



Seymour Harris Partnership
Matthew Murray House
97 Water Lane
Leeds
LS11 5QN

Applicant:
McDonald's Restaurants Ltd
11-59 High Road
East Finchley
London
N2 8AW

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00223/97/ADV
EXTERNALLY ILLUMINATED SIGN
MCDONALDS RESTAURANT 162 MARLOWES HEMEL HEMPSTEAD HERTS

Your application for advertisement consent dated 6 November 1996 and received on 17 February 1997 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning
Dacorum Borough Council
Civic Centre
Marlowes
Hemel Hempstead
Herts
HP1 1HH

Date of Decision: 25 March 1997

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00223/97/ADV

Date of Decision: 25 March 1997

1. The proposed advertisement would be detrimental to the visual amenity of the shopping area by reason of its size, location and design and would set an undesirable precedent for similar signs in the vicinity which would further harm the visual amenity of the area.