

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:	2025/64/92277/W
Site Address:	Natwest, 8, Market Place, Huddersfield, HD1 2AL
Description:	Advertisement Consent for erection of illuminated and non illuminated signs (within a Conservation Area)
Recommending Officer:	Joshua Merriman

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: 17-Nov-2025

Site Description

The application site refers to Natwest, 8, Market Place, Huddersfield, HD1 2AL, a terraced property within the Huddersfield Town Centre Conservation Area faced in stone, with a flat roof and uPVC windows and doors. The property lies in a relatively uniform street scene, being surrounded by properties of a similar size, scale, character, and age with other surrounding building having differing Listed statuses and slightly differing in their appearance with regard to colour.

Description of Proposal

Consent is sought for the erection of illuminated and non-illuminated signs (within a Conservation Area).

The proposed signs relates to 'Natwest' bank, including a fascia sign, projecting logo sign, and welcome sign as well as signes sited within the windows which would be illuminated and consist of a digital screen of changing / varying signs.

History of negotiations/amendments received

None

Relevant Planning History

94/91537 - ALTERATIONS TO EXTERNAL APPEARANCE AND NEW FIRE EXIT DOORS – Conditional Full Permission.

94/91551 - ERECTION OF ILLUMINATED SIGNS – Advertisement Consent Granted.

96/91945 - ERECTION OF 4 NO. ILLUMINATED SIGNS AND 1 NO. NON-ILLUMINATED WALL SIGN (WITHIN CONSERVATION AREA) – Advertisement Consent Granted.

2002/92960 - ERECTION OF ILLUMINATED AND NON-ILLUMINATED SIGNAGE (WITHIN A CONSERVATION AREA) – Advertisement Consent Granted.

2003/91523 - ALTERATIONS TO FRONTAGE (WITHIN A CONSERVATION AREA) – Conditional Full Permission.

2014/93274 - Erection of illuminated and non-illuminated signs (within a Conservation Area) – Advertisement Consent Granted.

- It is noted that the previously approved signage in this application was internally illuminated, and the signage to be approved as part of this application is externally illuminated. This is considered to be better form of illumination than internally illuminated.

2015/91888 - Advertisement Consent for installation of 3 no. non illuminated signs (within a Conservation Area) – Advertisement Consent Granted.

2025/90925 - Advertisement Consent for non illuminated signs (within a Conservation Area) – Advertisement Consent Granted.

Representations

No publicity required

Representations received: None

Parish/Town Council – not applicable

Consultations

No consultations were considered necessary for this application.

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 within Huddersfield Town Centre and Conservation Area within 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
LP30 – Biodiversity & Geodiversity
LP35 – Historic Environment
LP53 – Contaminated and Unstable Land

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
- Chapter 15 – Conserving and enhancing the natural environment
- 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".

Policy LP35 of the Kirklees Local Plan requires that proposals should retain those elements of the historic environment which contribute to the distinct identity of the Kirklees area and ensure they are appropriately conserved, to the extent warranted by their significance, also having regard to the wider benefits of development. Consideration should be given to the need to ensure that proposals maintain and reinforce local distinctiveness and conserve the significance of designated and non-designated heritage assets.

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.

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 dimensions of the proposed fascia sign are detailed below:

- Height: 0.8m.
- Width: 24.34m.
- Depth: 0.06m.

The sign will be externally illuminated at an illuminance level of 600 cd/m², therefore, as this exceeds the allowed illumination levels during hours of darkness within an urban area. As a result, a condition is recommended requiring the fascia sign must be turned off overnight. The proposed fascia

sign is considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area.

The dimensions of the two proposed hanging signs are detailed below:

- Height: 0.72m.
- Width: 0.72m.
- Depth: 0.1m.

The proposed hanging signs will also be externally illuminated at 600cd/m², however, as they are below 10m² in size the recommended hours condition is not recommended in relation to these signs given their scale. The projecting signs are also considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the Huddersfield Town Centre Conservation Area.

The dimensions of the clear acrylic sign with printed graph are below

- Height: 0.89m.
- Width: 0.315m.
- Depth: 0.03m.

The sign is non-illuminated therefore there are no concerns regarding illumination levels. The sign is of an acceptable design and scale that is consistent with the surrounding street scene and character of the local area.

The measurements of the two internally installed digital screens with powder coated screen housing are below:

- Height: 1.12m.
- Width: 0.681m.
- Depth: 0.01m.

