

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:	2024/64/92192/E
Site Address:	Dewsbury Retail Park, Railway Street, Dewsbury, WF12 8EQ
Description:	Advertisement Consent for internally illuminated signs
Recommending Officer:	Jennifer Booth

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: 25-Sep-2024

Application Number	2024/64/92192/E
Location	Dewsbury Retail Park, Railway Street, Dewsbury, WF12 8EQ
Proposal	Advertisement consent for illuminated signage
Recommendation	Grant Advertisement

Site Description

The application relates to the former Mecca building within Dewsbury Retail Park. The building is attached to the library and there are other superstores in the area including Sainsburys, Jysk etc.

Description of Proposal

The application seeks consent for the installation of signage.

SIGNS 1-4 Totem sign on four sides, two of which have slanted tops. Fret-cut aluminium panel with internally illuminated push-through letters. Tenpin RAL4007

SIGNS 5-7 and 11 Fret-cut aluminium panel with internally illuminated push-through letters. Tenpin RAL4007

SIGN 8 & 9 Aluminium panel with 3D-built-up internally illuminated letters. Tenpin RAL4007 No 1 LED Screen Aluminium box painted RAL 4007 s/g to encase LED screen.

Relevant Planning History

2024/90074 – change of use and alterations to convert former bingo hall to ten pin bowling alley and ancillary uses – approved

No other history for the last 10 years

Representations

No publicity required

Consultations

None

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.

Kirklees Local Plan (LP):

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 & 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. 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.

The premises are part of a larger retail park. The signs proposed would form a similar relationship with the surrounding buildings as exists at present. The signage proposed would be illuminated and visible in the area. However, these are considered to be acceptable relative to the context and nearby development. As such, the proposals are considered to be acceptable given the siting within the retail park. The proposals would therefore be considered to be acceptable.

As such, the proposed advertisements are considered to comply with paragraph 141 of the NPPF, 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:** 2024/92192**Officer Recommendation:** Grant advertisement consent**Conditions and Reasons**

1-5) Standard 5 advertisement conditions

Plans and specifications schedule: -

Plan Type	Reference	Web ID	Date Received
Application form	-	1053078	02/08/2024
Location plan	-	1053083	02/08/2024
Proposed signage	South and west 201c	1053082	02/08/2024
Proposed signage	North 203c	1053081	02/08/2024
Proposed signage	East 202c	1053080	02/08/2024
Proposed signage	Details 204	1053079	02/08/2024

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. As the proposals were considered to be acceptable in their original form, no amendments were sought.

Report Dated:

23/09/2024