



Town and Country Planning Act 1990

Town and Country Planning (General Development Procedure) Order 1995

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2021/64/90746/W

To: Nick Willock,
Robert Halstead Chartered Surveyors & To
Office G of H
Bridge Mills
Huddersfield Road
Holmfirth
HD9 3TW

For: Towndoor Ltd

In pursuance of its powers under the above-mentioned Act and Order the KIRKLEES COUNCIL (hereinafter called "The Council") as Local Planning Authority hereby refuses consent to:-

ADVERTISEMENT CONSENT FOR ERECTION OF ONE
MULTI-FUNCTIONAL INTERNALLY LED ILLUMINATED SIGN

At: UNIT C, MELTHAM MILLS INDUSTRIAL ESTATE, MELTHAM MILLS
ROAD, HOLMFIRTH, HD9 4AR

In accordance with the plan(s) and applications submitted to the Council on 23-Feb-2021. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

1. The site is located within an industrial estate but in terms of the wider context is on the outskirts of the built-up part of Meltham and adjacent to extensive parkland on the opposite side of the road. It is considered that the installation of a digital advertising screen in this location would amount to an incongruous and unattractive feature in this suburban location that would detract from the character of the townscape and be harmful to visual amenity. It would therefore fail to comply with the aims of Policies LP24(a) and LP25(b) of the Kirklees Local Plan and paragraph 132 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Application form			24-Feb-2021
Location and block plan, elevations as proposed	20862		24-Feb-2021
Supporting statement			24-Feb-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. The case officer advised the applicant that the proposal was likely to prove unacceptable but did not request amendments because it was considered that the planning concerns could not realistically be overcome since they related to the nature and siting of the proposal rather than the design or technical details, and so it was determined on the originally submitted plans and information.

Development within a Coal Mining Area

The proposed development lies within a coal mining area which may contain unrecorded coal mining related hazards. If any coal mining feature is encountered during development, this should be reported immediately to the Coal Authority on 0345 762 6848.

Further information is also available on the Coal Authority website at:
www.gov.uk/government/organisations/the-coal-authority

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse this application, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

All advertisement appeals have to be submitted to the Secretary of State within 8 weeks of the date of issue of the Local Planning Authority's decision against which you are appealing.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <https://www.gov.uk/planning-inspectorate>. Further information on the Planning Appeal process can be found online at the Planning Inspectorate's website <https://www.gov.uk/government/organisations/planning-inspectorate>.

You must use the correct Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the type of application that the appeal relates to so they can send you the appeal form you require.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

An important part of improving our service is to review your feedback on the way that we have dealt with your planning application(s). Please take a couple of minutes to email your comments to dc.admin@kirklees.gov.uk so that we can work on continually improving our customer service. Thank you.

Dated: 24-May-2021

Signed:



**David Shepherd
Strategic Director Growth and Regeneration**

Application Plans

The decision notice indicates which plan/s relate to the decision.

Plans can be viewed on the Planning and Building Control web site:

<http://www.kirklees.gov.uk/business/planning/planning.asp>

If a paper copy of the decided plan is required please email:

dc.admin@kirklees.gov.uk

or telephone (01484) 414746 with the application number.

There may be a charge for this service.

Address to which all communications should be sent:

Planning, Strategic Investment Service,
PO Box B93, Civic Centre 3, Off Market Street, Huddersfield, HD1 2JR
