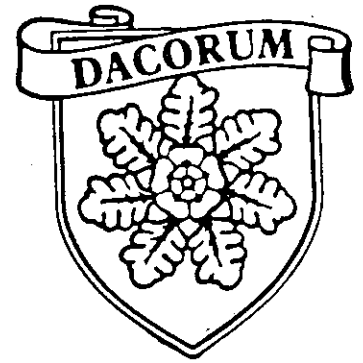


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0606/92

D Voysey
31 Magnolia Dene
Hazlemere
Bucks
HP15 7QE

Greenpark Media Services
31 Magnolia Dene
Hazlemere
Bucks
HP15 7QE

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

Adj:189 London Road, Hemel Hempstead.

ERECTION OF ADVERT HOARDING

Your application for *advertisement consent* dated 12.05.1992 and received on 20.05.1992 has been **REFUSED**, for the reasons set out on the attached sheet.

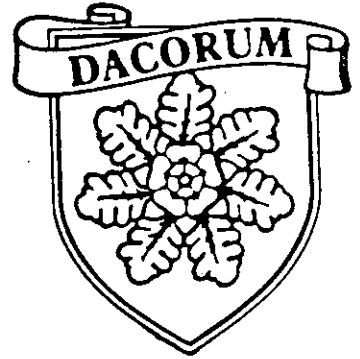
Director of Planning

Date of Decision: 22.06.1992

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0606/92

Date of Decision: 22.06.1992



The proposed advertisement hoarding would stand out as an unduly prominent and intrusive feature in this mixed residential/commercial area as it would be out of scale with both the adjoining single storey parade of shops and nearby dwellinghouses in Storey Street, and would have an overwhelming effect on pedestrians in the area.