

**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:	2023/64/91278/W
Site Address:	White Horse Inn, Scholes Road, Jackson Bridge, Holmfirth, HD9 1LY
Description:	Advertisement consent for erection of illuminated and non-illuminated signs
Recommending Officer:	Lucy Taylor

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.**

John Holmes

AUTHORISED OFFICER

Date: 08-Jun-2023

Officer Report.

Reference: 2023/91278

Location: White Horse Inn, Scholes Road, Jackson Bridge, Holmfirth, HD9 1LY

Proposal: Advertisement Consent for erection of illuminated and non-illuminated signs

Site Description.

White Horse Inn is a two-storey building, faced in stone with a tiled gable roof. The building functions with a business use, specifically as a pub/bar. The pub/bar benefits from outdoor seating to the front and rear elevations and a small car park is located adjacent to the fronting highway.

The building is Allocated within the Green Belt in the Kirklees Local Plan.

Several Grade II Listed Buildings are located to the rear of the site.

Description of Proposal.

The proposal is for advertisement consent for illuminated and non-illuminated signs.

New pictorial sign to existing bracket and new linolites to illuminate (Item A)

- Height from the ground to the base of the advertisement: 5.2m
- Height: 1.2m
- Width: 0.9m
- Depth: 0.05m
- Materials: Aluminium face panel with painted background and pictorial image and vinyl text
- Maximum height of any of the individual letters/symbols: 40cm
- RAL 9011 background with gold vinyl lettering and detail with linnet white logo
- Illuminance levels: 200cd/m² (externally) (static)

Two new gable boards with individual letters (Item B)

- Height from the ground to the base of the advertisement: 5.2m
- Height: 3.2m
- Width: 2.5m
- Depth: 0.01m

- Materials: Aluminium face panel with painted background, 10mm individual perspex letter with vinyl logo and detailing
- Maximum height of any of the individual letters/symbols: 100cm
- RAL 9011 background with gold individual letters and DH linnet white logo
- Illuminance levels: 200cd/m² (externally) (static)

New Amenity Board Sign (Item D)

- Height from the ground to the base of the advertisement: 1.2m
- Height: 1.7m
- Width: 1.4m
- Depth: 0.03m
- Materials: Aluminium face panel with painted background and vinyl text and logo
- Maximum height of any of the individual letters/symbols: 50cm
- RAL 9011 background with gold vinyl lettering and detailing with DH linnet white logo
- Non-illuminated

Two replacement café barriers (Item E)

- Height from the ground to the base of the advertisement: 0m
- Height: 1m
- Width: 1.8m
- Depth: 0.05m
- Materials: Canvas barrier to existing removable posts
- Maximum height of any of the individual letters/symbols: 80cm
- RAL 9011 background with gold lettering and detailing with DH linnet white logo
- Non-illuminated

One new sign written logo and amenity text (Item F)

- Height from the ground to the base of the advertisement: 5.5m
- Height: 2.4m
- Width: 2.1m
- Depth: 0.01m
- Materials: Sign writing of logo and amenity text to gable end
- Maximum height of any of the individual letters/symbols: 110cm
- RAL 9011 background with gold lettering and detailing with DH linnet white logo
- Illuminance levels: 200cd/m² (externally) (static)

One post mounted car park sign (Item G)

- Height from the ground to the base of the advertisement: 1.3m
- Height: 1.2m
- Width: 1.6m
- Depth: 0.03m
- Materials: Aluminium face panel with painted background and vinyl text and logo to new street posts

- Maximum height of any of the individual letters/symbols: 40cm
- RAL 9011 background with gold lettering and detailing and DH linnet white logo
- Non-illuminated

One new poster case (Sign H)

- Height from the ground to the base of the advertisement: 1.2m
- Height: 0.663m
- Width: 0.488m
- Depth: 0.04m
- Materials: Aluminium A2 poster case
- Maximum height of any of the individual letters/symbols: NA
- Gold finish
- Non-illuminated

Ten new LED floodlights (Item I)

