

**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:	2024/64/91131/W
Site Address:	Santander, 9-11, King Street, Huddersfield, HD1 2ER
Description:	Advertisement Consent for illuminated and non illuminated signs
Recommending Officer:	Laura Yeadon

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: 17-Jun-2024

[Website](#)

Site Description

9-11 King Street is currently occupied by Santander on the corner of King Street and Market Walk which is within the Primary Shopping Frontage within the Huddersfield Town Centre and the Huddersfield Town Centre Conservation Area, as defined within the Kirklees Local Plan.

The building is 3 storey's in height and is fully glazed at ground floor level to both the Market Walk and King Street elevations with each elevation hosting a fascia sign and a hanging sign.

Description of Proposal

Consent is sought for illuminated and non-illuminated signs.

The proposed sign relates to the display of 2 no. new illuminated hanging signs and 2 no. new non-illuminated fascia signs in Santander's new standard script font. The fascia signs would be illuminated via an existing trough light. The non-illuminated signage relates to the application of window film to the sections of glazing on the front and side elevations of the building at ground floor level.

The proposed signs are comprised of the following:

Projecting or hanging sign

Location – external elevation

Size – H 0.6m x W 0.6m x D 0.08m

Height from ground to base – 3.9m

Illumination – externally static illuminated

Materials – aluminium

Colour - red aluminium panels with white acrylic logos on black steel brackets

Projecting or hanging sign

Location – external elevation

Size – H 0.6m x W 0.6m x D 0.08m

Height from ground to base – 4m

Illumination – externally static illuminated

Materials – aluminium

Colour - red aluminium panels with white acrylic logos on black steel brackets

Fascia sign

Location – front (south) elevation

Size – H 1m x W 11.6m x D 0.04m
Height from ground to base – 3.6 metres
Illumination – externally static illuminated
Materials – aluminium
Colour – white acrylic lettering and logos on red aluminium panels

Fascia sign

Location – side (east) elevation
Size – H 1m x W 21.2m x D 0.04m
Height from ground to base – 4 metres
Illumination – externally static illuminated
Materials – aluminium
Colour – white acrylic lettering and logos on red aluminium panels

History of negotiations/amendments received

None

Relevant Planning History

- 1990/02934 Conversion of restaurant into banking offices
Conditional Full Permission
- 1990/90424 Erection of illuminated fascia sign and illuminated projecting sign
(within a Conservation Area)
Advertisement Consent Granted
- 1996/91289 Installation of an 80cm diameter satellite dish
Conditional Full Permission
- 2005/92153 Erection of 3 no. illuminated fascia signs and 2 no. illuminated
projecting signs
Advertisement Consent Granted
- 2009/92584 Erection of illuminated and non-illuminated signs
Advertisement Consent Granted
- 2010/90083 Installation of air conditioning and ventilation systems (Within a
Conservation Area)
Conditional Full Permission
- 2013/92883 Change of use of upper floors from dance studio (D2) to
Santander bank (A2) (within a Conservation Area)
Conditional Full Permission
- 2014/91100 Installation of new external ATM and replacement shop front
(within a conservation area)
Conditional Full Permission

2014/91101 Installation of illuminated sign (within a conservation area)
Advertisement Consent Granted

2016/90100 Installation of two internally illuminated signs (within a Conservation Area)
Advertisement Consent Granted

Representations

Publicity – by site notice and newspaper advert – expiry 8th June 2024

Representations received: None

Consultations

None required

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 within the Huddersfield Town Conservation Area on the Kirklees Local Plan.

Kirklees Local Plan (KLP):

- LP 1 – Achieving sustainable development
- LP 2 – Place shaping
- LP 24 – Design
- LP 25 – Advertisements and shop fronts
- LP 35 – Historic environment

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
- Chapter 16 – Conserving and enhancing the historic environment

Assessment

Policy LP1 of the KLP states that when considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in chapter 2 of the National Planning Policy Framework.

Policy LP2 sets out that all development proposals should seek to build on the strengths, opportunities and help address challenges identified in the Local Plan. Policy LP24 of the KLP is relevant and states that “good design should be at the core of all proposals in the district”.

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. 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.

Policy LP24 of Kirklees Local Plan and Chapter 12 of the NPPF set out that development should be of an acceptable design.

Policy LP25 of Kirklees Local Plan details that new or replacement shop front units and display of advertisements will only be permitted if the design is consistent with the character of the existing building in terms of scale, quality and use of materials, respect the character of the locality and are designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

The proposed signage would replace the existing and would incorporate a slightly different text font. The fascia and projecting signs would replace existing illuminated signs, as would the window films. As such, it is not considered that the existing fabric of the building would be significantly affected, thereby having a limited impact on the significance of the host building and the wider Conservation Area. This is further emphasised by the application form stating that the lights would be off between 11pm and 7am.

Given the signs are located within a pedestrian zone, it was not considered necessary to formally consult with highway officers and due to the location of the building within the Town Centre it was not considered necessary to consult with Environmental Health Officers.

However, it is advised that the applicant ensures that the illuminated signage is installed following the guidance contained within the Institute of Lighting Professionals, PLG05 document. This can be secured by condition.

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: 2024/91131

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

6. The illuminance levels of the illuminated sign shall not exceed the luminance levels contained within The Institute of Lighting Professionals PLG05 document, Table 4: maximum permitted recommended luminance.

Reason: In the interests of the amenity of the area, to protect the character and appearance of the Huddersfield Town Centre Conservation Area and to avoid light pollution in accordance with Policy LP25 of the Kirklees Local Plan and paragraph 141 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location plan	HuddersfieldKS-0092-LP-EX		22nd April 2024
Block plan	HuddersfieldKS-0092-BP-EX-PR		22nd April 2024
Existing elevations	HuddersfieldKS-0092-FR-SI-EL-EX		22nd April 2024
Proposed elevations	HuddersfieldKS-0092-FR-SI-EL-PR		22nd April 2024
Proposed fascia sign	Sign Type F (3 pages)		22nd April 2024
Proposed projecting sign	Sign Type P (3 pages)		22nd April 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. No amendments were sought as it was considered that the proposal was acceptable as submitted.

Report Dated: