

**KIRKLEES METROPOLITAN COUNCIL
INVESTMENT & REGENERATION SERVICE**

DEVELOPMENT MANAGEMENT

**Town and Country Planning Act 1990 (as amended) – SECTION 220 &
Town and Country Planning Act (Control of Advertisements) (England)
Regulations 2007 - Regulation 14**

**DELEGATED DECISION TO DETERMINE PLANNING APPLICATION FOR
ADVERTISEMENT CONSENT**

Reference No: 2017/64/92391/W

Site Address: Rumpus, 7, Church Street, Slaithwaite, Huddersfield,
HD7 5AS

Description: Installation of 1no. illuminated and 1no. non-
illuminated signs (within a Conservation Area)

Recommending Officer: Neil Bearcroft

DECISION – grant advertisement consent

**I hereby authorise the approval of this application for the reasons set
out in the officer's report and recommendation annexed below in
respect of the above matter.**

Teresa Harlow

AUTHORISED OFFICER

Date: 05-Sep-2017

Officer Report

Site Description – Rumpus 7 Church Street, Slaithwaite, Huddersfield, HD7 5AS

The application site comprises of a recently built takeaway located adjacent to the Shoulder of Mutton public house in the local centre of Slaithwaite. The building is two storey constructed from stone at ground floor with a contemporary style first floor timber element. The site is in a sensitive location – within Slaithwaite Town Centre Conservation Area and surrounded by Grade II Listed buildings Slaithwaite Parish Church (to the north), 9 Market Place (to the east) and Lawsons funeral parlour on Old Bank (to the south).

Description of Proposal

The application seeks advisement consent for the installation of 1 illuminated and 1 non illuminated sign. The signs have already been erected and the details of each sign are as follows:

Illuminated sign

- Hanging sign which is 0.35m high by 0.5 metres wide and is hung from a metal bracket.
- The sign is 2.1 metres above the ground level.
- The sign is externally illuminated from the metal bracket, and the illumination is to be static.
- The sign advertises 'Rumpus' in red writing with a printed graphic on a white background.

Non illuminated sign

- Fascia sign which is 0.3 m high and 2m wide and projects from the timber section of building.
- The sign is 4.2 metres above ground level.
- The sign advertises 'Rumpus', and is made from metal letters which have a pre-rusted appearance.

History of negotiations/amendments received

No negotiations necessary.

Relevant Planning History

2014/91143 - Change of use of former public convenience to A5 (hot food takeaway) with ancillary uses including the erection of extension to provide storage and office at first floor level (within a Conservation Area) – Approved

Representations

No publicity required

Consultations

None necessary

Policy

The statutory development plan comprises the Kirklees Unitary Development Plan (saved Policies 2007).

The statutory development plan is the starting point in the consideration of planning applications for the development or use of land unless material considerations indicate otherwise (Section 38(6) Planning and Compulsory Purchase Act 2004).

The Council is currently in the process of reviewing its development plan through the production of a Local Plan. The Council's Local Plan was submitted to the Secretary of State for Communities and Local Government on 25th April 2017, so that it can be examined by an independent inspector. The weight to be given to the Local Plan will be determined in accordance with the guidance in paragraph 216 of the National Planning Policy Framework. In particular, where the policies, proposals and designations in the Local Plan do not vary from those within the UDP, do not attract significant unresolved objections and are consistent with the National Planning Policy Framework (2012), these may be given increased weight. Pending the adoption of the Local Plan, the UDP (saved Policies 2007) remains the statutory Development Plan for Kirklees.

The site is designated on the Slaithwaite Conservation Area on the UDP Proposals Map Kirklees Publication Draft Local Plan.

The site is unallocated on the UDP Proposals Map and Kirklees Publication Draft Local Plan.

Kirklees Unitary Development Plan:

BE1 – Design principles

BE5 – Preservation/enhancement of conservation areas

Kirklees Publication Draft Local Plan (PDLP):

PLP 1 – Achieving sustainable development

PLP 2 – Place shaping

PLP 24 – Design

PLP25 – advertisements and shopfronts

PLP35 – Historic Environment

National Policies and Guidance:

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF)

published 27th March 2012, together with Circulars, Parliamentary Statements and associated technical guidance.

The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- Chapter 7 – Requiring good design
- Chapter 12 – Conserving and enhancing the historic environment

Assessment

The NPPF seeks a presumption in favour of sustainable development and seeks to secure high quality design and a high standard of amenity for all existing and future occupants of land and buildings, as well as taking account of the character of different areas and the way they function.

The site is located within the Slaithwaite conservation area. Paragraph 126 of the NPPF highlights the desirability of sustaining and enhancing the significance of heritage assets and taking account of opportunities to draw on the contribution made by the historic environment to the character of a place. Policy BE5 of the UDP states that new development should contribute to the preservation or enhancement of the character or appearance of the area.

Paragraph 67 of the NPPF considers that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. However, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The application has been submitted retrospectively however in this instance, the proposed signage is relatively small in scale and is not considered to be intrusive seen against the appearance of the host building. The non-illuminated 'fascia' sign whilst reasonably high is not considered to be overly prominent and is not considered to be detrimental to the character and appearance of the Conservation Area. The colour which is a pre-rusted Corten steel appearance harmonises with the timber boarding used for the first floor. The lettering is small and the letters are applied directly to the building without a back board. The hanging sign is at ground floor level and is again proportionate to the size and function of the building. Due to the signs position, design and scale it is considered that they do not result in any detriment to amenity or public safety. Furthermore, the signage preserves the character and appearance of the conservation area and are considered to be of a standard of design, style, scale and materials which are appropriate to the building and its setting. As such, the proposed advertisements are considered to comply with the aims of the NPPF, as well as Policies BE1 and BE5 of the UDP and emerging policy PLP25, in terms of achieving good design.

To conclude, this application has been assessed against relevant policies in the development plan and other material considerations. It is considered that the development would constitute sustainable development and is therefore recommended for approval.

Recommendation

Grant advertisement consent

Decision Authorisation - Delegated Powers**Application Number:** 2017/92391**Officer Recommendation:** Grant advertisement consent**Conditions and Reasons**

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	1315-PL-1000	-	10/7/2017
Plans and Elevations	1315-PL-107	-	10/7/2017

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2015 and guidance in the National Planning Policy Framework, the Local Planning Authority have, where possible, made a pre-application advice service available, complied with the Kirklees Development Management Charter 2015 and otherwise actively engaged with the applicant in dealing with the application. The scheme as submitted was considered to be acceptable and no amendments were required.

Report Dated:

5/9/2017