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:	2017/64/94220/W
Site Address:	Unit C, Leeds Road Retail Park, Leeds Road, Huddersfield, HD1 6PF
Description:	Advertisement Consent for erection of 6 illuminated and non-illuminated signs
Recommending Officer:	Aimee Procter

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: 31-Jan-2018

Officer Report

Application: 2017/62/94220/W
Site: Unit C, Leeds Road Retail Park, Leeds Road, Huddersfield, HD1 6PF
Proposal: Advertisement Consent for the installation of 6 illuminated and non-illuminated signs

Site Description
The application relates to the Retail Park situated on Leeds Road, Huddersfield. Part of the site to the west, close to the meeting of Leeds Road and Bradley Mills Road, is being developed for the erection of a Greggs restaurant/food retail unit. Surrounding the site is a variety of commercial retail buildings; adjacent to the site on Leeds Road are a number of terraced residential dwellings.

Description of proposal
The application proposes the erection of 6 illuminated and non-illuminated signs, comprising of 3 fascia signs, 1 modesty graphic and 2 internal posters. The application requests advertisement consent for a specific period of time, from 01/02/2018 to 01/02/2023. The application proposes:

Fascia sign #1
This sign will be 4.35m from ground level with a projection of 38cm from the face of the building, and will consist of a badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% gradient to Pantone Processed Cyan, it will have letters spelling 'GREGGS' in fret cut opal polycarbonate. The letters will have a maximum height of 43cm. The sign will measure 76cm in height, 3.27m in width and 10cm in depth. The sign will be internally illuminated to 500cd/m.

Fascia sign #2
This sign will be 4.17m from ground level with a projection of 10cm from the face of the building, and will consist of a badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% gradient to Pantone Processed Cyan, it will have letters spelling 'GREGGS' in fret cut opal polycarbonate. The letters will have a maximum height of 43cm. The sign will measure 76cm in height, 3.27m in width and 10cm in depth. The sign will be internally illuminated to 500cd/m.

Fascia sign #3
This sign will be 2.8m from ground level with a projection of 10cm from the face of the building, and will consist of a badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% gradient to Pantone Processed Cyan, it will have letters spelling 'GREGGS' in fret cut opal polycarbonate. The letters will have a maximum height of 43cm. The sign will measure 76cm in height, 3.27m in width and 10cm in depth. The sign will be internally illuminated to 500cd/m.

Laminated card #1

This sign will be 0.7m from ground level and will contain photographic images of Greggs' products and seasonal offers. The maximum height of any letters and symbols will be 10cm. The sign will measure 1.2m in height and 60cm in width. This sign will be non-illuminated.

Laminated card #2
This sign will be 0.7m from ground level and will contain photographic images of Greggs' products and seasonal offers. The maximum height of any letters and symbols will be 10cm. The sign will measure 1.2m in height and 60cm in width. This sign will be non-illuminated.

Vinyl film #1
This sign will be 10cm from ground level and will contain photographic images of Greggs' products. The maximum height of any letters and symbols will be 10cm. The sign will measure 1m in height and 4m in width. This sign will be non-illuminated.

History of negotiations/amendments received
No negotiations or amendments were requested.

Relevant Planning History
2016/92574 Erection of class A1/A3 building, formation of car parking, access, boundary treatments, landscaping and associated works – Conditional full permission

Representations
No publicity required for this type of application.
No representations were received.

Consultations
No consultations were required.

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 Examination commenced in October 2017. 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 substantial weight. Pending the adoption of the Local Plan, the UDP (saved Policies 2007) remains the statutory Development Plan for Kirklees.

The site is unallocated on the UDP and the PDLP Proposals Maps.

Kirklees Unitary Development Plan:
D2 – General Development Policy
BE1 – Quality of design
BE2 – Design principles

Kirklees Publication Draft Local Plan (PDLP):
PLP 1 – Achieving sustainable development
PLP 2 – Place shaping
PLP 24 – Design
PLP25 – Advertisements and shopfronts

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

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.

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 interest of amenity and public safety, taking account of cumulative impacts.

The proposed signage would not result in any undue impact on either residential or visual amenity. To the north of the site, opposite Leeds Road are a number of terraced residential dwellings, and to the west of the site across Bradley Mills Road are a number of terraced dwellings set back from the highway and a garage. The nearest dwelling is approximately 30 metres away from the site boundary. Given that the site forms part of an established retail park, and it is situated along one of the major arterial route into and out of Huddersfield, it is considered that the advertisements aforementioned would not have any significant impact on the amenities of these neighbouring residents.

One of the proposed illuminated signs will front a highway (Bradley Mills Road) to the rear of the building; this sign spells ‘GREGGS’ in lettering with the Greggs’ logo positioned to the left. The height of the letters and symbols

will be a maximum of 43cm in height. Across Bradley Mills Road to the rear of the site are a large garage forecourt and associated building and a number of terraced dwellings although these are set back from the highway with their own access road. Given the above, the proposed advertisements would not result in any detrimental impact upon amenity or public safety, due to the distance between the site and its residential neighbours, the character of the area, and the position, design and scale of the advertisements. It is unlikely this specific fascia sign would lead to vehicles stopping abruptly or causing a distraction that would result in public safety issues. As such, the proposed advertisements are considered to comply with paragraph 67 of the NPPF, policies D2 and BE1 of the Unitary Development Plan, and would also conform to emerging policy PLP25 of the Publication Draft Local Plan.

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: 2017/62/94220/W
Officer Recommendation: Grant advertisement consent
Conditions and Reasons

Standard 5 advert conditions.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Grouped plans and elevations	RPEN/S3785/PLN		13/12/2017
Location Plan			12/12/2017

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.

Report Dated: 26/01/2018