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:	**2024/64/93089/E**
Site Address:	Heckmondwike Grammar School, High Street, Heckmondwike, WF16 0AH
Description:	Advertisement Consent for the installation of 3 flag poles
Recommending Officer:	Faiza Bano

DECISION – Advertisement Consent - Granted

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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 23-Dec-2024

Officer Report

Reference No. 2022/64/94082/E
Site Address: Heckmondwike Grammar School, High Street, Heckmondwike, WF16 0AH
Proposal: Advertisement Consent for the installation of 3 flag poles

Site Description

The application relates to Heckmondwike Grammar School, an established educational facility located in Heckmondwike. The premises include playing fields, a playground, and two car parks. The grounds are partially obscured from the surrounding area by fencing, walls, hedges, and several trees along the campus boundary. The broader vicinity features a mix of residential and commercial properties.

Description of Proposal

The application seeks Advertisement Consent for the installation of three flag poles. The details of the proposed signage are as follows:

- Height from the ground to the base of the advertisement: 6.5m
- Overall height from the ground: 6m
- Dimensions of the proposed advertisement: Height 0.9 m x width 1.8 m x Depth 0.01m
- Maximum Height of any of the individual letters and symbols: 14cm
- Colour of text and background:
    - School flag - white, brown, gold
    - White Rose flag - blue, white, green and yellow
    - Union Jack flag - red, white, blue
- Materials: Polyester

Relevant Planning History

2022/64/94082/E: Advertisement Consent for the installation of 3 flag poles – ADVERTISEMENT CONSENT GRANTED

Representations

No publicity is required for applications regarding signs and advertisements.

Consultation Responses

KC Highways Development Management - *The proposal seeks to relocate the existing flag poles and flags from their current position in the area to the front of the reception on the High Street frontage to the area to the front of the Student Entrance on the North Street frontage. The flags are located within the grounds of the school and will have no impact on the safe operation of the highway. HDM have no objection to the proposal*

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 Proposals Map. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies

- **LP 1** - Achieving Sustainable Development
- **LP 2** - Place Shaping
- **LP 24** - Design
- **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 December 2024, 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 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 136 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:

- *The design is consistent with the character of the existing building in terms of scale, quality and use of materials;*
- *Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest.*

The application would see to re-site three flag poles to the front of the Student Entrance on the North Street frontage elevation of Heckmondwike Grammar School which would display the school crest, Union Jack and the Yorkshire Rose. Although the signage would have some visibility from public vantage

points, it would be appropriate to the context of the site and would not give rise to any visual amenity harm.

KC highways Development Management were consulted on the scheme, and they concluded that the flags are located within the grounds of the school and will have no impact on the safe operation of the highway. Thus, no issues on highway safety arise.

In this instance, it is considered that the proposed signage, due to their position, design, and scale, would not result in any detriment to amenity or public safety. As such, the proposed advertisement is considered to comply with Paragraph 132 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 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: 2024/93089
Officer Recommendation: Grant Advertisement Consent
Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule: -

Plan Type	**Reference**	**Date Received**
Location Plan	Location Plan	04-Nov-2024
Site Plan	Proposed Site Plan	04-Nov-2024
Existing Floor Plans	Existing floor plans	04-Nov-2024
Proposed Elevations	Proposed elevations west	04-Nov-2024
Proposed Elevations	Proposed elevations	04-Nov-2024
General	School Crest	04-Nov-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. The scheme was considered acceptable and therefore no alterations were required after submission.

Report Dated: 23/12/2024