

**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: 2020/64/90596/E

Site Address: Farmers Boy Inn, 44, Marsh Lane, Shepley,
Huddersfield, HD8 8AP

Description: Advertisement Consent for erection of illuminated and
non-illuminated signs

Recommending Officer: Olivia Roberts

DECISION – ADVERTISEMENT CONSENT GRANTED

**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.**

Rebecca Drake

AUTHORISED OFFICER

Date: 07-Aug-2020

Site Description

Farmers Boy Inn is a pub establishment located at 44 Marsh Lane, Shepley which benefits from residential accommodation at first floor level. The building fronts the highway, with a small area of the seating to the front, a larger seating area to the side and a car park to the side and rear. The site is located within a predominantly residential area with the surroundings area comprising buildings which are predominantly stone built and two storey in nature.

The site is located within the Shepley Conservation Area on the Kirklees Local Plan.

Description of Proposal

The application relates to the installation of illuminated and non-illuminated signs at the Farmers Boy.

Sign A – Externally illuminated timber fascia sign advertising the Farms Boy Inn, located on the front elevation above the existing entrance with gold individual lettering. The sign would measure 4m in width by 0.5m in height and 0.03m in depth. It would include the words 'The Farmers Boy' and would be illuminated by a trough light.

Sign B – Externally illuminated double sided timber projecting sign located on the front elevation of the building measuring 1m in height by 0.91m in width. The sign itself would measure 0.7m in width by 0.5m in height and would include the words 'The Farmers Boy Restaurant & Bar'. The sign would be held by an iron bracket with silhouettes and would be illuminated by linolites.

Sign C – Externally illuminated individual gold letters reading 'The Farmers Boy' on the side gable of the building. The individual letters would be 0.03m in height and 0.01m in depth. The total sign would have a width of 2.8m and a height of 0.8m. It would be illuminated by a LED floodlight (Sign J).

Sign D – Non-illuminated aluminium amenity board with vinyl text to be located on the front elevation of the building to the north east. The sign would measure 0.70m in width by 1.1m in height and 0.03m in depth. Colour black.

Sign F – Non-illuminated white painted letters reading 'HD8 Entrance' to be located on the existing canopy on the side elevation. Letters measuring 0.08m in height.

Sign G – Non-illuminated black framed poster cage to be located next to the existing entrance measuring 0.5m in width by 0.7m in height and 0.03m in depth.

Sign H – Non-illuminated disclaimer sign to be located on the side elevation of the existing extension. Measuring 0.45 in width and height and 0.05m in depth. Colour black with white vinyl letters.

Sign I – Four illuminated black and gold lanterns to be located either side of the two existing entrances to the building. Measuring 0.25m in project by 0.6m in height.

Sign K – Non-illuminated back aluminium car park sign with white vinyl letters to be located on the front elevation of the existing extension measuring 1.2m in width by 0.9m in height and 0.03m in depth.

History of negotiations/amendments received

Initial concern was raised by the Conservation and Design officer to signs C and F1 and the potential impact that they could have on the Conservation Area. Amended plans have been received which are set out above (with Sign F1 renamed as Sign K). The plans as amended are considered to address officers concerns.

Relevant Planning History

96/92360 – Erection of illuminated signs. Refused. Appeal Upheld.

Representations

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

Kirkburton Parish Council comments: responded with no comment.

Consultations

K.C. Conservation & Design – Informal discussion, raised some concern to signs C and F1. Suggested individual gold lettering on the side gable and removal or redesign of the proposed carpark sign. Amended plans have been received.

K.C. Environmental Health – Informal discussion, due to the nature of the surrounding area and the illuminance levels of the proposed signage, no concerns were raised.

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 designated within the Shepley Conservation Area on the proposals map of the Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 21 – Highway safety
LP 24 – Design
LP 25 – Advertisements and shop fronts
LP 35 – Historic Environment

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
- Chapter 15 – Conserving and enhancing the natural environment
- Chapter 16 – Conserving and enhancing the historic environment

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.

The site is located within the conservation area. Paragraph 192 of the NPPF highlights, amongst other things, the desirability of new development making a positive contribution to local character and distinctiveness. Policy LP35 of the Local Plan sets out that development proposals affecting a designated heritage asset should conserve those elements which contribute to its significance. Harm to such elements will be permitted only where this is outweighed by public benefits in the proposal.

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 the display on advertisements on a Listed Building or within a Conservation Area should preserve or enhance the character and appearance of the building, the area in which it is located and any features of architectural or historical interest.

A number of the proposed signs would replace existing signage on the building. The signage, by virtue of its scale, colour scheme and design is considered acceptable from a visual amenity perspective and is considered to be proportionate to the size of the existing building. The Conservation and Design officer has reviewed the submitted plans. Some initial concern was raised in relation to Sign C which would cover much of the gable wall of the building and Sign F1 which would be painted onto the stonework. Amendments have been received with Sign C including individual gold lettering and a replacement sign, Sign K, being more in keeping with the other signs which are proposed. It is therefore not considered that the proposed signage would harm the character of the property or the Conservation Area in this instance.

The proposed signage, due to its position, design and scale would not result in any detriment to amenity or public safety. The signage would be located on the existing building, with the projecting sign located at first floor level. Furthermore, the signage would preserve the character and appearance of the Conservation Area. As such, the proposed advertisements are considered to comply with the aims of the NPPF and Policies LP21, LP24, LP25 and LP35 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: 2020/90596

Officer Recommendation: Grant Advertisement Consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan			24/02/2020
Existing Elevations			24/02/2020
Proposed Elevations	12963	1	17/07/2020
Proposed Elevations and Dimensions	12963	1	17/07/2020

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.

Amended plans were sought and received during the course of the application.

Report Dated: 04/08/2020