

**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>2025/64/90947/W</b>
Site Address:	Salendine Filling Station, New Hey Road, Salendine Nook, Huddersfield, HD3 3UZ
Description:	Advertisement Consent for erection of illuminated small format advertising display
Recommending Officer:	Nicole Helliwell

**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: 28-May-2025**

## **47Officer Report**

**Reference No.** 2025/64/90947E

**Site Address:** Salendine Filling Station, New Hey Road, Salendine Nook, Huddersfield, HD3 3UZ

**Proposal:** Advertisement Consent for erection of illuminated small format advertising display

### **Site Description**

The application relates to Salendine Filling Station, a commercial building located off New Hey Road in Salendine Nook, Huddersfield. The surrounding area comprises residential and commercial properties of similar materials and architectural styles. The site is not within a conservation area, nor are there any listed buildings or PROW within immediate proximity.

### **Description of Proposal**

The application seeks advertisement consent for the installation of an illuminated small format advertising display. The details of the proposed signage as outlined on the application form and plans can be found below:

#### **Digital Advertisement Display**

- Height from the ground to the base of the advertisement: 0.41m
- Dimensions of the proposed advertisement: Height 2.4m x Width 1.23m x Depth 0.22m
- Maximum Height of any of the individual letters and symbols: 165cm
- Colour of text and background: Multicoloured
- Materials: Lightweight digital LED panels
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 5000 cd/m<sup>2</sup>
- It would be static and internally illuminated

### **Relevant Planning History**

- **2024/92396:** Variation of condition 2 (plans and specifications) on previous permission 2023/91393 for demolition of existing sales building and erection of new sales building, installation of 3 new jet wash bays, electrical vehicle charging bays with associated infrastructure, de-link of existing forecourt canopy, and associated forecourt works. [Planning application details | Kirklees Council](#) – Removal or Modification of Condition(s)

- **2024/91293:** Demolition of existing sales building and erection of new sales building, installation of 3 new jet wash bays, electrical vehicle charging bays with associated infrastructure, de-link of existing forecourt canopy, and associated forecourt works. – Withdrawn
- **2024/91052:** Advertisement Consent for erection of illuminated totem sign. – Withdrawn
- **2024/90901:** Non material amendment to previous permission 2023/91393 for Demolition of existing sales building and erection of new sales building, installation of 3 new jet wash bays, electrical vehicle charging bays with associated infrastructure, de-link of existing forecourt canopy, and associated forecourt works. [Planning application details | Kirklees Council](#) – NMA Refused
- **2024/90573:** Discharge conditions 4 (Phase I Desk Study Report), 11 ( CCTV), 12 (lighting) on previous permission 2023/91393 for demolition of existing sales building and erection of new sales building, installation of 3 new jet wash bays, electrical vehicle charging bays with associated infrastructure, de-link of existing forecourt canopy, and associated forecourt works. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Split Decision
- **2023/91393:** Demolition of existing sales building and erection of new sales building, installation of 3 new jet wash bays, electrical vehicle charging bays with associated infrastructure, de-link of existing forecourt canopy, and associated forecourt works. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **2022/92130:** Variation condition 9 (hours of operation) on previous permission 2019/92653 for erection of single storey side extension, 2m high bin store enclosure and new shop front. - Withdrawn
- **2022/90538:** Discharge conditions 4-8 (contamination and remediation) on previous permission 2019/92653 for erection of single storey side extension, 2m high bin store enclosure and new shop front. [Planning application details | Kirklees Council](#) – Discharge of Condition(s) Split Decision
- **2021/92358:** Installation of 1no. new jet wash bay with 2.6m high glazed screens. – Withdrawn
- **2019/92653:** Erection of single storey side extension, 2m high bin store enclosure and new shop front. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **2018/91804:** Variation of condition 5 (operating hours) on previous permission 2017/93278 for demolition of existing petrol filling station and redevelopment to provide a new petrol filling station facility with forecourt shop / sales building, customer car parking and associated services. [Planning application details | Kirklees Council](#) – Withdrawn

