

Kirklees Council
Planning Services
PO Box 1720
Huddersfield
HD1 9EL
FAO: Nick Hirst

By Planning Portal only

Date: 2 September 2025

Our ref: 63026/01/JW/34098568v3

Your ref: PP-14262949 and 2023/62/91405/W

Dear Mr Hirst

Application for advertisement consent: Lidl foodstore, land south of Blackmoorfoot Road, Crosland Moor, Huddersfield

On behalf of our client, Lidl GB Ltd, we are pleased to submit an application for advertisement consent in relation to the new Lidl foodstore south of Blackmoorfoot Road, Crosland Moor, Huddersfield.

The application was submitted via the Planning Portal (ref. PP-14262949) and comprises the following documents:

- 1 Completed application form for advertisement consent; and
- 2 Application drawings, prepared by HTC:
 - a Site Location Plan (drawing no. 2783 P410, no rev.);
 - b Proposed Signage Site Plan (drawing no. 2783 P500, no rev.);
 - c Proposed Signage Elevations (drawing no. 2783 P501, no rev.);
 - d Proposed Lidl Flagpole Details (drawing no. 2783 P502, no rev.);
 - e Proposed Lidl Canopy Logo Sign Details (drawing no. 2783 P503, rev. A);
 - f Proposed Lidl Small Wall Mounted (drawing no. 2783 P5040, rev. A);
 - g Proposed Lidl Large Wall Mounted (drawing no. 2783 P505, rev. A);
 - h Proposed Lidl Poster Display Unit (drawing no. 2783 P506, rev. A); and
 - i Proposed Lidl Directional Signage (drawing no. 2783 P507, rev. A).

Payment of the fee for an application for advertisement consent (£168) has been made via the Planning Portal.

Planning History

Full planning permission was granted on 5 August 2025 (ref. 2023/62/91405/W) for the following development:

“Erection of foodstore (Class E) with associated access, parking, servicing area and landscaping.”

This application seeks advertisement consent for signage associated with the permitted foodstore.

The Proposals

Nine signs are proposed as part of this advertisement consent application, as follows:

- 1 no. internally illuminated Lidl flagpole, of 2620 mm (H) x 2100 mm (W);
- 3 no. large externally illuminated wall-mounted billboards of dimensions 2500 mm (H) x 6300 mm (W); two of these to be mounted facing the foodstore car park, and one facing Turnstone Way;
- 1 no. small externally illuminated wall-mounted billboard of dimensions 1640 mm (H) x 3245 mm (W) to be mounted facing the car park;
- 1 no. internally illuminated poster display unit of 1250 mm (H) x 1690 mm (W) to be located facing the car park;
- 2 no. internally illuminated canopy logo signs of dimensions 2500 mm (H) x 2500 mm (W), to be located on each elevation at the northeast corner of the foodstore. Advertisement consent is sought for the maximum period of five years; and
- 1 no. non-illuminated directional sign (750 mm (H) x 1050 mm (W)) to be located adjacent to the main vehicular site entrance.

Policy and Legislative Context

The Town and Country Planning Act (as amended) confirms that applications for advertisement consent can only be determined on the grounds of public safety and amenity (paragraph 3). This advertisement consent can therefore only be considered on these grounds.

National planning policy comprises the National Planning Policy Framework (“NPPF”) updated in December 2024 and the Planning Practice Guidance (“PPG”). Section 12 of the NPPF relates to creating well-designed places and paragraph 136 discusses the effect that advertisements can have on an area.

Paragraph 141 of the NPPF (2024) states:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

As appropriate, the NPPF and PPG are referred to in the assessment below.

The statutory development plan for Kirklees comprises the Kirklees Local Plan (adopted February 2019). The emerging Kirklees Local Plan is in the early stages of preparation.

Policy LP24 (Design) sets out that good design should be at the core of all proposals, and that proposals should promote good design.

Policy LP25 (Advertisements and shop fronts) sets out that:

“Shop fronts, signs and advertisements make a significant contribution to the character and local identity of the district’s town centres.

- 1 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.”*

Planning Assessment

Visual Amenity

The sizes, designs and materials of the proposed advertisements are consistent with the modern character of the approved Lidl store and are designed to be in scale with the façade and street scene of which it forms part.

The approved foodstore is set back from Blackmoorfoot Road and most of the proposed signs are located on the building’s western elevation, facing the car park. The signage proposed will be illuminated at a maximum level of illuminance of 600 cd/sqm and will not feature any flashing or intermittent illumination. The signage is appropriate to the commercial nature of the foodstore development and will not give rise to any adverse impacts to visual amenity. The proposals therefore in accord with Policy LP25 of the Kirklees Local Plan.

Highways and Public Safety

The proposed signage is simple in design and appropriate to the commercial setting of the Lidl store. The levels of illuminance are appropriate, such that there would not be a distraction to motorists. The siting of the freestanding poster display unit and directional signage leaves sufficient room for pedestrians including those with wheelchairs, pushchairs or shopping trolleys to safely pass. It is considered, therefore, that in accordance with the development plan and NPPF, the siting, scale, and design of the proposed signage would not have an adverse impact upon highway or public safety.

Conclusion

The scheme of proposed signage is appropriate for this location and the development proposed. The proposed development would not result in any adverse impacts in terms of visual amenity or highways

and public safety. Therefore, the proposed advertisements fully accord with the NPPF, PPG and Kirklees' development plan.

We trust that we have provided sufficient information to validate and positively determine the application. If you have any queries or require further clarification, please do not hesitate to contact me or my colleague Paige Carpenter.

Yours sincerely

Tom Willshaw
Associate Director
BA (Hons) MSc MRTPI