



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

A RICHARDSON
ACREMEAD ARCHITECTS
ACREMEAD ROAD
WHEATLEY, OXFORD
OXON
OX33 1NZ

Applicant:

MACDONALDS RESTAURANT
11-59 HIGH ROAD
EAST FINCHLEY
LONDON
N2 8AW

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01796/97/ADV

**MCDONALDS RESTAURANTS LTD, 162 MARLOWES, HEMEL HEMPSTEAD,
HERTFORDSHIRE, HP1 1BA
2NO NON-ILLUMINATED BANNERS**

Your application for advertisement consent dated 14 November 1997 and received on 18 November 1997 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 17 December 1997

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01796/97/ADV

Date of Decision: 17 December 1997

. The proposed advertisements would be detrimental to the visual amenity of the shopping area by reason of their size, location and design, and would set an undesirable precedent for similar signs in the vicinity which would further harm the visual amenity of the area.