

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0482/91

Mills & Allen Ltd
12 Local Board Road
Watford
Herts
WD1 2JP

DEVELOPMENT ADDRESS AND DESCRIPTION
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Exit, Hemel Hempstead -, Railway Station, London Road, Hemel Hempstead

ADVERTISING HOARDING

Your application for *advertisement consent* dated 16.03.1991 and received on 12.04.1991 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 24.05.1991

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0482/91

Date of Decision: 24.05.1991



1. The proposed sign by reason of its position would be prejudicial to highway safety as it would be likely to cause a distraction to drivers using the adjoining road junction which is a location where maximum driver concentration is necessary.
2. The proposed sign by reason of its prominent position and size would be seriously detrimental to the visual amenity of the locality.