

TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0709/93

Standard Tyre & Exhausts  
56-62 Railway Terrace  
Rugby  
Warwickshire

Excelda Signs Ltd  
Eckersall Road  
Kings Norton  
Birmingham  
B38 8SS

DEVELOPMENT ADDRESS AND DESCRIPTION  
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SMC, London Road/Riversend Road, Hemel Hempstead

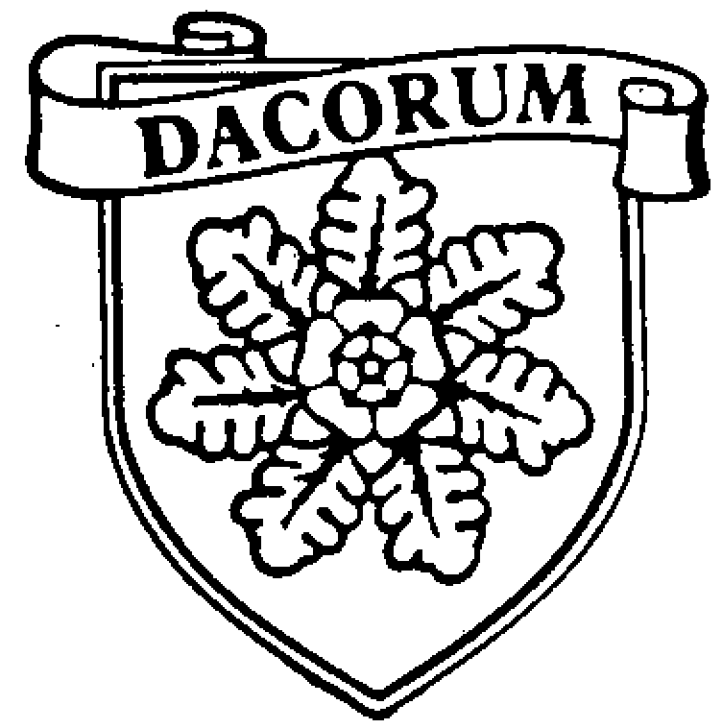
INTERNALLY ILLUMINATED FREE STANDING SIGNS

Your application for *advertisement consent* dated 12.05.1993 and received on 21.05.1993 has been *REFUSED*, for the reasons set out on the attached sheet(s).

Director of Planning

Date of Decision: 13.07.1993

(ENC Reasons and Notes)



REASONS FOR REFUSAL  
OF APPLICATION: 4/0709/93

Date of Decision: 13.07.1993

The sign is in close proximity to a signal controlled junction and thereby is likely to be prejudicial to highway safety as it would cause a distraction to drivers at a time when maximum drivers concentration is necessary.