

**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: 2019/64/94100/W

Site Address: Croft Medical Centre,
Cobcroft Road, Fartown, Huddersfield, HD2 2RU

Description: Advertisement Consent for erection of non-illuminated
signs

Recommending Officer: Alice Huxley

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.**

Emma Thompson

AUTHORISED OFFICER

Date: 03-Feb-2020

Site Description

Croft Medical Centre, Cobcroft Road, Fartown, Huddersfield.

The site occupies a two-storey building constructed from stone, brick and render that is located within a predominantly residential area in Fartown. It is noted that the site's south and east boundary is bound by the Birkby Conservation Area.

Description of Proposal

Advertisement consent for erection of non-illuminated signs.

The proposal is for three non-illuminated signs, two located on the front elevation of the building and one free standing sign.

The fascia sign would be fixed to the render to read 'Croft Medical Centre' and be positioned at height of approx. 5.3 metres from the base of the advertisement to the ground. The sign would have dimensions of H: 0.9 x W: 2.85 x D: 0.1 metres and have a projection of 0.05 metres from the face of the building. The maximum height of the individual letters would be 0.35 metres and proposed materials consist of metal in the colour dark grey.

The second sign that would be located on the front elevation of the building fixed to the stone work and would be a Pharmacy green cross. This would be positioned at a height of approximately 1.5 metres from the base of the advertisement to the ground and have dimensions of H: 0.6 x W: 0.6 x D: 0.05 metres. The maximum height of the individual symbol would be 0.6 metres and the sign would have a maximum projection of 0.05 metres. Proposed materials consist of metal in the colour green.

The final advertisement would be a free-standing NHS sign that would be located adjacent to the site's south-west boundary line by the main vehicular entrance in front of the bin store. The height from the ground to the base of the sign would be 1 metre and it would have dimensions of H: 0.8 x W: 1.2 x D: 0 metres. The maximum height of the individual letters/symbols would be 0.1 metres and proposed materials consist of metal and would be white text on a blue background, and blue text on a white background.

History of negotiations/amendments received

No amendments were sought in this instance.

Relevant Planning History

2014/90774 – Erection of two storey medical centre with integral pharmacy and parking – *conditional full permission*.

2009/90777 – Erection of medical centre with integral pharmacy (modified proposal) – *conditional full permission*.

2008/93414 – Erection of medical centre with internal pharmacy – *conditional full permission*.

Representations

No publicity required.

Parish / Town Council comments included here:

Not applicable.

Consultations

None.

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

The site is unallocated on Kirklees Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

LP 24 – Design

LP 25 – 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 19th February 2019, 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.

Whilst the site is not located within the Birkby Conservation Area, the conservation area boundary lies immediately adjacent to the east and south boundary therefore

Chapter 16 of the NPPF and LP35 of the Kirklees Local Plan is relevant. Policy LP35 of the Kirklees local plan sets out the development proposals affecting a designated heritage asset should conserve those elements which contribute to its significance. Paragraph 192 in Chapter 16 of the NPPF highlights, amongst other things, the desirability of new development making a positive contribution to local character and distinctiveness. Paragraph 190 of the NPPF requires that the Local Planning Authority (LPA) assess the significance of any heritage assets affected and take this into account when considering the impact of the proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal. Paragraph 193 of the NPPF states that when considering the impact of new development on the significance of a designated heritage asset, great weight should be given to its conservation. Any harm to, or loss of, the significance of a designated heritage asset from development within its setting, should require clear and convincing justification. Where the harm is considered to be less than substantial paragraph 196 requires that such harm should be weighed against the public benefit of the proposal. It is considered that the development will not result in any harm. Furthermore the development results in public benefit that adds weight to the proposals. The erection of the signs is, therefore, considered acceptable in terms of the located adjacent to the conservation area.

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. As such, the cumulative impacts have been assessed and it has been considered that the proposed signage would highlight the use of the building simply yet effectively. Additionally, given the area and other signage located to the north-west of the site (within the Birkby Conservation Area), it has also been assessed that the proposed advertisements would be of an appropriate scale and design in relation to the site and the wider environment.

Policy LP25 of the Local Plan 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 advertisements, due to their position, design and scale would not result in any detriment to amenity of public safety. As such the proposed advertisements are considered to comply with paragraph 132 of the NPPF, Policies LP24 and LP25 of the Local Plan 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: 2019/94100

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	00A	1	19/12/2019
Site Plan	105C	1	19/12/2019
External Signage Schedule	137E	1	19/12/2019
Proposed Elevations	106E	1	19/12/2019

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.

Report Dated: 03/02/2020