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:	2018/64/90321/W
Site Address:	Leeds Road Retail Park, Leeds Road, Huddersfield, HD1 6PF
Description:	Advertisement consent for installation of 9no. illuminated and 2no. non-illuminated signs
Recommending Officer:	Julie Greatbatch

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: 27-Mar-2018

Officer Report

Application: 2018/90321

Site: Leeds Road Retail Park, Leeds Road, Huddersfield, HD1 6PF

Proposal: Advertisement consent for installation of 9no. illuminated and 2no. non-illuminated signs.

Site Description

The application relates to a Class A1/A3 building, currently under construction, within Leeds Road Retail Park, Huddersfield. The building occupies a corner plot on a busy crossroads, with Leeds Road to the north-west and Bradley Mills Road to the south-west. The road junction is controlled by traffic lights.

Part of the building will be used as a drive-through coffee house and it is to this use that the proposed advertising relates. The building is clad largely in aluminium, with large glazed areas and some timber coloured details. The roof edge of the new building is approximately 6.4m high along its north easterly elevation.

Description of proposal

The application proposes the installation of 9no. illuminated and 2no. non-illuminated signs, as detailed below. Advertising consent is sought for the period 28/03/2018 to 28/03/2023.

Item 1 - Starbucks sign on retail park pylon (shown on dwg. 2017/83/01, sign no.1)
This sign will be an aluminium panel, measuring 0.25 x 1.00 x 0.00m, added to and designed to match the existing retail park pylon sign. Text will be white on a black background. This sign will not be illuminated.

Item 2 – Height restriction bar (shown on dwg. 2017/83/01, sign no.2)
This sign will comprise a 3.10m aluminium leg, supporting a suspended aluminium sign case from a 2.10m horizontal bar. The base of the sign will be 2.70m above ground level. This sign will not be illuminated.

Item 3 – Menu board: pre-menu (shown on dwg. 2017/83/01, sign no.3)
This sign will comprise aluminium legs, supporting an aluminium frame encompassing a glazed panel. Overall dimensions will be 1.65 x 0.92 x 0.20m. This sign will be static illuminated, internally, to a level of 600cd/m.

Item 4 – Menu board: confirmation (shown on dwg. 2017/83/01, sign no.4)
This sign will comprise aluminium legs, supporting an aluminium frame encompassing a glazed panel. Overall dimensions will be 3.00 x 1.40 x 0.20m. This sign will be static illuminated, internally, to a level of 600cd/m.

Item 5 – Menu board: 5 panel (shown on dwg. 2017/83/01, sign no.5)
This sign will comprise aluminium legs, supporting an aluminium frame encompassing a glazed panel. Overall dimensions will be 1.65 x 2.40 x 0.20m. This sign will be static illuminated, internally, to a level of 600cd/m.

Item 6 – Directional sign (shown on dwg. 2017/83/01, sign no.8)
This sign will comprise aluminium posts, supporting an aluminium sign case. Overall dimensions will be 1.50m x 1.00m x 0.20m. The sign will be static illuminated, internally, to a level of 600cd/m.

Item 7 – Directional sign (shown on dwg. 2017/83/01, sign no.9)
This sign will comprise aluminium posts, supporting an aluminium sign case. Overall dimensions will be 1.50m x 0.82m x 0.20m. The sign will be static illuminated, internally, to a level of 600cd/m.

Item 8 – Pylon sign (shown on dwg. 2017/83/01, sign no.10)
This sign will comprise a mild steel pole, supporting a circular aluminium sign case with Perspex front and rear panel, and a rectangular sign below. The main sign case will show a white logo on a green background, the sign below would include white text on a black background. The overall height of the pole and sign case will be 6.00m, with the circular component being 1.80m in diameter, and the rectangular component measuring 1.85 x 0.52m. This sign will be static illuminated, internally, to a level of 600cd/m.

Item 9 – Starbucks fascia sign (shown on dwg. 2017/83/02)
This sign will be mounted on the front (north-easterly) elevation of the building. It will measure 4.90m x 0.75m, with the base of the sign being approximately 4.30m above ground level. The sign will feature 0.30m high white acrylic letters on a black background and will be static illuminated, internally, to a level of 600cd/m.

Item 10 – Internal roundel: front (shown on dwg. 2017/83/02)
This sign comprises a 0.76m diameter roundel, suspended behind glazing and featuring a white logo on a green background. This sign will be static illuminated, internally, to a level of 600cd/m.

Item 11 – Internal roundel: side (shown on dwg. 2017/83/02)
This sign comprises a 0.76m diameter roundel, suspended behind glazing and featuring a white logo on a green background. This sign will be static illuminated, internally, to a level of 600cd/m.

History of negotiations/amendments received

There were, initially, some apparent discrepancies between the signage details shown on the submitted drawings and those listed on the application form. Revised details were submitted and the application description amended accordingly.

Relevant Planning History

2016/92574 Erection of Class A1/A3 building, formation of car parking, access, boundary treatments, landscaping and associated works - Approved

Representations

No publicity is 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 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 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 majority of the proposed signs would be illuminated but none intermittently, so it is not considered that there would be any impacts in terms of nuisance or highway safety.

The site is approximately 18.5m away from residential dwellings on Leeds Road and 31.0m away from dwellings on Bradley Mills Lane. Given that the site is located within an established retail park, and that there are large numbers of similar signs already in use in the vicinity of the site, it is considered that the aforementioned advertisements would not have any significant impact upon the amenities of any neighbouring residents.

The design of the proposed advertisements is consistent with the character of the building currently under construction, in terms of scale, quality and use of materials, and would also be in keeping with other buildings in the locality.

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 site and its established use, and the position, design and scale of the advertisements. 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

Application Number: 2018/90321
Decision Authorisation: Delegated Powers
Officer Recommendation: Grant Advertisement Consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:

Plan Title	Reference	Version	Date Received
Location Plan	-	-	31/01/2018
Proposed Site Signage Plan	2017/82/01	Revision B	27/03/2018
Proposed Building Signage	2017/82/02	Revision A	30/01/2018

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. No amendments to the submitted plans were deemed necessary.

Report Dated: 27/03/2018