



PLANNING

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH

DREAMS LTD
KNAVES BEECH
HIGH WYCOMBE
BUCKS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/01836/97/ADV

18-22, BRIDGE STREET, HEMEL HEMPSTEAD, HERTS
INTERNALLY ILLUMINATED BOX SIGN

Your application for advertisement consent dated 21 November 1997 and received on 24 November 1997 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 11 December 1997

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01836/97/ADV

Date of Decision: 11 December 1997

. The proposed sign, due to its size and position, will appear intrusive and over- prominent and would be detrimental to the interests of visual amenity.