

**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:	<b>2025/64/90774/W</b>
Site Address:	Postcard Inn, 134, Huddersfield Road, Holmfirth, HD9 3AS
Description:	Advertisement Consent for installation of illuminated and non-illuminated signs
Recommending Officer:	Joanna Rednall

**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.**

Kirsty Nicholls

***AUTHORISED OFFICER***

**Date: 20-May-2025**

## **Site Description**

134 Huddersfield Road is a public house situated in the town of Holmfirth, within the Holmfirth Conservation Area. While the building itself is not listed, the nearest listed building, the Civic Hall, is located approximately 16 metres away. The building is accessed directly from Huddersfield Road and is surrounded by commercial premises to both the front and rear, with residential properties located to the south. To the rear of the site there is a supermarket and a large car park.

## **Description of Proposal**

Advertisement Consent is sought for installation of illuminated and non-illuminated signs.

### Sign A

- Two fascia panels with applied house name letters
- Mallard green background with individual letters in a gold finish
- 2.8m x 500mm
- Externally illuminated

### Sign B

- One gable board
- Aluminium face panel with painted background and vinyl text
- Mallard green background with gold finish vinyl text with black detailing
- 2.6m x 1300mm
- Externally illuminated

### Sign C

- One gable board to the rear
- Aluminium face panel with painted background and vinyl text
- Mallard green background with gold finish vinyl text with black detailing
- 2.6m x 1300mm
- Externally illuminated

### Sign D

- One double sided hanging panel to existing bracket
- Illuminated by linolites
- 0.8m x 1100mm
- Aluminium face panel with painted background and vinyl text and pictorial logo
- Mallard green background with gold finish vinyl text and pictorial logo
- Externally illuminated

### Sign E

- Two amenity boards
- 0.6m x 1100mm
- Aluminium face panel with painted background and vinyl text
- Mallard green background with gold finish vinyl text
- Non-illuminated

### Sign F

- One large amenity board to right hand elevation
- 0.7m x 1400mm
- Aluminium face panel with painted background and vinyl text
- Mallard green background with gold finish vinyl text
- Non-illuminated

### Sign G

- Two A1 poster cases to replace existing
- 0.66m x 914mm
- Aluminium poster case with painted back panel and vinyl text
- Non-illuminated

### Sign H

- One landscape amenity board to rear
- 1.1m x 600mm
- Aluminium face panel with painted background with vinyl text
- Mallard green background with gold vinyl text
- Non-illuminated

### Sign I

- One paws for a drink sign to rear
- 0.6m x 0.6m
- Aluminium face panel with painted background with vinyl text
- Mallard green background with gold vinyl text

### Sign J

- One curved sign above main entrance
- 0.9m x 400mm
- Aluminium curved panel with painted background and vinyl text
- Black background with white vinyl text

- Non-illuminated

#### Sign L

- One small removable sign to rear
- 0.7m x 400mm
- Aluminium face panel with painted background with vinyl text
- Black background with white vinyl text
- Non illuminated

#### Sign M

- One internally illuminated box sign with applied vinyl to rear seating area
- 0.9m x 1m
- Internally illuminated aluminium sign with applied vinyl to rear seating area
- RAL 5013 background with RAL 5014 detailing and white vinyl text
- Internally illuminated

#### Sign N

- One set of sign written letters to rear on the timber gate
- 1m x 25mm
- Timber background RAL 5014 signwritten text
- Non illuminated

#### Sign O

- Hoarding
- One set of signwritten letters and arrow to painted timber fascia at rear
- 0.8m x 300mm
- RAL 5013 background with white signwritten text and directional arrow
- Non illuminated

#### Sign P

- Two large feature lanterns finished brass
- 0.285m x 0.65m
- Victorian bronze finish
- Externally illuminated

#### Sign Q

- Ten warm LED floodlights

- 0.23m x 168mm
- Internally illuminated

### **History of negotiations/amendments received**

After discussions with KC Conservation and Design, Conservation officers expressed concerns about the impact of sign K on the setting of the Conservation Area. In response to these concerns, amended plans were requested. The updated plans received on 12th May show that sign K has been removed from the proposal, and the application has now been progressed to determination based on these revised plans.

