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:	2018/64/92993/E
Site Address:	Robertson Baxter Ltd, Beck House, 1, Abbey Road, Shepley, Huddersfield, HD8 8EP
Description:	Erection of illuminated signs
Recommending Officer:	Ellie Worth

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.

Sarah Longbottom

AUTHORISED OFFICER

Date: 08-Nov-2018

Site description
1 Abbey Road, Shepley is an irregular shaped one storey building which is currently used for business. The building is constructed from artificial stone with concrete tiled, pitched roofs. Vehicular access is taken from the front west facing elevation of this property onto Abbey Road.

The site is unallocated in accordance with the councils UDP and PDLP policy.

Description of proposal
The proposal is for the erection of one fascia sign and one projecting sign. Both signs will be internally illuminated. The details of the sign shall be set out below in accordance with the information submitted with the planning application.

Fascia sign:

- Height - 0.85m
- Width – 2.9m
- Depth – 0.135m
- Maximum projection 0.135m
- Maximum height of any individual letter or symbol – 20cm
- The colour of the text and background will be in accordance with the submitted plans these being white text on a deep blue background
- The sign will be internally illuminated (static)
- Lumen level – 50cd/m2
- The sign will be constructed from an aluminium frame with flexface digi printed skin

Projecting sign

- Height from ground – 1.6m
- Height – 0.6m
- Width – 0.8m
- Depth – 1m
- Maximum projection – 0.8m
- The sign will be constructed of aluminium
- The maximum height of any individual letters and symbol – 25cm
- The colour of the text and background will be in accordance with the submitted plans these being white text on a deep blue back ground
- The sign will be internally illuminated (static)
- Lumen level 20cd/m2

History of negotiations/amendments received

An amendment plan was received on 06/11/18 for a scaled location plan.

Relevant Planning History
Various application have been submitted on this site

Representations

Kirkburton Parish Council - No objections.

Representations received on the 9th October 2018.

Consultations

KC Highways DM: no objections.
Consulted on 08/11/18

Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan for Kirklees currently comprises the saved policies within the Kirklees Unitary Development Plan (Saved 2007). 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 in Public began in October 2017. The weight to be given to the Local Plan will be determined in accordance with the guidance in paragraph 48 of the National Planning Policy Framework (2018). 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 (2018), these may be given increased weight. At this stage of the Plan making process the Publication Draft Local Plan is considered to carry significant 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 Proposals Map and on the Kirklees Publication Draft Local Plan.

Kirklees Unitary Development Plan

D2 – Unallocated land

BE1 – Design Principles

BE2 – Quality of design

T10 – Highway safety

Kirklees Publication Draft Local Plan (PDLP)

PLP1 – Achieving sustainable development

PLP2 – Place shaping

PLP21 – Highway safety

PLP24 – Design

PLP25 – Advertisements and shop fronts

National Policies and Guidance:

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published 24th July 2018, the Planning Practice Guidance Suite (PPGS) first launched 6th March 2014 together with Circulars, Ministerial Statements and associated technical guidance.

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

- Chapter 12 – Achieving well-designed places

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 132 of the NPPF considers that the quality and character of places can suffer when advertisements are poorly sited and designed. However, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Policy PLP25 of the PDLP sets out that the display of advertisements will only be permitted if they satisfy the following criteria:

a. The design is consistent with the character of the existing building in terms of scale, quality and use of materials;

b. Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest.

In this instance, the proposed signage, due to its position, design and scale would not result in any detriment to amenity or public safety. As such, the proposed advertisements are considered to comply with paragraph 132 of the NPPF, as well as Policies D2 and BE1 of the UDP, Policies PLP24 and PLP25 of the PDLP in terms of achieving good design and well-designed places.

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: 2018/92993
Officer Recommendation: Grant advertisement consent
Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location plan	01	-	06/11/18
Existing sign	-	-	14/09/18
Proposed fascia sign	-	-	14/09/18

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. An amended location plan was received on the 06/11/18 due to there being no scale on the original.

Report dated: