

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:	2025/64/92025/W
Site Address:	Unit 23a & 23b, Kingsgate Centre, King Street, Huddersfield, HD1 2QB
Description:	Advertisement Consent for erection of 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.**

John Holmes

AUTHORISED OFFICER

Date: 30-Sep-2025

Site Description

The proposed application relates to the former House of Fraser site which is part of the Kingsgate Shopping Centre. The section of the building this application relates to fronts onto Zetland Street, an adopted highway. The site is located within Huddersfield Town Centre, and the site is adjacent to the Huddersfield Town Centre Conservation Area.

Description of Proposal

Consent is sought for erection of five illuminated signs (drawing 2025/47/04 RevD) received 18th September 2025.

Sign 1

- Height: 0.7m
- Width: 0.8m
- Depth: 0.01m
- Height from ground to the base of advertisement: 2.3m
- Maximum projection of the advertisement from the face of the building: 0.1m
- Maximum height of any individual letter/symbol: 70cm
- Materials: vinyl (bell logo vinyl)
- White bell on purple background
- Non illuminated

Sign 2 has been omitted from the proposal.

Sign 3

- Height: 1.8m
- Width: 0.5m
- Depth: 0.1m
- Height from ground to the base of advertisement: 0.8m
- Maximum projection of the advertisement from the face of the building: 0.1m
- Maximum height of any individual letter/symbol: 180cm
- Materials: neon hanging arrow and tacos
- Purple arrow and text behind glazing
- Non illuminated

Sign 4

- Height: 0.44m
- Width: 1.6m
- Depth: 0.1m
- Height from ground to the base of advertisement: 4.2m
- Maximum projection of the advertisement from the face of the building: 0.1m
- Maximum height of any individual letter/symbol: 44cm

- Materials: opal acrylic front panels with aluminium returns mounted on rails
- White and purple colour finishes
- Externally illuminated via troughlight

Sign 5

- Height: 0.8m
- Width: 0.9m
- Depth: 0.1m
- Height from ground to the base of advertisement: 4m
- Maximum projection of the advertisement from the face of the building: 0.1m
- Maximum height of any individual letter/symbol: 80cm
- Materials: aluminium sign box with opal acrylic front panel
- White bell on purple background
- Externally illuminated via troughlight

Sign 6

- Height: 0.44m
- Width: 1.4m
- Depth: 0.1m
- Height from ground to the base of advertisement: 4.2m
- Maximum projection of the advertisement from the face of the building: 0.1m
- Maximum height of any individual letter/symbol: 44cm
- Materials: opal acrylic front panels with aluminium returns mounted on rails
- White and purple colour finished
- Externally illuminated via troughlight

History of negotiations/amendments received

Concerns were raised with the applicant's agent regarding the visual impact of the proposal. In response, Sign 2 has been removed from the scheme, and Signs 4, 5, and 6 have been revised from internally illuminated to externally illuminated using trough lighting. Sign 3 has been amended to non-illuminated in the interests of preserving the setting of the designated heritage assets facing the site. These amendments were considered more acceptable, and the application has progressed to determination on this basis.

Relevant Planning History

2024/93213 Remodelling of facade to form new shopfronts serving proposed internal restaurants and new external ducts to serve restaurant units
Conditional full permission

2024/91169 Alterations to existing building facade, removing existing glazed shopfronts and replacement with new shopfronts and entrances

Conditional full permission

2024/93530 Advertisement Consent for erection of illuminated and non-illuminated signs (within a Conservation Area)

Advertisement consent granted

Representations

In accordance with the Council's adopted Development Management Charter this application was available to view on the Council's website.

Representations received: None

Consultations

None.

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 initial signage proposal prompted concerns from officers regarding its visual impact on the character and appearance of a key frontage within Huddersfield Town Centre. Specifically, the proposed scale / number and

illumination of signs was considered excessive, resulting in a visually cluttered and cramped appearance.

These concerns were particularly evident when assessing views from King Street, where the prominence of the façade makes the proposal a highly visible addition within the townscape from wider public vantage points. In response to these concerns, the applicant has amended the proposal by removing Sign 2. Officers consider the omission of this sign has improved the overall composition and visual balance of the scheme and officers now consider that, with this amendment, and alterations to the proposed illumination (and removal of illumination to one of the signs) the revised scheme, quantity and design of the proposed signage would have a more appropriate relationship with the host building and surrounding townscape, and would not result in an unacceptable visual impact.

The application site is not within a Conservation Area however it does border Huddersfield Town Centre Conservation Area, and this particular elevation faces 50 King Street, a Grade II listed building. Therefore, Policy LP35 is relevant to the consideration of this application. Policy LP35 of the Local Plan sets out that development proposals affecting a designated heritage asset should conserve those elements which contribute to its significance. Harm to such elements will be permitted only where this is outweighed by public benefits in the proposal.

Initially, officers raised concerns regarding the impact of the proposed signage on the designated heritage assets, primarily due to the number of signs proposed, as outlined above, as well as the inclusion of illuminated signage. Particular concern was expressed about the potential visual impact of the proposed illuminance when viewed from wider public vantage points, and how this could detract from the setting of both the Conservation Area and nearby Listed Buildings. In response to these concerns, the applicant has submitted multiple revised plans. These revisions include the removal of internal illumination from all signs: Sign 3 is now proposed as non-illuminated, while Signs 4, 5, and 6 are now to be externally illuminated. Officers consider these amendments to be more appropriate in the context of the historic environment, and more sympathetic to the character and appearance of the Conservation Area and adjacent Listed Buildings. As such, the revised scheme is not considered to result in harm to the wider street scene or to the significance of the designated heritage assets.

There are no residential receptors in close proximity to the site, with the nearest residential property located at 24 Zetland Street, approximately 80 metres to the south.

For these reasons, the proposed advertisements are considered to comply with the aims of the NPPF and Policies LP24, PLP25 and PLP35 of the Local Plan in terms of achieving good design and well-designed places.

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).

In this instance, the proposed signage comprises a combination of externally illuminated and non-illuminated advertisements, all of which are modest in scale when viewed in relation to the application building. The advertisements are positioned in such a way that they do not obstruct visibility at junctions or impede forward visibility along the highway. Furthermore, the signage is to be located on a one-way road system that benefits from existing street lighting and good forward visibility upon approach to the site. As such, it is considered that the proposed advertisements would not result in undue distraction or confusion for highway users, nor would they give rise to an increased risk of accidents.

For the above reasons, the proposed advertisements are considered to comply with the aims of Chapter 12 of the NPPF, 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: 2025/92025

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	-	-	18/07/2025
Block Plan	-	-	18/07/2025

Plan Type		Reference	Version	Date Received
Existing Elevation	External	2025/47/05	-	18/07/2025
Proposed Elevation	External	2025/47/04	D	18/09/2025

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. Concerns were raised with the applicant's agent regarding the visual impact of the proposal. Amendments to the number of signs and illumination were subsequently submitted.