

Dacorum Borough Council Planning Department

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



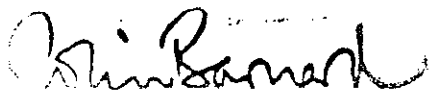
RETAIL MEDIA LIMITED
C/O PRIMELIGHT ADVERTISING LIMITED
14/15 LOWER GROSVENOR PLACE
LONDON
SW1W 0EX

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00287/00/ADV

1A HIGH STREET, BOVINGDON, HEMEL HEMPSTEAD, HERTFORDSHIRE, HP3
0HG
ILLUMINATED ADVERTISEMENT

Your application for advertisement consent dated 08 February 2000 and received on
16 February 2000 has been **REFUSED**, for the reasons set out overleaf.



Director of Planning

Date of Decision: 31 March 2000

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/00287/00/ADV

Date of Decision: 31 March 2000

. The advertisement display unit by reason of its form, size, illumination and prominence would be seriously detrimental to the visual amenity and appearance of the area and would be a source of distraction to drivers close to a busy and complicated road junction.