



Our Ref: JWID4744/L002

14th October 2024

Planning Services

Planning
Kirklees Council
PO Box B93
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Huddersfield
HD1 2JR

By Email Only

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisements at the Site at the Former Kirklees College, New North Road, Huddersfield, HD1 5NN.

Planning Portal Reference – PP-13484479

Dear Sir/ Madam

We act on behalf of Lidl Great Britain Limited ('Lidl') regarding the above site and have been instructed by them to submit an application for Advertisement Consent for the erection of signage for the new retail unit and associated works at the site at the Former Kirklees College, New North Road, Huddersfield, HD1 5NN.

The retail unit and associated works were originally approved via the Ref.2018/62/92647/W application on the 3rd of August 2024.

In regards to the history of the site. The original permission (Ref.2018/62/92647/W) for the store, which a S73 application (Ref.2023/70/93058/W) varied on the 22nd of February 2024, had the following description of development:

*“Hybrid planning application for mixed use development - retail/office and 229 residential units (Use Classes C3/ E(a) /B1a). full planning permission for the partial demolition of the former Kirklees College, **erection of a food retail store** and alterations in connection with conversion of grade ii* listed building to offices/apartments and creation of vehicular access from Portland Street, New North Road and Trinity Street. Outline application for erection of (two) buildings (residential apartments - C3 use) (Listed building within a conservation area)”*

The council is also currently considering an application (Ref.2024/92395) for minor amendments to the retail store layout and associated works. This application was validated on the 18th of September 2024.

The proposed layout of the signage plan submitted within this document is based upon the latest design of the proposed site submitted within the Ref.2024/92395 application.

Site Location and Description

The application site comprises the former Kirklees College Campus. The site area refers to the southern part of the former college site, which formerly contained a range of approximately five-story-high buildings dating from the 1970s.

As stated above, the site now has permission for a retail unit as part of the Hybrid planning application for mixed-use development, which was approved via Ref.2018/62/92647/W. application approved on the 3rd of August 2022, and varied via the Ref.2023/70/93058/W application on the 22nd of February 2023.

The site is located to the northwest of the junction comprising the A62 and the A640 (Trinity Street), with the south east boundary of the application site facing out on to the junction.

The A64 then runs north, parallel to the site's eastern boundary, with Trinity Street forming its southwestern boundary.

The north of the site will eventually comprise the various other phases of the development (residential and offices) approved via the Ref.2018/62/92647/W application, which formerly comprised other areas of Kirklees College.

The site is located in an area of land that borders the Greenhead Park/New North Road Conservation Area to the north and west and the Huddersfield Town Centre Conservation Area to the East.

National Planning Policy (2023)

Paragraph 141 of the NPPF September (December 2023) states the following in relation to Advertisement applications:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

Development Plan Policy

The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019) and it contains the Kirklees Local Plan Strategy and Policies document (2019) and the Kirklees Local Plan Allocations and Designations Document (2019).

The policies of relevance to the site are set out below.

Policy LP1 – Achieving Sustainable Development

The council states that when considering development proposals, they will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework.

The council will always work pro-actively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Policy LP2 – Place Shaping

The council states that all development proposals should seek to build on the strengths, opportunities and help address challenges identified in the Local Plan, in order to protect and enhance the qualities which contribute to the character of these places.

Policy LP21 – Highway Safety and Access

Policy LP21 states within criterion (e) that all proposals shall take into account the features of surrounding roads and footpaths and provide adequate layout and visibility to allow the development to be accessed safely.