- Height from the ground to the base of the advertisement: 7.2m
- Height: 0.235m
- Width: 0.238m
- Depth: 0.038m
- Materials: LED floodlights x10
- Maximum height of any of the individual letters/symbols: NA
- Colour: black
- Illuminance levels: 200cd/m² (externally) (static)

One new set of festoon lighting to rear (Item J)

- Height from the ground to the base of the advertisement: 2.5m
- Height: 0.133m
- Width: 0.04m
- Depth: 0.04m
- Materials: Festoon lighting to beer garden
- Maximum height of any of the individual letters/symbols: NA
- Illuminance levels: 200cd/m² (internally) (static)

Three new brass lanterns (Item K)

- Height from the ground to the base of the advertisement: 2.3m
- Height: 0.28m
- Width: 0.12m
- Depth: 0.12m
- Materials: New brass lanterns x3 with brass finish
- Maximum height of any of the individual letters/symbols: NA
- Illuminance levels: 200cd/m² (internally) (static)

History of Negotiations/Amendments Received.

No negotiations have taken place and no amended plans have been sought or submitted.

Relevant Planning History.

- **2011/92124** – Installation of replacement external doors and external alterations. *Granted Conditional Full Permission.*

Consultation Responses.

KC Conservation and Design (informal) – the proposed signs would have a traditional appearance and would be in keeping with the character of the building. It is considered that the proposed signs would create a visual enhancement/improvement on the existing signs and the new signs would preserve the setting of the Listed Buildings behind the site, causing no harm to the heritage significance of these buildings.

KC Environmental Health – do not consider there to be any significant environmental impacts with this development, therefore, have no objects to permission being granted.

KC Highways Development Management (informal) – no concerns with the proposal from a highway's perspective, a lot of the signs are like-for-like advertising to the building and most of the new signs to be illuminated would have low-level external lighting and/or would be sited in locations that would not likely distract drivers.

Holme Valley Parish Council – support the application.

Policy.

This application is submitted pursuant to the requirement of paragraph 4 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019). The site is without notation on the Kirklees Local Plan.

The application site is within the Green Belt as identified within the Kirklees Local Plan.

With regards to heritage significance, several Grade II Listed buildings are located to the rear of the site.

Kirklees Local Plan:

- LP21 – Highway Safety and Access
- LP24 – Design
- LP25 – Advertisement and shop fronts
- LP35 – Historic Environment

Holme Valley Neighbourhood Development Plan (2020-2031):

The Holme Valley Neighbourhood Development Plan was adopted on 8th December 2021 and therefore forms part of the Development Plan.

The site falls within Local Characteristic Area 7 – River Holme Wooded Valley.

The policies from the Holme Valley Neighbourhood Development Plan that are relevant to this application are:

- Policy 1 – Protecting and Enhancing the Landscape Character of Holme Valley
- Policy 2 – Protecting and Enhancing the Built Character of the Holme Valley and Promoting High Quality Design
- Policy 4 – Design Codes for High Quality Shopfronts and Advertisements
- Policy 12 – Promoting Sustainability

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, 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 2 – Achieving Sustainable Development
- Chapter 12 – Achieving Well-Designed Places
- Chapter 14 – Meeting the Challenges of Climate Change, Coastal Change and Flooding
- Chapter 16 – Conserving and Enhancing the Historic Environment

Assessment.

Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

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 LP52 of the Kirklees 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;*
- b. proposals respect the character of the locality.*

Policy 4 of the Holme Valley Neighbourhood Plan sets out that the proliferation of bold, dominant or illuminated advertising material can have a significant detrimental effect on the visual character of a locality, particularly in sensitive places such as Conservation Areas. Therefore, Policy 4 seeks to ensure that advertisements are sensitively designed and integrate into the existing building.

With regards to the heritage significance of the Grade II Listed Buildings, Policy LP35 of the Kirklees Local Plan and Chapter 16 of the NPPF are relevant.

In this case, it is not considered that the proposed signage would not result in significant detriment to amenity or public safety. A significant number of the proposed advertisements are to replace existing signs upon the host building and all of the proposed signage is considered to be of a modest size/scale with limited projections forward of the external walls of the building. Furthermore, the signs to be illuminated are considered to have an appropriate lumen level, with the majority to be externally illuminated apart from two small lanterns and festoon lighting to the beer garden.

