

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:	2024/64/92492/W
Site Address:	Southgate/Leeds Road, Huddersfield, HD1 1TW
Description:	Advertisement Consent for non illuminated signs
Recommending Officer:	Joshua Merriman

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-Oct-2024

Officer Report

Site Description

The site covers an area of land between Leeds Road, Southgate, and Old Leeds Road, to the North East of Huddersfield. The land contains the University of Huddersfield's newly erected Daphne Steele Building, as well as a medium-sized chargeable car park.

Description of Proposal

Consent is sought for advertisement consent for six non-illuminated signs.

Three opus totem signs are proposed relating to vehicle directions for the University of Huddersfield's Daphne Steele Building and the building's neighbouring car park. Furthermore, the fingerpost signs are proposed, displaying pedestrian directions to Queensgate Campus, the Daphne Steele Building and neighbouring car park, Huddersfield Bus & Train Station, and The Pulse Café.

History of negotiations/amendments received

None

Relevant Planning History

No relevant planning history.

Representations

No publicity required

Consultations

KC Highways Development Management – Following a consultation with the Highways Team it was deemed that none of the proposed signage would have a significant impact on highway safety. Therefore, there are no objections to the proposal.

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 without notation on the Kirklees Local Plan.

Kirklees Local Plan (KLP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

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 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 2 – Achieving sustainable development
- Chapter 12 – Achieving well-designed and beautiful places
- Chapter 15 – Conserving and enhancing the natural environment

Assessment

Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

Regulation 3(2a) of the Advertisement Regulations states that: factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

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 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.

Due to the nature of the proposal, it will sustain a positive approach to sustainable development while also having no detrimental impact on shaping Huddersfield as a place, thus, will comply with policies LP1 and LP2 of the Kirklees local plan, as well as Chapter 2 of the NPPF.

Following a consultation with the Highways Team, it was deemed that the signage would have no significant impact on highway safety in the proposed areas of placement, thus fulfilling the requirements of policy LP21 in the Kirklees Local Plan. The specific reasoning for each proposed sign is listed below:

- A: There is an existing sign for HGV deliveries in the same space, therefore, there is no issue with another sign being erected in this position to help direct vehicles.
- B: The sign is being placed on a dead-end road; therefore, traffic will be minimal and so will the effects on highway safety.
- C: The sign is adequately set back from the highway and footway and is placed on privately owned land.
- D, E, F: All of the proposed fingerpost signs are placed well away from the highway, thus have no significant impact on highway safety.

Public Safety:

Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.

The PPG sets out the main types of advertisements which may cause danger to road users. Of note, the PPG notes that this includes those, which would reduce the clarity or effectiveness of a traffic sign or signal, as well as illuminated signs when they are directly visible from the road, or the means of brightness could result in glare and dazzle or distract road users (Paragraph 068 Reference ID: 18b-068-20140306).

The dimensions of the proposed signs are as follows:

- A: 1.5m x 1m
- B: 2m x 1.25m
- C: 1.5m x 1m
- D: 3m x 1.5m
- E: 3m x 1.5m
- F: 3m x 1.5m

Given these dimensions, the signs are all of an acceptable design that is consistent with the surrounding street scene and character of the local area. All advertisements proposed are of an adequate scale, and submitted plans show them to be constructed to a high quality, using materials that respect the character and locality of the site. As such, the proposed advertisements are considered to comply with Chapter 12, and paragraph 141 of the NPPF, Policy 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: 2024/92492

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Artwork Approval	-	-	02/09/2024
Proposed Site/Block Layout	Signs Plan	-	02/09/2024
Location Plan	-	-	02/09/2024
Sign Reference 1	-	-	02/09/2024
Sign Reference 2	-	-	02/09/2024
Sign Reference 3	-	-	02/09/2024
Sign Reference 4	-	-	02/09/2024
Sign Reference 5	-	-	02/09/2024
Sign Reference 6	-	-	02/09/2024

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:

11/10/2024