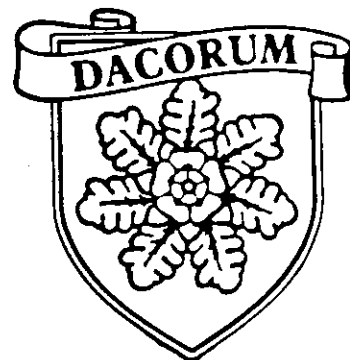


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/0787/94

Tesco Stores Ltd
c/o Aukett Associates Ltd
13 Chelsea Embankment
London
SW3 4LA

Aukett Associates Ltd
13 Chelsea Embankment
London
SW3 4LA

DEVELOPMENT ADDRESS AND DESCRIPTION

Jarman Fields, St Albans Road, Hemel Hempstead

TWO 6 M INTERNALLY ILLUMINATED SIGNS

Your application for *advertisement consent* dated 08.06.1994 and received on 10.06.1994 has been *REFUSED*, for the reasons set out on the attached sheet.

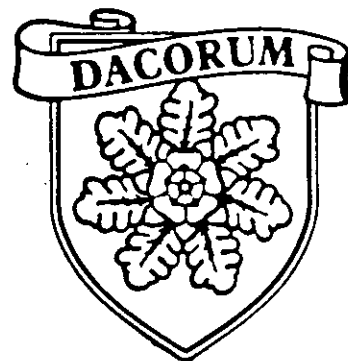
Director of Planning

Date of Decision: 15.09.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/0787/94

Date of Decision: 15.09.1994



1. The proposed signs would constitute a source of distraction to drivers thereby creating conditions prejudicial to highway safety.
2. The application site is adjacent to a principal route into Hemel Hempstead with residential properties on its northern side, and the proposed signs represent an overabundance of signage on this site, giving rise to a cluttered appearance to the detriment of the visual amenity of the locality.