



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

MR R THYER
CREATIVE DISPLAY
THE FACTORY
CHURCH END MARKYATE
HERTS
AL3 8PY

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01468/98/ADV

THE FACTORY, CHURCH END, MARKYATE, ST. ALBANS, HERTS, AL3 8PY
ONE NON-ILLUMINATED SIGN

Your application for advertisement consent dated 30 July 1998 and received on 19 August 1998 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 16 December 1998

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01468/98/ADV

Date of Decision: 16 December 1998

- 1. The advertisement is unsympathetic to its surroundings because of its size, positioning and prominence, and it is seriously harmful to the amenity and character of the surrounding area (part of which is a designated conservation area), contrary to Policy 103 of the adopted Dacorum Borough Local Plan and Policy 108 of the Dacorum Borough Local Plan 1991-2011 Deposit Draft.**