



# PLANNING

Civic Centre Marlowes  
Hemel Hempstead  
Herts HP1 1HH

MR M PYE  
DSG RETAIL LTD  
MAYLANDS AVENUE  
HEMEL HEMPSTEAD  
HERTS  
HP2 7TG

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00230/98/ADV

DIXONS GROUP PLC, 200 THE CAMPUS, MAYLANDS AVENUE, HEMEL  
HEMPSTEAD, HERTS, HP2 7TG  
NON ILLUMINATED SIGN

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

Director of Planning

Date of Decision: 18 March 1998

**REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00230/98/ADV**

Date of Decision: 18 March 1998

The proposed sign is not related to the site on which it is displayed and if repeated would lead to a proliferation of signs in the area thereby significantly detracting from the character and appearance of the area and would therefore be contrary to Policy 103 of the adopted Dacorum Borough Local Plan.

**NORTHGATE  
DOCUMENT STAMPED  
TO ENSURE DETECTION  
BY SCANNER**