

**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:	2025/64/91756/W
Site Address:	27, Britannia Road, Slaithwaite, Huddersfield, HD7 5HF
Description:	Advertisement Consent for erection of non illuminated fascia sign (within a Conservation Area)
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.

Sarah Longbottom

AUTHORISED OFFICER

Date: 19-Sep-2025

Site Description

The application site occupies a two storey, end-terrace building located within the defined Slaithwaite District Centre and Slaithwaite Conservation Area. The building currently operates as a hairdressers across the two floors and is within an area comprised of a mix of residential and commercial developments. There are residential properties south, east and north of the site and that the adjoining property is in residential use.

Description of Proposal

Consent is sought for one non-illuminated fascia sign.

Height: 0.38m

Width: 4.48m

Depth: 0.03m

Height from the ground to the base of advertisement: 2.9m

Maximum projection of the advertisement from the face of the building: 0.03m

Maximum height of individual letters/ symbols: 30cm

Materials: fascia sign made of black dibond aluminium composite panel, with VHB tape to fix brushed lettering

Colour of text and background: matt black background with dark silver matt lettering

The sign is proposed to the front elevation of the building.

History of negotiations/amendments received

None

Relevant Planning History

2003/92320 - Installation of new shopfront (within a conservation area) – Conditional full permission

2006/90539 - Change of use of first floor flat to extend existing hairdressers (within a conservaton area) – Conditional full permission

Representations

No publicity required

Representations received: None

Consultations

K.C. Conservation and Design – no objection.

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 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

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.

The site is located within Slaithwaite Conservation area therefore Policy LP35 of the Local Plan and Chapter 16 of the NPPF are relevant.

The proposal seeks advertisement consent for the installation of a 4.4m x 0.3m fascia sign on the front elevation of 27 Britannia Road. The sign would be positioned above the existing ground floor fenestration and below the first-floor window openings, spanning the full width of the building at this level. The advertisement would feature a matt black background with dark silver matt lettering.

The submitted Design and Access Statement acknowledges the site’s location within the Slaithwaite Town Centre Conservation Area. It states that the proposed modest signage represents an improvement over the existing

signage, which is to be removed. The new fascia sign is described as modest in both size and appearance, designed to be in keeping with the relatively modern shopfront and in line with Policy LP35. It is also noted that the signage would not be illuminated and, as such, would not have an adverse impact on the character of the area or on pedestrian or highway safety through glare or distraction.

K.C. Conservation and Design were informally consulted due to the site's location within a designated Conservation Area. Officers consider that the advertisement, by virtue of its simple design and neutral colour palette, would not appear unsightly or visually intrusive within the street scene. Furthermore, the replacement of the existing yellow signage with a more subdued and sensitively designed sign is considered to represent a visual improvement. It is therefore concluded that the proposal would have a neutral impact on the character and appearance of the Conservation Area and would preserve its overall setting. The advertisement is also of a modest scale, allowing the majority of the front elevation to remain visible. This helps to preserve the historic interest of the building and, in turn, the setting of the Conservation Area, while avoiding any visual clutter within the streetscape.

Therefore, taking the above into account, it is considered the proposal would accord with the aims of policy LP21, LP24 (a), LP25 and LP35 of the Kirklees Local Plan, Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and Policies within Chapters 12 and 16 of the National Planning Policy Framework.

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 proposed advertisement would face Britannia Road. The proposed scheme involves the replacement of an existing signage with a non-illuminated fascia sign. As the signage would be non-illuminated and is of a simplistic design, 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: 2025/91756

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Existing Floor Plans and Elevations	WS-001	-	30/06/2025
Proposed Signage – Slawit Wine Bar – Item 1		-	30/06/2025
Cover letter dated 16th June 2025	-	-	30/06/2025
Planning, Design & Access Statement June 2025	-	-	30/06/2025
Climate Change Statement	-	-	30/06/2025
Application form	-	-	30/06/2025

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. No amendments were sought as it was considered that the proposal was acceptable as submitted.

16/09/2025

Report Dated: