

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0258/93

McDonalds Restaurants Ltd
11-59 High Road
East Finchley
N2 8AW

Ramm Brand Architects
10-11 High Street
Uxbridge
Middlesex
UB8 1JN

DEVELOPMENT ADDRESS AND DESCRIPTION
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Bourne End Lane/Stony Lane, Bourne End, Hemel Hempstead

ILLUMINATED POLE SIGN (RESUBMISSION)

Your application for *advertisement consent* dated 24.02.1993 and received on 25.02.1993 has been *REFUSED*, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 26.04.1993

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0258/93

Date of Decision: 26.04.1993



1. The proposed sign, by means of its size, siting and method of display, would be unduly prominent and detrimental to the visual amenities in an area of attractive landscape.
2. The proposed sign by reason of its siting and method of display would form a source of distraction to drivers thereby constituting a hazard to road users.