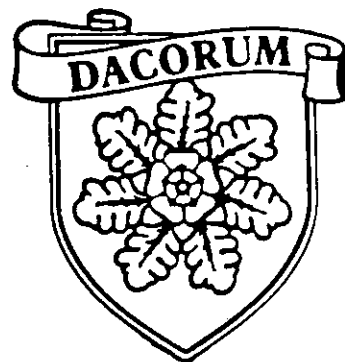


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/1420/94

McDonalds Restaurants Ltd
11-59 High Road
East Finchley
London
N2 8AW

Ramm Brand Architects
10-11 High Street
Uxbridge
Middlesex
UB8 1JN

DEVELOPMENT ADDRESS AND DESCRIPTION

McDonalds Restaurant, Bourne End Lane, Bourne End, Hemel Hempstead

INTERNALLY ILLUMINATED POLE SIGN (RELOCATION)

Your application for **advertisement consent** dated 01.11.1994 and received on 03.11.1994 has been **REFUSED**, for the reasons set out on the attached sheet.

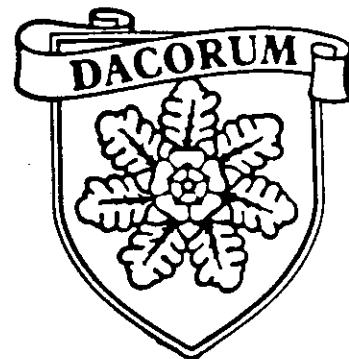
Director of Planning

Date of Decision: 16.12.1994

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1420/94

Date of Decision: 16.12.1994



1. The proposed sign, by reason of its size and siting, would form an unduly prominent and incongruous feature to the detriment of the visual amenity and existing rural character of the locality.
2. The proposed sign, by reason of its size, design, nature and location, would result in a distraction to drivers on the A41 trunk road, which would prejudice the safety of traffic on that route.