



**Town and Country Planning Act 1990**

**Town and Country Planning (General Development Procedure) Order 1995**

**REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)**

---

**Application Number: 2019/64/93525/W**

---

**To:** L Hardy  
9, The Clough  
Mirfield  
WF14 9DN

**For:** L Hardy

**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:-**

ERECTION OF ADVERTISING HOARDING (WITHIN A CONSERVATION AREA)

**At:** 8, MORLEY LANE, MILNSBRIDGE, HUDDERSFIELD, HD3 4NZ

**In accordance with the plan(s) and applications submitted to the Council on 16-Apr-2020. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-**

1. The proposed advertising hoarding would be affixed to a building of domestic scale and appearance and in a mainly residential setting. It is considered that commercial advertising in this location, and especially a hoarding of the scale and siting proposed, would introduce an alien and intrusive feature to the street-scene that would be out of character with its surroundings, out of scale to the adjacent domestic property and harmful to visual amenity, contrary to the aims of Policy LP25 of the Kirklees Local Plan and Paragraph 132 of the National Planning Policy Framework.

Plans and specifications schedule:-

| Plan Type                                | Reference | Version | Date Received |
|------------------------------------------|-----------|---------|---------------|
| Application form                         |           |         | 29-Oct-2019   |
| Grouped plans and elevations as proposed |           |         | 16-Apr-2020   |
| Supporting statement                     |           |         | 15-Apr-2020   |

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 case officer did not undertake negotiations with the applicant since the planning concerns related mainly to the principle of commercial advertising in this location rather than the details, and could not be overcome by the submission of amended plans.

### **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](mailto:dc.admin@kirklees.gov.uk) so that we can work on continually improving our customer service. Thank you.

**Dated:** 22-Jun-2020

**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:

[dc.admin@kirklees.gov.uk](mailto:dc.admin@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

---