

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:	2025/64/92143/E
Site Address:	Calder Vale Mills, Huddersfield Road, Ravensthorpe, Dewsbury, WF13 3JL
Description:	Advertisement consent for erection of two sided LED screen
Recommending Officer:	Edward Cheseldine

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: 09-Oct-2025

Officer Report

2025/92143 - Calder Vale Mills, Huddersfield Road, Ravensthorpe, Dewsbury, WF13 3JL

Site Description

The application relates to a plot of land set 75m north of the Calder Vale Mills building. The site is currently used as a car sales forecourt, it contains a cabin/office building which is single storey. The perimeter of the site is partitioned off by palisade and paladin fencing.

To the south of the site is a large hard surfaced car park which is used by commercial buildings that are set along Tanhouse Street. These are typically large scale commercial buildings.

To the north of the site are a mixture of retail shops and residential dwellings.

Huddersfield Road is a Primary A Road.

Proposal Description

The applicant is seeking advertisement consent for the erection of a two sided LED screen.

The advertisement board will stand on two plinths, raised 3.00m from ground level. They will measure 5.120m(w) x 3.072(l). The edging will be a dark grey material.

The advertisement will change image every 5/15 seconds, operating 7am-10pm and be switched off between these hours.

Advertisement screens will face east and west.

Advertisements are defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as:

“any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.”

The submitted information also includes window decals, frosted vinyl and a disabled parking sign which is not considered to warrant 'advertisement consent'.

History of Negotiations / Amendments

Officers requested hours of operation and display turnover times. Following the submission of the information, it was confirmed the hours were suitable for the proximity to neighbouring dwellings and the turn over time acceptable in terms of highway safety.

Consultations

KC Highways – Information consultation undertaken on 13 August 2025. No objection as screens will not impeded visibility of moving or merging traffic.

Relevant Planning History

None relevant.

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:

- LP1 – Achieving Sustainable Development
- LP2 – Place Shaping
- LP24 – Design
- LP25 – Advertisement 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, together with Circulars, Parliamentary Statements and associated technical guidance. The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- Chapter 2 – Achieving Sustainable Development
- Chapter 12 – Achieving Well-Designed Places

Assessment

Policy LP24 states, *‘Proposals should promote good design by ensuring: a. the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape;*

Policy LP 25 of the Kirklees Local Plan is relevant to advertisements.

The development of new or replacement shop front units and 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, The development of new or replacement shop front units and 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;

b. proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest;

c. the shop fascia is designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

The proposed signage is considered appropriate for the setting. The area of development is largely associated with a commercial use. It will be placed within a vehicle forecourt which is bounded by metal fencing. There is an existing level of advertising paraphernalia on this section of the road.

There are residential buildings to the north of the site. These are visually disconnected with the application site due to Huddersfield Road. Due to the distance of separation, the boards will not compete with the dwellings.

The use of illumination for the screens is considered acceptable. It is acknowledged there is residential development surrounding the site. Light illumination levels are compliant with current permitted regulations. The boards face east and west, whereas the residential buildings are to the north. The light levels will dissipate due to the angle of the screens in relation to these properties. It will be conditioned the illuminated screens are turned off between the hours of 22:00-07:00.

All advertisements cause some level of distraction to drivers. It is not considered the proposed illuminated signage would cause a level of distraction above what is considered reasonable in this instance. The screens are set of plinths above ground level, therefore visibility for traffic merging from Tanhouse Street will not be impeded.

Conclusion

The application advertising consent is acceptable in terms of complying with Policy LP24 & LP25 of the Kirklees Local Plan and guidance set out in the National Planning Policy Framework.

Recommendation: Approve Advertisement Consent

Decision Authorisation - Delegated Powers

Application Number: 2025/92143

Standard 5 advert conditions

1. The illuminated advertisement hereby permitted shall:
 - be installed and maintained thereafter in accordance with the approved plans
 - shall not be operated between the hours of 22:00 and 07:00 on Monday to Sunday
 - have a luminance not exceeding 6500 cd/m² at any part of the illuminated area.

Reason: To safeguard the amenities of the occupiers of nearby properties and promote sustainable development in accordance with Policy LP52 of the Kirklees Local Plan and Chapters 2 and 15 of the National Planning Policy Framework.

2. Illuminated signs shall be designed such that the maximum luminance does not exceed the values defined within the ILE Technical Report No 5 "Brightness of Illuminated Advertisements" and the values quoted in the application.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP21 of the Kirklees Local Plan and Chapters 2, 12, 15 of the National Planning Policy Framework.

3. The permitted signs shall be statically illuminated only and no changes in their mode of illumination shall be permitted without the prior written consent of the LPA.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP21 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

4. General external illumination shall be appropriately baffled or suitably screened to prevent unwanted "upward light" or "light spill" onto the highway or adjacent properties or land.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP21 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

5. The consent granted shall relate solely to the lighting system that is the subject of the application. Variation of or additions to the means/mode of lighting shall not be permitted without the prior written approval of the LPA.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP21 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

Plans and Specifications Schedule:

Plan Type	Reference	Version	Date Received
Grouped plans	PR-SP-0001	-	29 July 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 Authority have, where possible, made a preapplication advice service available, complied with the Kirklees Development Management Charter 2024 and otherwise actively engaged with the applicant in dealing with the application.

Officers requested hours of operation and display turnover times. Following the submission of the information, it was confirmed the hours were suitable for the proximity to neighbouring dwellings and the turn over time acceptable in terms of highway safety.

