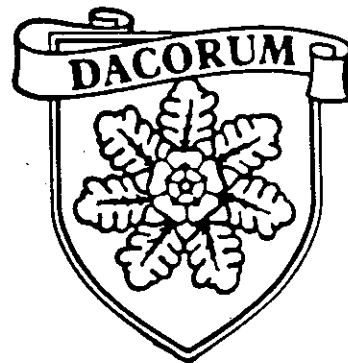


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0405/94

Cooper Martin
8 Wimpole Street
London
W1M 7ab

Combined Signs
4 Carpenters Place
Clapham
London
SW4 7TD

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

Unit G, Maylands Avenue/Cleveland Road, Hemel Hempstead, Herts

ERECTION OF 2 SALE BOARDS

Your application for *advertisement consent* dated 22.03.1994 and received on 23.03.1994 has been **REFUSED**, for the reasons set out on the attached sheet(s).

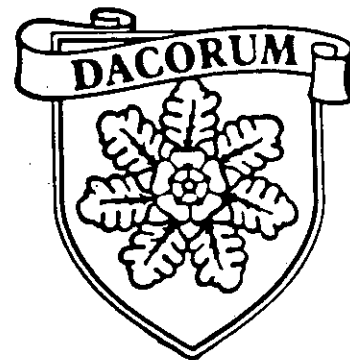
Director of Planning

Date of Decision: 16.05.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0405/94

Date of Decision: 16.05.1994



Policy 102 of the Dacorum Borough Local Plan Deposit Draft and Proposed Modifications specifies a range of criteria which are applicable to the assessment of an advertisement application, including whether the signs are sympathetic in size, appearance, design and position in relation to the site, are not unduly prominent, do not detract from the amenity and character of the surrounding area or adversely affect highway and public safety. The proposal will fail to accord with these criteria. By reason of their size, appearance and prominent position the signs will dominate the attractive tree lined Maylands Avenue to the detriment of its visual quality, creating intrusive features within the highway verge. In addition, the proposed signs by reasons of their position and size will give rise to conditions prejudicial to highway safety at the junction of Cleveland Road with Maylands Avenue.