Policy LP24 – Design

Policy LP24 states that good design should be at the core of all proposals in the district and should be considered at the outset of the development process, ensuring that design forms part of pre-application consultation of a proposal. Development briefs, design codes and masterplans should be used to secure high quality, green, accessible, inclusive and safe design, where applicable. Criterion (a) of the policy states that the form, scale, layout and details of all development respect and enhances the character of the townscape, heritage assets and landscape

Policy LP25 – Advertisement and Shop Fronts

Policy LP25 states the following:

“The development of new or replacement shop front units and 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;*
- b. proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest;*
- c. the shop fascia is designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.”*

Proposed Development

The application relates to a signage scheme comprising 4no. signs. The signs comprise the following:

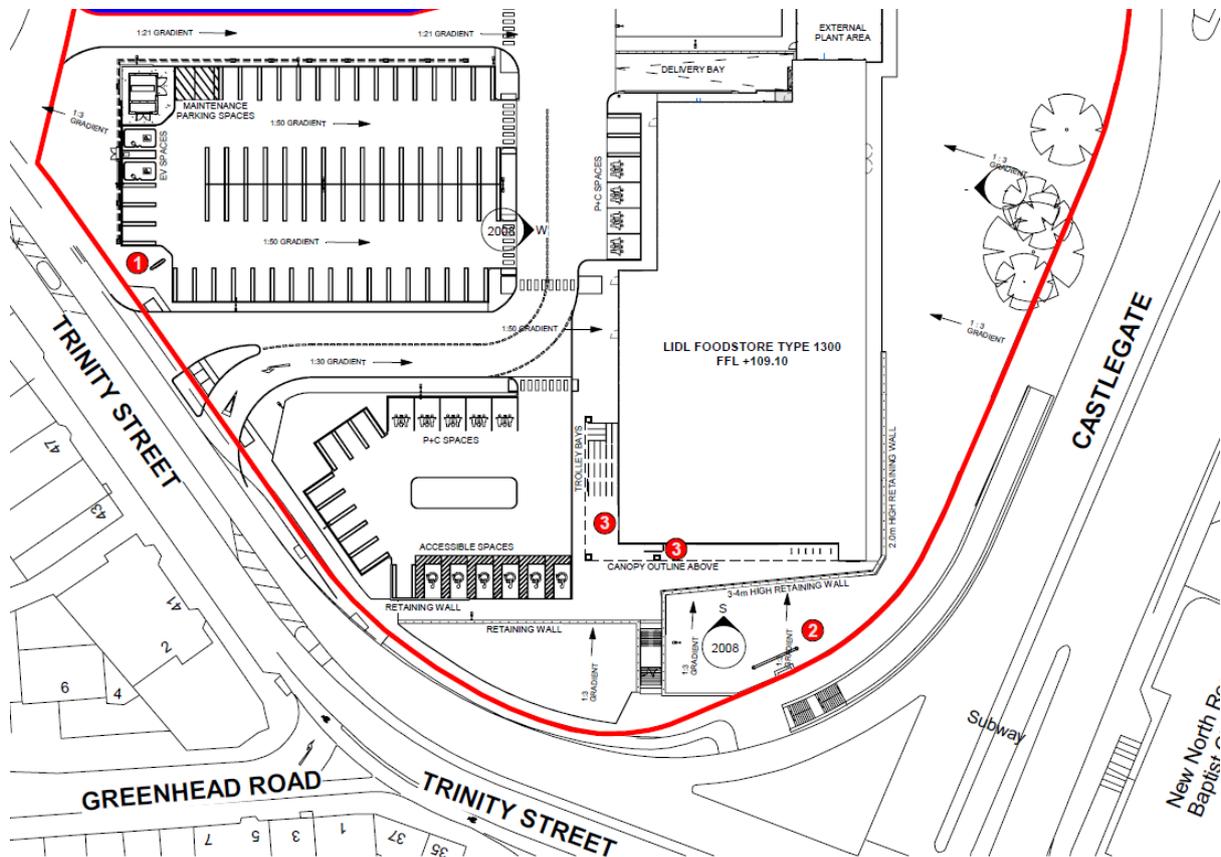
- 1no. Flagpole Sign – This sign is proposed to be positioned towards the west of the site, facing Trinity Street, towards access to the site.
- 2no. large external logos signs—One sign is to be located along the store's entrance canopy, facing southwards, and the other is located along the canopy entrance, facing westwards towards the car park.

