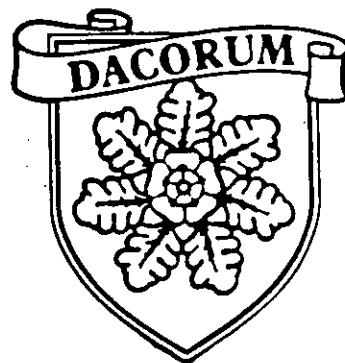


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/1288/94

M Riaz
3 Waterhouse Street
Hemel Hempstead
Herts

Pack Warwick Partnership
99c Talbot Road
London
W11 2AT

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

Whip & Collar (ex), Two Waters Road, Hemel Hempstead

ILLUMINATED POLE SIGN AND FASCIA SIGN

Your application for *advertisement consent* dated 30.09.1994 and received on 04.10.1994 has been **REFUSED**, for the reasons set out on the attached sheet(s).

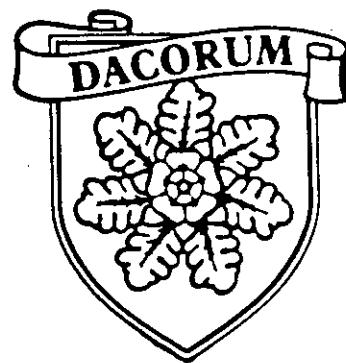
Director of Planning

Date of Decision: 14.11.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1288/94

Date of Decision: 14.11.1994



The proposed illuminated advertisements would appear unduly prominent and out of character with appearance of the street scene and therefore would be detrimental to the interests of the amenity.