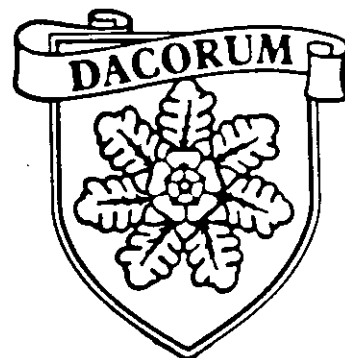


TOWN AND COUNTRY PLANNING ACT 1990

DACORUM BOROUGH COUNCIL



Application Ref No. 4/1489/93

Dixons Stores Group
46-50 Uxbridge Road
Ealing
London
W5 2SU

RPA
Suite 224 Grove House
31-37 Church Road
Ashford
Middx
TW15 2VD

DEVELOPMENT ADDRESS AND DESCRIPTION
=====

Curry's (Unit 5), Apsley Mills Retail Park, London Road, Hemel Hempstead, Herts
INTERNALLY ILLUMINATED FASCIA SIGNS, PYLON SIGN AND FLAG POLES

Your application for *advertisement consent* dated 01.11.1993 and received on 05.11.1993 has been *REFUSED*, for the reasons set out on the attached sheet(s).

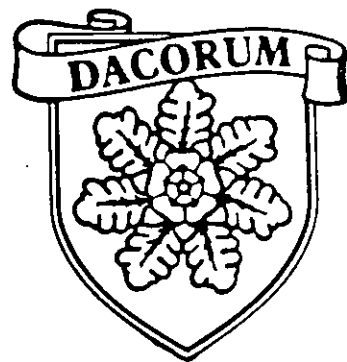
Director of Planning

Date of Decision: 20.12.1993

(ENC Reasons and Notes)

REASONS FOR REFUSAL
OF APPLICATION: 4/1489/93

Date of Decision: 20.12.1993



The proposed advertisements will result in unnecessary clutter and a proliferation of signs that would detract from the amenity and character of the surrounding area contrary to the aims of Policy 102 of the Dacorum Borough Local Plan Deposit Draft.