

**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:	2024/64/91019/E
Site Address:	Wickes, Wilton Street, Dewsbury, WF12 8AB
Description:	Advertisement Consent for 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.

Emma Thompson

AUTHORISED OFFICER

Date: 05-Jun-2024

OFFICER REPORT

Site Description

Wickes, Wilton Street, Dewsbury, WF12 8AB is a large warehouse constructed from stone along with blue and grey metal cladding.

The buildings that form the street scene are similar in scale and material palette.

The buildings that form the street scene are not uniform in appearance, scale, or material palette. The surrounding area is typical of a town centre, with supermarkets, retail units, housing, and transport links.

Description of Proposal

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

Item 1 – The replacement of a fascia sign which would be 4 meters in height, 7m in width, and would project from the principal elevation by 0.196 meters. The sign would be internally illuminated with the 'Wickes' logo displayed, with the lettering measuring a maximum height of 1.24 meters. The sign shall be made from Econoflex signcase with a digitally printed PVC skin, displaying the text in white on a blue background.

The illumination would be static with a luminance level of 250 cd/m².

The height from the ground to the base of the advertisement is proposed to be 4 meters.

Item 2 – The replacement of a freestanding sign which would be 1.36 meters in height, 2.25 meters in width and would have a depth of 0.03 meters. The sign shall be made of aluminium composite, displaying the 'Wickes' logo along with text highlighting the entrance. The text shall have a maximum height of 0.5 meters displayed in white on a blue background.

This sign shall not be illuminated.

Item 3 – The replacement of a fascia sign which would be 0.296 meters in height, 4 meters in width, and would project 0.03 meters from the existing building. The sign shall be made of aluminium, displaying 'welcome' text

which shall be a maximum of 0.2 meters in height. The text shall be white on a grey background.

The sign shall not be illuminated.

The height from the ground to the base of the advertisement shall be 2 meters.

Item 4 – The replacement of a fascia sign which would be 1.5 meters in height, 4.1 meters in width and would project from the existing building by 0.05 meters. The sign would be made of aluminium and would receive text describing the business in white on a grey background. The maximum height of text shall be 0.45 meters.

The sign shall not be illuminated.

The height from the ground to the base of the advertisement shall be 4 meters.

Item 5 – The replacement of a fascia sign which would be 2.4 meters high, 4.2 meters in width and would project from the existing building by 0.196 meters. The sign would be made from Econoflex signcase with digitally printed PVC skin. The sign shall display the 'Wickes' logo in white text on a blue background.

The illumination would be static with a luminance level of 250 cd/m².

The height from the ground to the base of the advertisement is proposed to be 4 meters.

History of negotiations/amendments received

None requested.

Relevant Planning History

91/05562: erection of illuminated and non-illuminated signs. Advertisement consent granted.

92/04497: formation of new entrance and internal alterations. Full permission unconditional.

2005/94780: erection of illuminated and non-illuminated signs. Advertisement consent granted.

Representations

No publicity required.

No representations received.

Consultations

No consultation required.

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).

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 December 2023, 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 and beautiful 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 141 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 applicant site is located in an industrial area, therefore is surrounded by other industrial units which display advertisement of a similar design and size. As a result, it is considered 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 proposed signage is clearly relating to the buildings use. The proposed advertisement would be unobtrusively positioned within close proximity, or attached to the existing building and would be similar in scale and positioning to the existing signage on the applicant property and those in the surrounding area.

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 – 2024/91019

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule: -

Plan Type	Reference	Version	Date Received
Location Plan	1037289		11.04.2024
Grouped Plans and Elevations – 16944 – Existing and Proposed Elevation	1037290		17.04.2024
Grouped Plans and Elevations – 19644 Rev A – Free Standing Signs	1037292		17.04.2024
Grouped Plans and Elevation – 16944 Rev B – Signs	10372911		17.04.2024

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: 30.05.2024