It should also be noted that the host building has an established commercial use and has functioned as a pub/bar for quite a significant amount of time. As such, the signs will harmonise with the business use of the building and therefore, it is concluded that the signage would not appear out of keeping or negatively prominent within the wider streetscene.

KC Conservation and Design have been informally consulted as part of the assessment of this application, concluded that the replacement signs are in keeping with the character of the building, presenting a visual enhancement on the existing signage situation at the White Horse Inn. In addition, KC Conservation and Design made specific reference to the retained heritage significance of the Grade II Listed Buildings located to the rear of the site, confirming that the works would preserve their setting and not harm these buildings.

For these reasons, the proposed signs to the White Horse Inn are considered to appropriately comply with Chapters 12 and 16 of the NPPF, as well as policies LP24, 25 & 35 of the Kirklees Local Plan, in terms of achieving good design and well-designed places, as well as retaining heritage signage. The signs are also considered to appropriately comply with Policy 4 of the Holmfirth Neighbourhood Plan.

With regard to residential amenity, it should first be noted that the proposed signs of a non-illuminated nature would not pose significant detriment to the residential amenities of the surrounding neighbouring properties.

In addition, the illuminated signs to the front elevation of the building are to replace existing illuminated signs, with the only new illuminated additions to be two small lanterns. Therefore, these signs are concluded to retain the same relationship with neighbouring buildings as existing, with no residential properties located directly adjacent the principal elevation. Furthermore, the illuminated sign to the south eastern elevation of the building and the festoon lighting to the beer garden are to be located away from any residential properties (with a separation distance of over 20 metres), with dense shrubbery and trees located around this elevation to further mitigate any potential impacts.

Whilst officers note that the proposed new sign to the west gable end of White Horse Inn would be installed adjacent to the residential property of No. 4 Scholes Road, it is not considered that it would present detriment to residential amenity, set over 10 metres away from the setting of this neighbouring property and proposing an externally illuminated static LED footlight with a lumen level of 200cd/m².

KC Environmental Health were formally consulted as part of the assessment of this application, concluding that there would not be any significant environmental health impacts from this proposed development.

Therefore, with regard to residential amenity, the scheme is considered to appropriately accord with Chapter 12 of the NPPF and LP24 of the Kirklees Local Plan.

Signage can present some degree of distraction to drivers, however, in this instance, the proposed distraction levels would be negligible and therefore, the signs pose no highway safety concerns. KC Highways Development Management have been informally consulted as part of the assessment of this application, confirming that the proposal would not likely distract drivers, with a lot of the signs to be like-for-like advertising and most of the new signs illuminated signs to have low-level external static lighting and/or to be sited in locations that would not directly distract drivers.

For these reasons, the proposed signs to the White Horse Inn are considered to appropriately comply with Chapters 12, 13 and 16 of the NPPF, as well as policies LP21, LP24, LP25 & LP35 of the Kirklees Local Plan. The signs are also considered to accord with Policy 4 of the Holme Valley Neighbourhood Development Plan.

To conclude, the application has been assessed against relevant policies in the development plan and other material considerations. It is considered that the display of the advertisements would be sustainable and is therefore recommended for approval.

Recommendation: Grant Advertisement Consent

Decision Authorisation – Delegated Powers

Application Number: 2023/91278

Officer Recommendation: Grant Advertisement Consent

Conditions and Reasons:

Standard 5 Advertisement Consent conditions.

Plans and Specifications Schedule:

Plan Type	Reference	Version	Date Received
Location Plan	-	-	02/05/23
Existing Scheme	-	-	03/05/23
Proposed Scheme	-	-	03/05/23
Existing and Proposed Elevations	-	-	03/05/23
Existing and Proposed Elevations	-	-	03/05/23
Signs	-	-	03/05/23
Signs	-	-	03/05/23

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 amended plans were sought or submitted.

Report Dated: 07/06/23