

**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: 2020/64/92567/W

Site Address: Perrys Motor Sales Ltd, Northgate, Huddersfield, HD1
6AP

Description: Advertisement consent for the erection of illuminated
and non-illuminated signs

Recommending Officer: Laura Yeadon

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: 20-Jan-2021

Site Description

<https://www.kirklees.gov.uk/beta/planning-applications/search-for-planning-applications/detail.aspx?id=2020%2f92567>

The site is to the north of Huddersfield Town Centre and the Huddersfield Town Centre Conservation Area and is the former Jaguar showroom. The site is shared with a further car showroom and is to the south of the wider site with Northgate to the east, Southgate to the south and Viaduct Street to the west. To the west of the site is Huddersfield Railway Viaduct which is a Grade II Listed Building. The surrounding area is comprised of mainly commercial buildings comprised of car showrooms and also the Huddersfield ring road.

Description of Proposal

Permission is sought for the erection of illuminated and non-illuminated signs. The signs would be located on the south west elevation, south east elevation, north east elevation and north west elevation. The colour of the signs would be red and chrome

Sign A – Totem

Location – eastern boundary

Materials – powder coated aluminium acrylic and vinyl

Illumination – Internally illuminated

Size – 1.415m x 4.8m x 0.27m

Sign B - Fascia

Location – south-west elevation

Materials – dibond, acrylic and vinyl

Illumination – internally illuminated

Size – 10.895m x 1.2m

Height to base of sign – 2.95m

Sign C – Fascia

Location – south-east elevation

Materials – dibond, acrylic and vinyl

Illumination – internally illuminated

Size – 18.861m x 1.2m

Height to base of sign – 2.95m

Sign D – Fascia

Location – south eastern elevation

Materials – dibond, acrylic and vinyl

Illumination – internally illuminated

Size – 13.1m x 1.2m

Height to base of sign – 2.95m

Sign E – folded fascia

Location – east elevation

Materials – dibond, acrylic and vinyl

Illumination – none

Size – 3.5m x 1.2m

Height to base of sign – 2.95m

Sign F – folded fascia

Location – north-east elevation

Materials – dibond, acrylic and vinyl

Illumination – none

Size – 3.5m x 1.2m

Height to base of sign – 2.95m

Sign G – folded fascia

Location – north-west elevation

Materials – dibond, acrylic and vinyl

Illumination – internally illuminated

Size – 13.075m x 1.2m

Height to base of sign – 2.95m

Sign H – wall mounted welcome totem

Location – south-east elevation

Materials – hi-gloss, dibond, acrylic

Illumination – non-illuminated

Size – 0.72m x 2.4m

Height to base of sign – 0.05m

Sign I – wall mounted welcome totem

Location – north-east elevation

Materials – dibond, acrylic and vinyl

Illumination – non-illuminated

Size – 0.71m x 2.4m

Height to base of sign – 0.05m

Sign J – text on brass locators

Location – north-east elevation

Materials – resin

Illumination – non-illuminated

Capital height for 'P' of Perrys – 0.39m

Height to base of sign – 3.33m

Sign K – moulded logo

Location – south-west elevation
Materials – acrylic
Illumination – internally illuminated
Size – 1.782m x 0.455m
Height to base of sign – 2.95m
History of negotiations/amendments received

Whilst no amendments were requested by the Local Planning Authority, the Agent has submitted amended plans following instruction from the Applicants. Confirmation of the correct plans were requested which the Agent submitted on 20th January 2020.

Relevant Planning History

1996/91052 Erection of glazed canopy and external alterations
Conditional Full Permission

1999/93056 Erection of extension to form larger showroom and offices
Conditional Full Permission

2000/92480 Erection of showroom and workshop extensions
Conditional Full Permission

2000/93295 Removal of condition 3 relating to areas to be used by vehicles including parking on previous permission 2000/92480 for erection of showroom and workshop extension to allow alternative parking layout
Conditional Full Permission

2001/91618 Erection of illuminated and nonilluminated fascia signs and 1 illuminated totem sign
Advertisement consent granted

2003/92346 Erection of illuminated and non-illuminated car dealership signs
Advertisement Consent Granted

2016/93947 Installation of 2 no. non-illuminated and 2 no. non-illuminated signs
Advertisement consent granted

2000/93969 Advertisement consent for the erection of illuminated and non-illuminated signs
Advertisement Consent Granted

Representations

No publicity required

No representations received

Consultations

K.C. Highways Development Management – no objection

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 the Kirklees Local Plan.

Kirklees Local Plan:

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 24 – Design
LP25 – 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 2019, together with Circulars, Parliamentary 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 place
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.

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 Kirklees 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, due to its position, design and scale would not result in any detriment to amenity or public safety.

The signage is for a well-established, pre-existing car showroom site which had had multiple changes of signage and would be viewed from public vantage points as an expected feature of the area. The red signage would be a contrast with its surroundings but on balance considering the character of the area it would not be incongruous in the street scape. Considering LP35 and the pre-existing relationship between the Railway Viaduct (Grade 2 Listed Building) and the car showroom; this proposal would preserve and not harm the significance of the asset as a recognised historic asset. The proposed signage would be fitted to a modern building, albeit within the setting of the listed viaduct. LP24 requires that “the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape”, this proposal would also accord with LP24 in terms of an acceptable design.

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: 2020/92567

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)	140183		20th January 2021
Location plan with location of signs (1:1250)	140183		20th January 2021
Location plan (1:500)	140183		20th January 2021
Location plan with location of signs (1:500)	140183		20th January 2021
Sign specifications – Signs A-G	140183/Planning		20th January 2021

Plan Type	Reference	Version	Date Received
Sign specifications – Signs I-J	140183/Planning		20th January 2021
Proposed elevations	140183		20th January 2021

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. Whilst no amendments were requested by the Local Planning Authority, the Agent has submitted amended plans following instruction from the Applicants. Confirmation of the correct plans were requested which the Agent submitted on 20th January 2020.

Coal low

Report Dated: 20th January 2021