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:	2019/64/90507/W
Site Address:	Leeds Road Retail Park, Leeds Road, Huddersfield, HD1 6PF
Description:	Advertisement Consent for erection of illuminated and non-illuminated signs
Recommending Officer:	Jason Hammond

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: 16-Apr-2019

Officer Report.

Reference: 2019/90507

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

Proposal: Advertisement Consent for erection of illuminated and non-illuminated signs.

Site Description.

Leeds Road Retail Park is a large retail park located off from Leeds Road to the north and Bradley Mills Road to the west. The unit is located centre north of the retail park, with the rear facing Leeds Road and the front facing the central car park. The retail units in the area share a similar design being flat roof and faced with brick on the lower section of the building and grey cladding on the upper sections. Signs are prominent in the area, displaying the occupant of the unit. To note, during the site visit the proposed signs were erected and in place.

Description of Proposal.

The application refers to the installation of five signs to the property and one set of window vinyl glazing graphics. All wall signs are to carry the white 'b&m' graphics on an orange and blue 'b&m' background.

One fascia sign is to be located to the front of the building, above the shopfront. It will have a height of 3.00 metres, width of 20.00 metres and depth of 0.2 metres, located 3.20 metres above the ground. This is to be displayed onto a box that is to be attached to the exterior of the building to be internally illuminated with an illuminance level of 500 cd/m2.

The rear sign is to face toward Leeds Road, to the rear of the unit. Two side signs are also proposed to the east and west, which will have the same dimensions. They will have a height of 3.00 metres, width of 12.00 metres and depth of 0.1 metres, located 3.20 metres above the ground. These are to be displayed onto fascia frame signs that are to be attached to the exterior of the building to be externally illuminated with an illuminance level of 300 cd/m2.

An entrance sign is proposed above the shop door, displaying 'Welcome to b&m' with white graphics on a blue background. It will have a height of 0.70 metres, width of 4.50 metres and depth of 0.06 metres, located 2.40 metres

above the ground. This will be a flat panel with vinyl graphics, being non-illuminated.

Also proposed are window graphics, having a height of 2.25 metres, width of 4.00 metres and depth of 0.01 metres, located 0.02 metres above the ground. This will consist of four panels with a blue background and white graphics listing the store's products.

History of Negotiations.

No known changes for this scheme.

Representations.

No publicity is required for applications regarding signs and advertisements, and as such no representations were received.

Consultation Responses.

No consultations were deemed necessary for this proposal.

Policy/Legislation.

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 statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019).

The site is Unallocated on the Kirklees Local Plan.

Kirklees Local Plan:

- **PLP 1** – Achieving sustainable development
- **PLP 2** – Place shaping
- **PLP 24** – 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 February 2019, 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 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. The cumulative impacts have been assessed for this application, taking into account the advertisements proposed in the application and the nearby signs used in the retail park. It is deemed that the proposed signs will be of an appropriate scale and will ensure that the site and surrounding area will be kept “simple, efficient and effective” in highlighting the use and owner of the units, at the same time as not dominating the area. The signs are to be replacing the signs that were currently in place for the previous occupier, ensuring minimal harm upon the appearance of the site. The signs were in place during the site visit, and were of no visual harm to amenity.

Policy PLP25 of the Local Plan (as modified) 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;
a. 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 PLP24 and PLP25 of the Local Plan in terms of achieving good design and well-designed places. The signs were erected and noted during the site visit, with the signage looking appropriate and in character with the local surroundings and buildings.

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: 2019/90507

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 (7 Pages)	18961-1		19/02/2019
Location Map	BW1-00778680		19/02/2019

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.

As submitted plans were considered to be acceptable, no changes were sought.

Report Dated: 12/04/2019