### **Relevant Planning History**

2014/92292 Formation of external drinking area on existing flat roof with handrail, balusters and fence, and installation of access door to replace window and new fire escape stair (within a Conservation Area)  
*Conditional full permission*

86/04901 Change of use from disco bar to restaurant.  
*Granted conditionally*

### **Representations**

No publicity required

Representations received: None

Holme Valley Parish Council – no comment. Defer to Kirklees Council officers.

### **Consultations**

K.C. Conservation and Design: Initial concerns were raised regarding the impact of Sign K on the character and appearance of the Conservation Area. While officers were generally supportive of the overall scheme, they considered that the inclusion of this particular sign would result in the loss of a key original architectural feature located above the entrance. Its removal was viewed as necessary to preserve the building's historic fabric and to avoid causing harm to the setting of the Conservation Area. In response to these concerns, Sign K has since been omitted from 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 24 – Design

LP25 – Advertisements and shop fronts

LP35 – 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 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 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic 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 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.

With regards to location of the site within a Conservation Area, Policy LP35 of the Kirklees Local Plan and Chapter 16 of the NPPF are relevant.

The site is located adjacent to Holmfirth Town Centre with a range of existing signage in the immediate area. The proposed signage consists of illuminated and non-illuminated signs to advertise the public house. The signage is considered to be minimal in terms of size and scale and would not appear overbearing additions when viewed in the context of the application building and wider street scene. Therefore, the principle of signage is considered acceptable as a function of the use of the site and immediate surrounding area.

Discussions have taken place with the Council’s Conservation and Design team who raised initial concerns with the proposed works as submitted. This is due to the fact the application site is located within the conservation area and relates to a Listed Building, and as such, careful consideration must be given to the potential impact on its setting, along with any potential impact the listed buildings.

Officers expressed concern that the quantity and scale of the originally proposed signage on the front elevation significantly exceeded that of the existing signage, raising the potential for a visually cluttered appearance. Particular concern was directed at Sign K, proposed above the main entrance, as its installation would result in the loss of an original architectural feature in a prominent location. This sign specifically was considered to detract from the character and setting of the Conservation Area.

In response to these concerns, an amended scheme was submitted, which successfully addressed the issues raised by the Council's Conservation team. The revised proposals are considered to be more sympathetic to the host building, with the signage integrating more harmoniously into the overall façade. The two larger signs proposed for the front elevation are intended to replace existing signage, and officers consider that the proposed colour finish would be more subtle and in keeping to the building's character. Consequently, the signage is not considered to appear incongruous or unduly prominent within the wider street scene.

Shopfronts are designed to generate interest and attract attention. There is an existing level of paraphernalia present within the streetscene. The level of alterations on the shop front is acceptable and not over and above other designs within the street. The design will introduce a modern appearance to the shop front, whilst retaining the existing features of the building.

#### 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 site is situated adjacent to Huddersfield Road, a classified A road. The proposed scheme involves the replacement of existing externally illuminated signage, along with the addition of one new externally illuminated sign to the side elevation and LED floodlights positioned below the eaves. As such, it is considered that the development would not result in any greater impact on road safety or visual amenity than the current arrangement. The signs would be positioned within the application site and set back from the highway. Consequently, officers are satisfied that the proposed signage would not pose

a significant distraction to road users and would not give rise to any highway safety concerns.

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:** 2025/90774

**Officer Recommendation:** Grant advertisement consent

**Conditions**

Standard 5 advert conditions

Plans and specifications schedule:-

<b>Plan Type</b>	<b>Reference</b>	<b>Version</b>	<b>Date Received</b>
Location Plan	-	-	21/03/2025
Block Plan	-	-	21/03/2025
Existing Elevations	-	-	27/04/2025
24208-PLANNING 2 DD dated 12.05.25	-	-	11/05/2025
Application Form	-	-	21/03/2025

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 following an informal consultation with KC Conservation and Design.

**Report Dated:**

19/05/2025

