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:	**2025/64/92620/W**
Site Address:	Arnold Clark, 649, Leeds Road, Huddersfield, HD2 1YS
Description:	Advertisement Consent for erection of of illuminated totem sign
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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 12-Nov-2025

Officer Report
Reference No. 2025/92620
Site Address: Arnold Clark, 649, Leeds Road, Huddersfield, HD2 1YS
Proposal: Advertisement Consent for erection of illuminated totem sign

Site Description
The application site is an existing showroom complex for Arnold Clark located and accessed from Leeds Road, and adjacent to a Toyota Showroom with more commercial buildings further north and residential properties to the west. The site is not within a conservation area, nor are there any listed buildings or PROW within immediate proximity.

Description of Proposal
The application seeks Advertisement Consent for erection of illuminated totem sign. The details of the proposed signage as outlined on the application form and plans can be found below:

Digital Advertisement Display
- Dimensions of the proposed advertisement: Height 6m x Width 1.36m x Depth 0.21m
- Maximum Height of any of the individual letters and symbols: 70cm
- Colour of text and background: Blue and white panels, with white letters
- Materials: ACM panels fitting onto a mild steel frame, with built up aluminium letters.
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m^2
- It would be static and externally illuminated

The proposed signage would replace an existing totem sign.

Relevant Planning History
- **2006/93114:** Erection of 4 no. illuminated fascia signs, 2 no. non illuminated fascia signs, 2 no. double sided illuminated totem signs, 1 no. double sided directional sign, 3 no. flag poles, 1 no. single sided customer parking sign ad 1 no. wall mounted logo sign – Advertisement consent granted
- **2009/92951:** Erection of illuminated and non-illuminated signs – Advertisement consent granted
- **2012/91234:** Erection of illuminated and non-illuminated signs – Advertisement consent granted
- **2012/92508:** Erection of illuminated and non-illuminated signs – Advertisement consent granted
- **2019/92809:** Advertisement Consent for installation of 7 internally illuminated signs – Advertisement consent granted

Representations
No publicity is required for applications regarding signs and advertisements.

Consultation Responses
KC Highways Development Management – No objection

Policy
Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019).

The site is located within a Priority Employment Area on the Kirklees Local Plan Proposals Map. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies
- **LP 1** - Achieving Sustainable Development
- **LP 2** - Place Shaping
- **LP 24** - Design
- **LP 25** - Advertisements 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, 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

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 Kirklees Local Plan sets out that the 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, quality and use of materials;
- Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest

The proposal seeks consent for the installation of a freestanding, internally illuminated totem advertisement display at the application site. The proposed sign would replace an existing yellow totem sign located in the same position. The new sign would incorporate modern materials and design features, resulting in an overall enhancement to the site's appearance when compared to the existing structure.

Although the sign would be visible from certain public vantage points, including along the main highway and pedestrian approaches, it is considered that the scale, design, and siting of the advertisement would be appropriate within the context of the surrounding built environment. The area is characterised by a mix of commercial and light industrial uses where such signage is an established feature of the street scene. As such, the proposed advertisement would not appear visually intrusive or incongruous within this setting.

The dimensions of the sign are proportionate to the host site and consistent with other totem-style advertisements in the locality. The submitted plans indicate that the sign would be constructed from high-quality materials, with a finish that is in keeping with the commercial character of the area. The proposal therefore represents an improvement in terms of design quality and visual coherence. Accordingly, it is considered to comply with paragraph 132 of the NPPF and Policies LP24 and LP25 of the Kirklees Local Plan, which seek to ensure good design and the creation of well-designed places.

<u>Public safety</u>

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).

Informal consultation has been undertaken with KC Highways Development Management. Although it is recognised that illuminated signage can, by its nature, attract a degree of driver attention, the proposed sign is positioned outside the direct sight lines of approaching motorists. As such, it is not considered that the development would give rise to any additional highway safety concerns in the vicinity of the site.

The signage would be located to the east of the application building, which would provide a degree of screening to nearby residential properties. Overall, while the sign may have some impact on visual amenity, the distances involved, and the moderate brightness level suggest would not cause significant disruption to residential amenity. As such it is deemed the luminance of the proposed illuminated sign is acceptable when considering any potential effects on residential amenity.

In this instance, it is considered that the proposed signage, due to its position, design, and scale, would not result in any detriment to amenity or public safety. As such, the proposed advertisement is considered to comply with Policies LP24, and LP25 of the Local Plan in terms of achieving good design and well-designed places and the National Planning Policy Framework.

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: 2025/92620
Officer Recommendation: Grant Advertisement Consent
Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule: -

Plan Type	Reference	Revision	Date Received
Location Plan	24861-P-001	-	18/09/2025
Block Plan	24861-P-002	-	18/09/2025
Sign 1 – Omoda Totem Details	24861-P-003	-	18/09/2025
Existing Totem	-	-	18/09/2025
Application form	-	-	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. The scheme was considered acceptable and therefore no alterations were required after submission.

Report Dated: 05/11/2025

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