

**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:	2023/64/90463/E
Site Address:	Unit 1, Norquest Industrial Estate, Pheasant Drive, Birstall, WF17 9LT
Description:	Advertisement Consent for 2 non illuminated fascia signs
Recommending Officer:	Katie Wilson

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.**

Emma Thompson

AUTHORISED OFFICER

Date: 12-May-2023

Site Description

Unit 1, Norquest Industrial Estate, Pheasant drive, Birstall, WF17 9LT

- Newly erected and purpose built industrial building in a priority employment area.
- The wider area is industrial in nature.

Description of Proposal

Advertisement consent is sought for erection of two non-illuminated signs.

1. Fascia sign (located on east facing gable end elevation):

Height from ground to base of advertisement - **9.0m**

Maximum projection from face of the building – **0.1m**

Dimensions – **height: 3.0m x width: 6.0m x Depth: 0.05**

Material – **Aluminium sheet with laminated plastic coating**

Maximum height of individual letters – **200cm**

Colour text & background – **black text on white background**

1. Fascia sign (located on west facing gable end elevation):

Height from ground to base of advertisement - **9.0m**

Maximum projection from face of the building – **0.1m**

Dimensions – **height: 1.5m x width: 3.0m x Depth: 0.05m**

Material – **aluminium and laminated plastic**

Maximum height of individual letters – **100cm**

Colour text & background – **Black text on white background**

History of negotiations/amendments received

No amendments sought or received

Relevant Planning History

2020/92800 – Demolition of existing warehouse and workshop unit and the erection of 3 units with reconfigured access, boundary treatment, landscaping and associated works. Section 106 Full Permission.

[Planning application details | Kirklees Council](#)

2022/93825 – Erection of illuminated signage. Advertisement consent granted.

[Planning application details | Kirklees Council](#)

Representations

No representations received.

Parish / Town Council comments: not applicable.

Consultations

None carried out

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 without notation on Kirklees Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

LP 24 – Design

LP25 – Advertisements and shop fronts

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

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 136 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 that the display of advertisements will only be permitted if they satisfy the following criteria:

- a. The design is consistent with the character of the existing building in terms of scale, quality and use of materials.
- a. Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest.

In this instance, the application would see two non-illuminated fascia signs installed at Unit 1, Norquest Industrial Estate, one on the east facing gable of the building (3.0m high x 6.0m long) and the other on the opposite west facing gable (1.5m high and 3.0m long). This is considered to be in proportion to the scale of the host building and in officers opinion would not harm visual amenity of the area, which is industrial in nature. Although the signage could be viewed from public vantage points, it would be non-illuminated. Therefore, it is considered that the proposed signage, due to its position, design, and scale, would not result in any detriment to amenity or public safety. As such, the proposed advertisements are considered to comply with paragraph 136 of the NPPF, Policies LP24 and LP25 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: 2023/90463

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule: -

Plan Type	Reference	Version	Date Received
Application form			10th February 2023
Location plan			10th February 2023
As proposed plan and elevation drawings	Dwg no. 11321-AEW-01-xx-DR-A-3101	P04	10th February 2023
Supporting information: Igloo thermo sign			10th February 2023

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 application was acceptable as submitted.

Report Dated:

11.05.2023