



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0486/94

R L Parker
Beechwood Homes Ltd
131 Belswains Lane
Hemel Hempstead
HERTS

DEVELOPMENT ADDRESS AND DESCRIPTION
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Land adjacent to A41 ByPass to South West of West Valley Road & Chipperfield Road, Hemel Hempstead

ERECTION OF NON-ILLUMINATED LETTING SIGN BOARD

Your application for *advertisement consent* dated 31.03.1994 and received on 12.04.1994 has been **REFUSED**, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 27.05.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0486/94

Date of Decision: 27.05.1994



1. The size and location of the proposed signs would constitute a distraction to drivers and prejudice the safety and free flow of traffic on the trunk road. This would be incompatible with the use of the trunk road in its present state as regards both the safety and function of that trunk road as a part of the national system for through traffic in accordance with Section 10 of the Highways Act 1980.
2. The proposed signs would have a seriously harmful effect on the character and appearance of the countryside in this location.