

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: 2020/64/90525/W

Site Address: McDonald's Restaurant, Gallagher Retail Park,
Waterloo, Huddersfield, HD5 0BS

Description: Advertisement Consent for erection of illuminated
signs and digital booth screen

Recommending Officer: Sam Jackman

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: 30-Mar-2020

Site Description

The application relates to a McDonalds Restaurant and drive-thru which is located at Gallagher Retail Park on Wakefield Road, Waterloo, Huddersfield, which is one of the major arterial routes into Huddersfield town centre. The restaurant is freestanding and designed in natural stone and aluminium grey cladding with associated parking as part of the wider retail park. The immediate vicinity is characterised by retail units, with a number of warehouses and assorted other businesses on the opposite side of Wakefield

Description of Proposal

The proposal is for the erection of 3 digital freestanding illuminated signs and 1 15" digital booth screen.

the new 3 illuminated signs would be replacing 4 existing illuminated signs by the entrance to the drive thru.

3 illuminated signs:-

- 1.42m high by 1.64m wide by 0.108m deep, with the base being 0.74m from the ground (overall height 2.16m)
- static internally illuminated.
- Double digital menu board, grey ppc aluminium panels with colour digital display.

Digital booth screen:-

- 0.25m high by 0.32m wide by 0.09m deep, with the sign being 1.03m from ground level
- static internally illuminated.
- Digital booth screen, grey ppc aluminium panel housing 15" LCD display screen.

History of negotiations/amendments received

None

Relevant Planning History

2017/90121 – Reconfiguration of drive thru lane and installation of 2 order points.

2017/90120 - installation of 4 no illuminated and 2no non illuminated signs advertisement consent

https://www.kirklees.gov.uk/beta/planning-applications/search-for-planning-applications/filedownload.aspx?application_number=2017/90120&file_reference=619343

Representations

No publicity required

Kirkburton Parish Council comments –no comments received, with their 21 days expiring on the 18th March, before the office closed on the 23rd March 2020

Consultations

None required

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

LP25 – 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.

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 LP25 of the

Local Plan sets out that the display of advertisements will only be permitted if they satisfy the following criteria:

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

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

In this instance, the proposed signage, replacing 4 existing signs with 3, due to their position, design and scale would not result in any detriment to amenity or public safety. They would appear of an appropriate scale and design in this wholly commercial environment and relate well in scale to the host building. They would not interfere with existing drive-thru arrangements. 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:2020/9525
Officer **Recommendation:** Grant advertisement consent
Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location plan 1:1250	1361 01		18.2.20
Block plan 1:500	1361 02		18.2.20
Existing site plan	1361 03		18.2.20
Proposed site plan	1361 301	B	18.2.20
Sign 3 digital screen	11358-AEW-xxxx-sk01	A	18.2.20
Menu board	87779A page 2/3		18.2.20

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 any negotiations with the applicant due to the application being acceptable in its submitted format.

Report Dated:

26.3.20