



TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL

Application Ref No. 4/0920/96

Scottish & Newcastle Retail  
Riverside House  
Riverside Way  
Northampton  
NN1 5NU

Pembrook Design Ltd  
101 Stephenson Street  
Canning Town  
London  
E16 4SA

DEVELOPMENT ADDRESS AND DESCRIPTION  
=====

The Heath Park Public House, Station Road, Hemel Hempstead

ILLUMINATED SIGN

Your application for *advertisement consent* dated 15.07.1996 and received on 17.07.1996 has been **REFUSED**, for the reasons set out on the attached sheet.

Director of Planning

Date of Decision: 28.08.1996

(ENC Reasons and Notes)

REASONS FOR REFUSAL  
OF APPLICATION: 4/0920/96

Date of Decision: 28.08.1996



The proposed illuminated sign is over-large and would be displayed at high level which would significantly detract from the visual amenities of the building upon which it would be displayed and the character and appearance of the locality.



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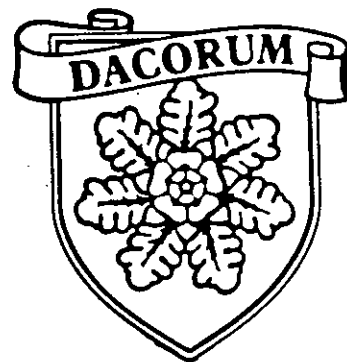
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