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:	**2021/64/93807/W**
Site Address:	The George Hotel, St George's Square, Huddersfield, HD1 1JA
Description:	Advertisement Consent for erection of non illuminated image attached to scaffolding (Listed Building within a Conservation Area)
Recommending Officer:	Neil Bearcroft

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: 17-Feb-2022

Officer Report

Site Description - The George Hotel, St George's Square, Huddersfield, HD1 1JA

The George Hotel is a Grade II* listed building situated within the Huddersfield Town Centre and is located within a Conservation Area. The building is constructed of ashlar sandstone with slate mansard roofs and is well detailed with rusticated stone to the ground floor and deep cornices and corbels. For a number of years the building was a hotel and restaurant and is famous for the formation of the Rugby Football League which took place there in 1895. The building also previously housed the Rugby League Museum but this closed when the hotel did in 2013. The building significantly contributes to the setting of St George's Square along with the Grade I listed Railway Station and the Grade II* Britannia and Tite's Buildings on the opposite side to the hotel.

Description of Proposal

The application seeks advertisement consent for erection of non illuminated image attached to scaffolding (Listed Building within a Conservation Area). The proposed advent would have maximum overall height of 26 metres and would be located on the all sides of the scaffolding to be erected at the site. The advert would be installed above a 3 metre high area of rigid boarding.

The image displayed by the advert is of the George Hotel.

The submitted application form states that the advert will be in place between 4/10/21 and 31/3/2023

History of negotiations/amendments received

Sought confirmation of the image to be included in the advertisement, no information provided, however a subsequent site visit confirmed a picture of the hotel is displayed.

Relevant Planning History

- 90/03306-Planning Permission for erection of an extension-Approved
- 90/04309-Listed Building Consent for erection of an extension-Approved
- 90/06041-Listed Building Consent for external illuminated signs-Approved
- 90/06040-Advertisement Consent for externally illuminated signs-Approved
- 2007/92248-Advertisement Consent for non-illuminated fascia sign-Refused
- 2007/92606-Listed Building Consent for non-illuminated fascia sign-Refused

- 2009/92328-Planning Permission for the erection of external lighting-Approved
- 2009/92329-Listed Building Consent for the erection of external lighting-approved
- 2012/93694-Listed Building Consent for the erection of a plaque-Approved.
- 2014/90693 - Listed Building Consent for erection of rooftop coffee shop/diner and balustrade, canopies and internal and external alterations (within a Conservation Area) – Granted
- 2014/90692 - Change of use to mixed use 30 bedroom hotel with function rooms, part of first floor to dental centre and educational facility, basement to spa, formation of 11 apartments on parts of first, second and third floor, erection of rooftop coffee shop/diner with creation of terrace with balustrade, erection of canopies and external alterations (Listed Building within a Conservation Area) – Approved
- 2019/91505 - Partial change of use of hotel to 50 apart-hotel rooms, A3 (restaurant/cafe/function room), A4 (drinking establishment), D1 (museum), Spa, ancillary storage and associated internal and external works (within a Conservation Area) – Approved
- 2019/91506 - Listed Building consent for Partial change of use of hotel to 50 apart-hotel rooms, A3 (restaurant/cafe/function room), A4 (drinking establishment), D1 (museum), Spa, ancillary storage and associated internal and external works (within a Conservation Area) – Consent Granted

Representations
No publicity required

No Representations received

Consultations
No Consultations 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 designated within the Huddersfield Town Centre Conservation Area on the proposals map of the Local Plan.

Kirklees Local Plan (DLP):
LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 24 – Design
LP25 – Advertisements and shop fronts
LP35 – 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 20th July 2021, 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 and the building which the scaffolding would be attached too is a Grade II* listed building. 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.

In this instance, the proposed signage, whilst large in scale, is only proposed for a limited period whilst works to renovate the George Hotel are being undertaken and the advertisement will be removed once this work has finished. The removal of the scaffolding on the building will also lead to the removal of the advertisement and therefore it is not considered necessary to place any addition restriction on its removal.

Furthermore the advisement comprises an image of the building to be renovated and it is considered that it would not result in any detriment to amenity or public safety as it is not illuminated and does not include letting or

additional details which would not be seen if the building was fully visible. Furthermore, the signage would preserve the character and appearance of the conservation area as it would provide a sensitive shroud to the buildings whilst works are undertaken. 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: 2021/93807
Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Proposed Plans and Elevations	001/01	-	29/9/2021
Photograph of The George Hotel			29/9/2021

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. No additional or amended plans were considered necessary to determine the application and a decision was made on the basis of the plans submitted.

Report Dated: 17/2/2022