



Town and Country Planning Act 1990

Town and Country Planning (General Development Procedure) Order 1995

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2022/64/92224/W

To: Chris Welbourne
16, Layton Park Avenue
Rawdon
Leeds
LS19 6PL

For: Vivid Outdoor Media Solutions (A) 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 1 X 48 SHEET GABLE MOUNTED DIGITAL ADVERTISING DISPLAY UNIT

At: 122, LOCKWOOD ROAD, LOCKWOOD, HUDDERSFIELD, HD1 3QX

In accordance with the plan(s) and applications submitted to the Council on 30-Jun-2022. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

1. The proposed digital advertising screen, by virtue of its illumination and changeable display, location within a predominantly residential area and its large scale in relation to the property on which it would be sited, would form a visually jarring, intrusive and incongruous feature within the street scene, to the detriment of visual amenity and would detract from the character and appearance of the local area. To permit such development would be contrary to Policies LP24 (a) and LP25 1 (a) and (b) of the Kirklees Local Plan and Policies within Chapter 12 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Web ID	Date Received
Site Plan	HLR1	-	30th June 2022
Location Plan	HLR2	-	30th June 2022
Specification Drawings Current Layout	HLR3	-	30th June 2022
Existing Elevation	HD 101 HLR4	-	5th July 2022
Proposed Elevation with 48 Sheet Digital Display	HD 101 HLR5	-	5th July 2022
Crash Map Statistics – Supporting Information	HD 101 HLR6	-	30th June 2022
Photomontage of Extant Express Consent at Gable of 84 Geldard Road, Birstall, Batley, WF17 9QB – Supporting Information	HD 101 HLR7	-	30th June 2022
Planning Statement – Supporting Information	HD 101	-	30th June 2022

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 Authority have, where possible, made a preapplication advice service available, complied with the Kirklees Development Management Charter 2015 and otherwise actively engaged with the applicant in dealing with the application. No amendments have been requested in this instance as it was considered that the planning concerns could not be overcome by the submission of amended or additional plans. The applicant's agent has been informed by officers that we cannot support the principle of such digital advertisements in this locality on amenity grounds. Following this the applicant's agent did provide some additional information in respect of proposed illuminance levels, these are discussed in further detail within the officer's report.

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/appeal-planning-decision>. 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-Aug-2022

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:

Kirklees Council
Planning and Development Service
PO Box 1720
Huddersfield
HD1 9EL