- **2018/91733:** Discharge of conditions 3 (samples) and 6 (security measures) on previous application 2017/93278 for demolition of existing petrol filling station and redevelopment to provide a new petrol filling station facility with forecourt shop / sales building, customer car parking and associated services. [Planning application details | Kirklees Council](#) – Discharge of Condition(s) Approved
- **2017/93278:** Demolition of existing petrol filling station and redevelopment to provide a new petrol filling station facility with forecourt shop / sales building, customer car parking and associated services. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **2014/92511:** Erection of extensions to sales building and associated works. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **2014/92259:** Advertisement consent for erection of 2 illuminated fascia signs. [Planning application details | Kirklees Council](#) - Advertisement Consent Granted
- **2013/90519:** Erection of ATM housing. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **2012/93502:** Erection of 2 internally illuminated, 6 sheet, free-standing advertising units. [Planning application details | Kirklees Council](#) - Advertisement Consent Granted
- **2005/91938:** Erection of illuminated atm cash sign. [Planning application details | Kirklees Council](#) - Advertisement Consent Granted
- **2005/91937:** Installation of atm and security pod. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **98/91157:** Installation of lance jet wash unit. [Planning application details | Kirklees Council](#) – Conditional Full Permission
- **94/92879:** Refurbishment of petrol filling station. [Planning application details | Kirklees Council](#) – Conditional Full Permission
- **91/05344:** Erection of signs. [Planning application details | Kirklees Council](#) – Advertisement Consent Granted
- **91/04959:** Refurbishment of existing petrol service station. [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **91/02253:** Refurbishment of existing petrol service station. [Planning application details | Kirklees Council](#) – Refused

## **Representations**

No publicity is required for applications regarding signs and advertisements.

## **Consultation Responses**

[KC Highways Development Management](#) – No objection

[KC Environmental Health](#) – No objection

## **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 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 Kirklees 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 proposal would see a freestanding small format advertisement display installed at the application site. Although the advertisement 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.

This application seeks advertisement Consent for a internally illuminated advertisement display to be installed across the building. As such, KC Highways Development Management were informally consulted on the proposed scheme. Although all illuminated signs cause a level of distraction to drivers due to their very nature, the proposed sign is placed in a location that is not in the direct sight lines for approaching motorists and, therefore, will not cause any additional highway safety concerns within the vicinity of the site.

KC Environmental Health were informally consulted on the proposed scheme. The application concerns 1 internally illuminated advertisement display which is static in nature. The cover letter confirms an illuminance level of up to 5,000cd/m<sup>2</sup> during the daylight hours based on ambient brightness and 300cd/m<sup>2</sup> during the night. The brightness will be automatically adjusted by a light sensor backed by a light table. Officers have reviewed this application and do not consider there to be any significant Environmental Health impacts with this development. However, officers advise the applicant that generally, to minimise problems of glare and stray light from external artificial lighting it should be installed and maintained in accordance with the "Guidance Note 01/21 for the Reduction of Obtrusive Light" by the Institution of Lighting Professionals: 2021 [www.theilp.org.uk](http://www.theilp.org.uk).

In this instance, it is considered that the proposed signage, due to its 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 Policies LP24, and LP25 of the Local Plan in terms of achieving good design and well-designed places and the National Planning Policy Framework.

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:** 2025/90947

**Officer Recommendation:** Grant Advertisement Consent

### **Conditions and Reasons**

Standard 5 advert conditions

6. At no time shall the luminance level of the sign hereby approved exceed the values defined within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 as amended or superseded, for the lifetime of the development.

**Reason:** To avoid excessive glare and light spill, and to minimise distraction to road users, in accordance with the aims of Policies LP21 and LP25 of the Kirklees Local Plan and the National Planning Policy Framework.

### **Plans and specifications schedule: -**

<b>Plan Type</b>	<b>Reference</b>	<b>Revision</b>	<b>Date Received</b>
Site Location Plan	23901/PA/01		02/04/2025
Existing Site Plan	23901/PA/02	-	02/04/2025
Proposed Site Plan	23901/PA/03	-	02/04/2025
Proposed Site Plan	23901/PA/04	-	02/04/2025
Existing and Proposed Elevations	23901/PA/05	-	02/04/2025
Specification	23901/PA/06	-	02/04/2025
CGI	23901/PA/07	-	02/04/2025
Cover Letter	31871/A5/AB	-	02/04/2025

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 2024 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: 22/05/2025**