Digital screens can, if not suitably controlled, constitute a distracting addition of signage and also be unnecessarily visually intrusive. It is considered suitable controls to ensure this is not the case are ensured through the inclusion of suitably worded conditions. In this case conditions are recommended which require the following:

- Images or messages displayed on the digital panel shall not change more than once every 10 seconds;
- intensity of the luminance of the advertisement display shall be controlled by the installation of a light sensor to adjust the illuminance levels to ambient light conditions;
- the intensity of the luminance of the advertisement display shall not exceed 300cd/m² on any part of the illuminated area in hours of darkness;
- the displays shall not display any moving images, animation, flashing scrolling or video and no visual effects shall accompany the transition between any successive advertisements, images or messages.

On the basis of the inclusion of the recommended conditions these signs are considered to be of an acceptable design and scale that is consistent with the surrounding street scene and character of Huddersfield Town Centre Conservation Area.

The dimensions of the frosted vinyl advertisements with purple dot design are detailed below:

- Height: 1.75m.
- Width: 6.24m.
- Depth: 0.01m.

- Height: 2.22m.
- Width: 0.67m.
- Depth: 0.01m.

- Height: 2.49m.
- Width: 1.36m.
- Depth: 0.01m.

The signs are non-illuminated therefore there are no concerns regarding illumination levels. The signs are also of an acceptable design and scale that is consistent with the surrounding street scene and character of the local area.

Finally, the measurements of the 'purple dot design' advertisement detailed within the application forms are below:

- Height: 1.36m.
- Width: 1.4m.
- Depth: 0.01m.

Again, the sign is non-illuminated therefore there are no concerns regarding illumination levels. The sign is also of an acceptable design and scale that is consistent with the surrounding street scene and Huddersfield Town Centre Conservation Area.

The signs outlined above are concluded to be of an acceptable design and scale subject to conditions that is consistent with the surrounding street scene and character of the local area. All advertisements proposed are of an adequate scale.

As such, the proposed advertisements are considered to comply with paragraph 132 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: 2025/92277

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

6. The hereby approved fascia sign shall be switched off between the hours of 22:30 and 07:30 on any day.

Reason: To safeguard the amenities of the occupiers of nearby properties and promote sustainable development in accordance with Policies LP1 and LP2 of the Local Plan and Chapters 2 and 15 of the NPPF.

7. The advertisements, images or messages displayed on the digital panels hereby approved shall not change more than once every 10 seconds.

Reason: In the interest of amenity and public safety, to comply with the aims and objectives of LP21, LP24 and LP25 of the Kirklees Local Plan and Chapter 12 of the National Planning Policy Framework.

8. The intensity of the luminance of the advertisement displayed on the digital panels hereby approved shall be controlled by the installation of a light sensor to adjust the illuminance levels to ambient light conditions.

Reason: In the interest of amenity and public safety, to comply with the aims and objectives of LP21, LP24 and LP25 of the Kirklees Local Plan and Chapter 12 of the National Planning Policy Framework.

9. Notwithstanding the requirements of condition 7, the intensity of the luminance of the advertisement displayed on the digital panels hereby approved shall not exceed 300cd/m² on any part of the illuminated area in hours of darkness.

Reason: In the interest of amenity and public safety, to comply with the aims and objectives of LP21, LP24 and LP25 of the Kirklees Local Plan and Chapter 12 of the National Planning Policy Framework.

10. The digital panel hereby granted consent shall not display any moving images, animation, flashing scrolling or video and no visual effects shall accompany the transition between any successive advertisements, images or messages.

Reason: In the interest of amenity and public safety, to comply with the aims and objectives of LP21, LP24 and LP25 of the Kirklees Local Plan and Chapter 12 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
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Plan Type	Reference	Version	Date Received
Location Plan	-	-	12/08/2025
Existing Elevations	E7868-EX-E1	-	12/08/2025
Contractor's Proposal	E7868-GA-D1	-	12/08/2025
Proposed Floor Plans	E7868-GA-GD	Rev A	12/08/2025
Application Forms	-	-	12/08/2025
Design Access and Heritage Statement	E7868	-	12/08/2025
Proposed Elevations	E7868-GA-E1	Rev A	21/10/2025
Grouped Plans and Elevations	ASS—20053188	Rev – A-001	21/10/2025

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.

Report Dated:

27/10/2025
