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## **NORTH HERTFORDSHIRE DISTRICT COUNCIL**

Town and Country Planning (Control of Advertisements) Regulations 1992

### **DECISION NOTICE**

**Correspondence Address:**

MBH Design Studio Ltd  
Brook House  
Apex Court  
Camphill Drive  
West Byfleet  
KT14 6SQ  
United Kingdom

**Applicant:**

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### **PARTICULARS OF DEVELOPMENT**

**Application:** 26/00250/AD

**Proposal:** Erection of no.1 5 meter internally illuminated totem signage.

**Location:** Morrisons Superstore , Broadway, Letchworth Garden City,  
Hertfordshire, SG6 3TS

### **PARTICULARS OF DECISION**

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **REFUSE** express consent to the above display proposed by you in your application received with sufficient particulars on 30 January 2026.

The reasons for the decision to refuse consent are:

1. By reason of the siting, size, scale and design (colour and internal illumination) of the proposed totem signage, it is considered that the advertisement would adversely impact the visual amenity of the site's surroundings within the Letchworth Conservation Area. Whilst there are no objections on the grounds of public safety, subject to conditions, the harm to general characteristics of the locality are sufficient reason for the Local Planning Authority to utilise Regulation 14 (1)(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) to refuse consent. The signage fails to satisfy the provisions of Section 72(1) of the Planning (LB & CA) Act 1990 and will not accord with Section 16 of the Framework or Policy HE1 of the North Hertfordshire Local Plan 2011 - 2031. The degree of harm is considered to be low - moderate on the less than substantial harm continuum. The public benefits associated with this development are of limited value and would not outweigh the identified harm to the significance of the relevant designated heritage asset.

Signed:



Shaun Greaves

Development and Conservation Manager

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

Date: 17 March 2026

The Council's Privacy Notice is available on our website: <https://www.north-herts.gov.uk/home/council-data-and-performance/data-protection/information-management-gdpr>

### **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.