

**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: 2020/64/90819/W

Site Address: The Warehouse, 12, Zetland Street, Huddersfield,
HD1 2RA

Description: Advertisement Consent for erection of illuminated LED
sign (within a Conservation Area)

Recommending Officer: William Simcock

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: 22-May-2020

Site Description

The Warehouse, 12 Zetland Street is a low-rise, mainly brick building with a blue-slate roof, on the western side of Zetland Street. It has an extensive paved forecourt and landscaping at the front which has some outdoor furniture and a timber enclosure for refuse bins.

- It is in a strongly commercial part of Huddersfield Town Centre, with buildings of more domestic scale further south along Zetland Street and larger buildings including the Kingsgate Centre further north and opposite.

Description of Proposal

- The proposal is for advertisement consent for the installation of a single illuminated sign. The application is retrospective since the sign is already in place although it was not illuminated at the time of the case officer's site visit.
- The sign is described as an illuminated "mannequin" and is designed as the outline of a standing human figure, approximately 2.0m high and 750mm wide, bearing 10 individual rectangular signs (5 facing each way) with stencilling.
- The mannequin is fabricated in mild steel, mid-blue on a dark grey background. The rectangular signs are steel, various colours on a black background.
- The period of consent sought is 5 years.
- Illumination is to be by "faux neon" which consists of an acrylic tube containing LED lights so as to illuminate the outline of the figure.

History of negotiations/amendments received

None.

Relevant Planning History

2019/94083: Advertisement Consent for installation of 6 illuminated and non-illuminated sign. Granted and implemented.

Representations

No publicity required

Representations received – No.

Consultations

Conservation & Design – Acceptable

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 Huddersfield Town Conservation Area on the proposals map of the Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

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 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 Huddersfield Town Centre 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.

The “mannequin” sign was removed from the 2019/94083 scheme on planning officers’ advice since it was considered that it would lead to excessive visual clutter detrimental to the Conservation Area.

It is the view of officers, having seen the sign installed, that it does not have a detrimental impact on the Conservation Area or the street scene since it is seen in the context of a modern building, also in close proximity to two large items of street furniture. The colour scheme and means of illumination are both considered to be low-key and appropriate to the character of the area.

It is considered that the sign would not have any impact on public safety either by unduly distracting road users or for other reasons.

In conclusion it would not result in any detriment to amenity or public safety, taking into account its position, design and scale, and that it would effectively preserve the character and appearance of the conservation area whilst providing benefits to the business operators by highlighting the service available on site.

As such, the proposed advertisements are considered to comply with the aims of the NPPF and Policies 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: 2020/90819

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Application form			11-Mar-2020
Location plan			11-Mar-2020
Grouped plans and elevations as proposed	149131	B	11-Mar-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 no amendments were considered necessary.

Report Dated: 21-May-2020