

**Dacorum Borough Council  
Planning Department**

Civic Centre Marlowes  
Hemel Hempstead  
Herts HP1 1HH



ADSHEL  
440 SPRINGFIELD ROAD  
HAYES  
MIDDLESEX  
UB4 0JS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00241/00/ADV

J SAINSBURY PLC, APSLEY MILLS RETAIL PARK, LONDON ROAD, HEMEL  
HEMPSTEAD, HERTFORDSHIRE, HP3 9QN  
ILLUMINATED SIGN

Your application for advertisement consent dated 10 February 2000 and received on  
11 February 2000 has been **REFUSED**, for the reasons 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: 11 April 2000

**REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00241/00/ADV**

Date of Decision: 11 April 2000

- 1. The advertisement will detract from the setting of the main frontage of the adjoining building, by reason of its prominent position, creating a dominating impact and appearing poorly related to the building.**
- 2. The position of the sign will restrict visibility for vehicles and pedestrians and therefore prejudice highway safety within the vicinity of the entrance to the building.**