



NORTH HERTFORDSHIRE DISTRICT COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

DECISION NOTICE

Correspondence Address:

ROK Planning
51-52 St John's Square
London
Greater London
EC1V 4JL
United Kingdom

Applicant:

Tesco Stores Ltd

PARTICULARS OF DEVELOPMENT

Application: 26/01280/AD

Proposal: Installation of two non-illuminated box fascia signs, externally illuminated project sign, externally illuminated box fascia sign, store directory sign and vinyl sign.

Location: 10 High Street, Hitchin, Hertfordshire, SG5 1BH

Approved Plan Nos: 01_3289_01A
02_3289_02A
02_3289_02B
03_3289_03A_
02_3289_02C
03_3289_03B

PARTICULARS OF DECISION

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **GRANT** express consent to the above display proposed by you in your application received with sufficient particulars on 29 May 2026.

This advertisement consent is subject to the following condition(s):

1. (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

- (b) No advertisement shall be sited or displayed so as to-
- (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Signed:



Development & Conservation Manager

Development Management
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts
SG6 3JF

Date: 22 July 2026

NOTES

- 1 **Failure to satisfy conditions may invalidate this consent and/or result in enforcement action. Particular attention should be paid to the requirements of any condition in bold.**
- 2 If you are aggrieved by this decision, you may appeal to The Planning Inspectorate, within 8 weeks of the date of receipt of this decision or, in exceptional circumstances, such longer period as the Secretary of State may agree.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.