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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:

Motor Fuel Group Limited

PARTICULARS OF DEVELOPMENT

Application: 26/00628/AD

Proposal: Installation of EV charging signage, including charger identification labels, operational instructions, directional signage, CCTV notices, and safety information.

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

Approved Plan Nos:

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 22 May 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 the power transferred under Regulation 14 (1)(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) to refuse consent. The totem signage would not accord with Policy HE6 of the National Planning Policy Framework or Policy HE1 of the North Hertfordshire Local Plan 2011 - 2031, which are material considerations in assessing the effect of the proposal upon amenity.

Signed:



Shaun Greaves
Development and Conservation Manager

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

Date: 22 September 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.