO.6M INTERNALLY ILLUMINATED SIGNS

Your application for *advertisement consent* dated 27.01.1995 and received on 30.01.1995 has been *REFUSED*, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 20.04.1995

(ENC Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0092/95

Date of Decision: 20.04.1995



1. Sign 1B is sufficiently close to the roundabout to be a dangerous distraction to drivers negotiating the roundabout and is likely to give rise to conditions prejudicial to highway safety.
2. Sign 1C would be a distraction to drivers approaching the roundabout from a westerly direction at a time when their attention should be on vehicle slowing and negotiating the roundabout. This is likely to give rise to conditions prejudicial to highway safety.
3. The application site is adjacent to a principal route into Hemel Hempstead with residential properties on its northern side, and the proposed signs represent an overabundance of signage on this site, giving rise to a cluttered appearance to the detriment of the visual amenity of its locality.