

**Dacorum Borough Council
Planning Department**

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



RETAIL MEDIA LTD
14/15 LOWER GROSVENOR PLACE
LONDON
SW1W OEX

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/02026/99/ADV

1A HIGH STREET, BOVINGDON, HEMEL HEMPSTEAD, HERTFORDSHIRE, HP3
0HG
ILLUMINATED DISPLAY UNIT

Your application for advertisement consent dated 09 November 1999 and received on 26 November 1999 has been **REFUSED**, for the reasons set out overleaf.

A handwritten signature in black ink, appearing to read 'Colin Barnard'. The signature is written in a cursive, slightly slanted style.

Director of Planning

Date of Decision: 14 January 2000

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/02026/99/ADV

Date of Decision: 14 January 2000

1. The advertisement display unit by reason of its form, size, illumination and prominence is seriously detrimental to the visual amenity and appearance of the area.

**NORTHGATE
DOCUMENT STAMPED
TO ENSURE DETECTION
BY SCANNER**