

**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 - 4/00242/00/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 Bamford'.

Director of Planning

Date of Decision: 11 April 2000

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00242/00/ADV

Date of Decision: 11 April 2000

- 1. The advertisement will detract from the existing pedestrian approach to the building by reason of its dominating and visually intrusive impact.**