- 1no. External Billboard sign, this sign will be located to the southeast of the site, facing the A64.

The signage details can be found in the table below and the accompanying plans (Ref. 7355-SMR-00-ZZ-DR-A-2008-S4-C3).

	1. <u>Flagpole</u>	2. <u>Large External Logo (2no.)</u>	3. <u>External Billboard</u>
Height	5.97m (from ground)	2.36m	3.25m
Width	2.10m	2.50m	6.10m
Depth	0.52m	0.60m	0.40m
Height from the ground to the base of the advertisement	2.61m	4.10m	1.00m
Max height of any letters	220mm	220mm	N/A
Materials and colours;	<p>Aluminium panels lacquered in RAL 9006 white base lacquered RAL 7024 graphite grey.</p> <p>Lidl logo as lighting box with a thermoformed, curved and extensive printed acrylic logo shell</p> <p>lettered panels are square milled with foiled acrylic glass deposited galvanised steel frame construction concrete base.</p>	<p>2500mm square, aluminium single sided lightbox. aluminium dual case type extrusion, comprising 4 mitred sections with welded inner steel frame.</p> <p>face panel - 5mm opal acrylic 40% light transmission decorated with lidl logo graphic.</p> <p>Colours:</p> <p>BLUE RAL 5010 RED RAL 3020 YELLOW RAL 1021</p>	Aluminium (RAL 9006 frame)
Illuminance levels.	440 cd/m ²	580 cd/m ²	580 cd/m ²

The below figure also shows the location of the four signs in relation to the approved plans attached to the Ref.2023/70/93058/W application.



Summary

In the light of all the above, it is considered that the proposals are fully in accordance with all the relevant local planning policies and guidance, as detailed above, and guidance highlighted within the NPPF.

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

In this case, it is not considered that the proposed signage would result in significant detriment to amenity or public safety.

In terms of addressing local policy in regards to the impact on the character, the area of the application site is within an allocated mixed-use development comprising future retail/office and 229 residential units (Use Classes C3/ E(a) /B1a) to the north of the application site.

The site itself will be developed as a food retail store (to which the advertisement relates). The location of the signage has been carefully considered in respect of this to attract custom to the store whilst ensuring no adverse impact on highway safety or the amenity of adjacent properties, which are primarily commercial in nature.

The proposed signage scheme will be designed to a high-quality specification in terms of materials and design and is considered to be in keeping with the locality and soon-to-be-established commercial nature of the application site.

The illumination will use high-quality and highly directional LED lighting, which minimises spillage in order to reduce any adverse impact on the surrounding area. The signs will therefore not compromise public safety by causing an obstruction or distraction from the nearby road.

The commercial use of the buildings along Trinity Street dominates the prevailing character of the area to the south. The placement of advertisements in this area will neither oppose nor deteriorate the existing character of the area given the future overarching use of the site.

As stated, the placement of the advertisements is also acceptable in terms of Policy LP25. The placement of the signage is not considered to impact highway safety as the signs are set back from the roadside, and the illumination levels are not considered to be of a level which would have any detrimental effect, which satisfies the criteria set out in Policy LP21. The two canopy signs are also located on the proposed retail store, not facing onto any highway.

Although the site is located between two Conservation Areas, the Conservation Areas in question have predefined boundaries that are separate from the wider setting of the area. There will be no impact on the Heritage Assets to the north of the site as part of this proposal.

Additionally, the illuminated signs are not located near any residential buildings or sensitive receptors that could impact the amenities of occupiers.

The scheme is also considered to be efficient and minimal for what is required at an operational level for this level of retail store in that it doesn't comprise a clustering of signs, respecting the nearby built character of the area.

We therefore respectfully request that planning and advertisement consent be granted at the earliest opportunity.

We trust that the information enclosed is sufficient for the purposes of positively determining this application and look forward to hearing from you once this has been registered. However, should you require anything further, please do not hesitate to contact me.

Yours sincerely

Redacted

**Matthew Kettleborough (BSc) (MSc)
Planner**

Enc – as detailed above