

**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:	2023/64/92068/E
Site Address:	The Co Operative Food, Huddersfield Road, Mirfield, WF14 8AN
Description:	Advertisement Consent for illuminated and non- illuminated signs
Recommending Officer:	Nicole Helliwell

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: 19-Sep-2023

Officer Report

Reference No. 2023/64/92068/E

Site Address: The Co Operative Food, Huddersfield Road, Mirfield, WF14 8AN

Proposal: Advertisement Consent for illuminated and non-illuminated signs.

Site Description

The application relates to The Co Operative Food, a retail unit located off Huddersfield Road in Mirfield. The surrounding area is of mixed use and comprises residential and commercial properties of varying materials and architectural styles. The site is not within a conservation area, nor are there any listed buildings or PROW within immediate proximity.

Description of Proposal

The application seeks advertisement consent for the installation of illuminated and non-illuminated signs. The details of the proposed signage as outlined on the application forms and plans can be found below:

Illuminated Fascia Sign

Height from the ground to the base of the advertisement: 1.6m

Dimensions of the proposed advertisement: Height 0.165m x Width 0.599m x Depth 0.01m

Maximum Height of any of the individual letters and symbols: 30cm

Colour of text and background: White lettering on a blue background

Materials: Perspex

Maximum projection of advertisement from the face of the building: 0.01m

It would be static and internally illuminated (100cd/m²)

Non-Illuminated Fascia ('Free Cash Withdrawals' Sign)

Height from the ground to the base of the advertisement: 1.805m

Dimensions of the proposed advertisement: Height 0.36m x Width 0.722m x Depth 0.03m

Maximum Height of any of the individual letters and symbols: 30cm

Colour of text and background: White lettering on a blue background

Materials: DI-BOND

Maximum projection of advertisement from the face of the building: 0.03cm

Non-Illuminated Fascia Sign ('Cash Zone' Sign)

Height from the ground to the base of the advertisement: 0.62m

Dimensions of the proposed advertisement: Height 0.15m x Width 0.722m x Depth 0.03m

Colour of text and background: White lettering on a blue background

Materials: DI-BOND

Maximum projection of advertisement from the face of the building: 0.03cm

Relevant Planning History

2023/92068: Advertisement Consent for illuminated and non-illuminated signs. [Planning application details | Kirklees Council](#) – **Not yet determined**

2021/90118: Advertisement Consent for installation of illuminated and none illuminated signs. [Planning application details | Kirklees Council](#) – **Advertisement Consent Granted**

2019/93663: Installation of replacement shop front, erection of new plant to rear of store, erection of fencing, gates and associated works. [Planning application details | Kirklees Council](#) – Conditional Full Permission

2009/92990: Installation of stealth units with fence round and trolley shelter. [Planning application details | Kirklees Council](#) – **Conditional Full Permission.**

2009/91572: Erection of one non-illuminated sign. [Planning application details | Kirklees Council](#) – **Advertisement Consent Granted**

2009/90410: Erection of 2 Illuminated Fascia Signs, 2 Illuminated Totem Signs and 2 Directional Signs. [Planning application details | Kirklees Council](#) - **Advertisement Consent Granted**

2008/91855: Erection of 1 no. illuminated fascia sign, 1 no. non-illuminated totem sign. [Planning application details | Kirklees Council](#) – **Advertisement Consent Granted**

2002/91374: Erection of one metre satellite dish. [Planning application details | Kirklees Council](#) – **Conditional Full Permission**

Representations

No publicity is required for applications regarding signs and advertisements.

Consultation Responses

KC Highways Development Management – No objections

KC Environmental Health – No objections

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 UNALLOCATED on the Kirklees Local Plan Proposals Map. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies

- **LP 1** - Achieving Sustainable Development
- **LP 2** - Place Shaping
- **LP 24** - Design
- **LP 25** - 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 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

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:

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

The application would see one internally illuminated fascia sign and two non-illuminated fascia signs installed to the front elevation of the retail unit. Although the signage would have some visibility from public vantage points, it would be appropriate to the context of the site and would not give rise to any visual amenity harm.

KC Environmental Health have reviewed this application and supporting documents and do not consider there to be any significant environmental health impacts with this development. Therefore, officers have no objections to permission being granted for this development.

KC Highways Development Management were informally consulted on the proposed scheme. Whilst any advertisement would cause a level of distraction, it is noted that the luminance levels would be appropriate to the context of the site and the intended purpose of the sign. On this basis, the signage would not be a significant distraction to drivers and would not give rise to any highway safety issues.

In this instance, it is considered that the proposed signage, due to their position, design, and scale, would not result in any detriment to amenity or public safety. As such, the proposed advertisement is considered to comply with Paragraph 132 of the NPPF, and 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:** 2023/92068**Officer Recommendation:** Grant Advertisement Consent**Conditions and Reasons**

Standard 5 advert conditions

Plans and specifications schedule: -

Plan Type	Reference	Revision	Date Received
Location Plan	PP-12269266v2	-	26/07/2023
Proposed Automated Teller Machine (ATM) Installation For Cashzone	E026189	01	26/07/2023
Planning ATM Signs	CSS0059 Sheet 1	-	26/07/2023
Planning ATM Signs	CSS0040 Sheet 6	-	26/07/2023
Technical Data Sheet	-	-	26/07/2023
Design & Access Statement	E026189	-	26/07/2023

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 scheme was considered acceptable and therefore no alterations were required after submission.

Report Dated: 30/08/2023