

# **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:         | <b>2023/64/92677/E</b>                                |
| Site Address:         | 7, Wakefield Road, Grange Moor, Huddersfield, WF4 4DS |
| Description:          | Erection of illuminated and non-illuminated signs     |
| Recommending Officer: | Morgan Braithwaite                                    |

## **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.**

Sarah Longbottom

***AUTHORISED OFFICER***

**Date: 01-Nov-2023**

### **Site Description**

7, Wakefield Road, Grange Moor, Huddersfield, is a garage currently occupied by Pennine Autos. The property is a mid-size industrial unit surrounded by residential property and an adjoining restaurant to the West.

It is noted that there is existing illuminated and non-illuminated signage on site. The proposal would see the improvement and modernisation to the existing advertisements with the addition of additional non-illuminated signage.

### **Description of Proposal**

The applicant is seeking advertisement consent for the erection of illuminated and non-illuminated signage.

Item 1 – The replacement double sided totem sign would measure 1235x4335mm visible area, comprising of aluminium composite sign panel with vinyl details applied to the panel. It is also proposed that the sign shall be illuminated by floor mounted 100W up light (LED illumination). Electric supply taken from wall mounted junction box. The signage would comprise of the company logo, slogan, image of vans and contact details for the company.

Item 2 – Proposed canopy sign to be aluminium composite sign panels with folded returns top and bottom to sleeve over the existing cladding. Vinyl details to be applied to the panel. There is no illumination to this proposed signage. The signage would comprise of the company logo, slogan, and contact details for the company. The sign would measure 630mm (depth) by 15,220mm (length).

Item 3 – 2900mm x 2000mm vinyl banner proposed to mesh fencing (fixed by cable tie). Sign to be divided into three equal sections displaying images of vans, the company logo, slogan, and contact details. There will be no illumination to the advertisement.

Item 4 – The proposed building sign is a 3000mm x 2000mm aluminium composite sign panel to be screwed to the existing cladding. Vinyl details comprising of the company logo, slogan, and contact information to be applied to the sign. There is no illumination to the advertisement. It sits 850mm above ground level and the largest text measures 260mm in height.

### **History of negotiations/amendments received**

No amendments were requested for this application.

### **Relevant Planning History**

2002/92177: Erection of illuminated free-standing double-sided advertising display unit. Refused

2003/90340: Erection of illuminated free-standing double-sided advertising display unit. Consent granted

### **Representations**

No publicity required

No representations received

### **Consultations**

#### **Highways**

KC Highways DM were consulted regarding this application site proposing illuminated signage which sits along the A642 (Wakefield Road). Overall, they supported the proposal as there is illuminated signage in-situ.

### **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 27<sup>th</sup> February 2019).

#### **Kirklees Local Plan (PDLP):**

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 19<sup>th</sup> February 2019, the Planning Practice Guidance Suite (PPGS) first launched 6<sup>th</sup> 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.

The application site is situated alongside a main road with other commercial units (Grange Moor Garage) on the opposite side of the A624 Wakefield Road, and Garda Italian restaurant adjoining the applicant site to the West. A public house is located in close proximity. All have roadside advertisements, some of which are illuminated and are similar in size to that of the applicant property.

Much of the proposed signage is similar to what is currently in-situ at the application property. As a result, it is considered that this proposal would be in keeping with the character of the area and would not result in any detriment to visual amenity or public safety. The signage would preserve the character and appearance of the surrounding area.

The signage proposed is clearly relating to the building's use. It would be unobtrusively positioned within close proximity, or attached to, the existing building and would be similar in scale and positioning to existing signage in the surrounding area.

It is also noted that there is a PROW in close proximity to the application property, however, it has been assessed that the proposed signage would have no immediate impact on the PROW due to the separation distance between the two.

As such, the proposed advertisements are considered to comply with the aims 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 the 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:** 2023/92677**Officer Recommendation:** Grant advertisement consent**Conditions and Reasons**

Standard 5 advert conditions

Plans and specifications schedule: -

| <b>Plan Type</b>       | <b>Reference</b> | <b>Date Received</b> |
|------------------------|------------------|----------------------|
| Building sign proposed | 1007721          | 06.09.2023           |
| Totem sign existing    | 1007720          | 06.09.2023           |
| Totem sign proposed    | 1007719          | 06.09.2023           |
| Banner sign proposed   | 1007716          | 06.09.2023           |
| Location plan          | 1007713          | 06.09.2023           |
| Canopy sign proposed   | 1007712          | 06.09.2023           |
| Canopy sign existing   | 1007710          | 06.09.2023           |

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.

**Report Dated:** 27/10/2023