Town and Country Planning Act 1990

Town and Country Planning (General Development Procedure) Order 1995

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2017/64/94267/W

To: Paul O' Sullivan,
Insite Poster Properties Ltd.
Barton Hall
29, Gloucester Street
Cirencester
GL7 2DJ

For: Paul O' Sullivan, Insite Poster Properties Ltd.

In pursuance of its powers under the above-mentioned Act and Order the KIRKLEES COUNCIL (hereinafter called "The Council**") as Local Planning Authority hereby refuses consent to:-**

ADVERTISEMENT CONSENT FOR ERECTION OF 2 ILLUMINATED LED ADVERTISING DISPLAY SIGNS

At: ADJ 468B, MANCHESTER ROAD, CROSLAND MOOR, HUDDERSFIELD, HD4 5BW

In accordance with the plan(s) and applications submitted to the Council on 15-Dec-2017. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

The proposed advertisements, by reason of their illumination and rolling display, would form an overly prominent and intrusive feature within the streetscene which would have a negative impact on the visual amenity of the area. This includes the setting of the nearby Milnsbridge Conservation Area and a gateway entrance to this conservation area. To permit such a development would be contrary to the requirements of policy BE2(i) of the Unitary Development Plan, Policy PLP25 1.b. of the Publication Draft Local Plan and paragraph 67 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Grouped plans and elevations	T4285 A4 061		18/12/2017
Grouped plans and elevations	T4285 A4 060		18/12/2017
Proposed site / block layout	T4285 A4 051		18/12/2017
Location Plan	T4285 A4 050		18/12/2017

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.

The agent was contacted regarding the levels of illumination and provided more information so that the potential for light pollution could be assessed. The agent was contacted again regarding concerns about the impact of the proposal on the amenity of the area and given the opportunity to provide further justification. This was received but did not overcome the concerns regarding the effect the advertisements would have on the amenity of the area.

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse this application, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

All advertisement appeals have to be submitted to the Secretary of State within 8 weeks of the date of issue of the Local Planning Authority's decision against which you are appealing.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://www.gov.uk/planning-inspectorate. Further information on the Planning Appeal process can be found online at the Planning Inspectorate's website https://www.gov.uk/government/organisations/planning-inspectorate.

You must use the correct Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the type of application that the appeal relates to so they can send you the appeal form you require.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent or could not have granted it without the conditions they imposed, having regard to the statutory

requirements, to the provisions of any development order and to any directions given under a development order.

An important part of improving our service is to review your feedback on the way that we have dealt with your planning application(s). Please take a couple of minutes to email your comments to dc.admin@kirklees.gov.uk so that we can work on continually improving our customer service. Thank you.

Dated: 22-Feb-2018

Signed:



Karl Battersby
Strategic Director Economy and Infrastructure

Application Plans

The decision notice indicates which plan/s relate to the decision.

Plans can be viewed on the Planning and Building Control web site:

http://www.kirklees.gov.uk/business/planning/planning.asp

If a paper copy of the decided plan is required please email:

planning.contactcentre@kirklees.gov.uk

or telephone (01484) 414746 with the application number.

There may be a charge for this service.

Address to which all communications should be sent:
Planning, Strategic Investment Service, PO Box B93, Civic Centre 3, Off Market Street, Huddersfield, HD1 2JR
