Town and Country Planning Act 1990

Town and Country Planning (General Development Procedure) Order 1995

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2025/64/92701/W

To: Joanne Ooi,
Hamond Projects
Former Grove Gomersal Church
Oxford Street
Gomersal, Cleckheaton
BD19 4JS

For: Jin Cao, Home Huddersfield Ltd

In pursuance of its powers under the above-mentioned Act and Order the KIRKLEES COUNCIL (hereinafter called "The Council**") as Local Planning Authority hereby refuses consent to:-**

ADVERTISEMENT CONSENT FOR INSTALLATION OF ILLUMINATED SIGNS TO FRONT AND SIDE (WITHIN A CONSERVATION AREA)

At: FARMFOODS, 14, MARKET STREET, HUDDERSFIELD, HD1 2ET

In accordance with the plan(s) and applications submitted to the Council on 09-Oct-2025. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

1. The proposed fascia advertisement on the eastern elevation of the building, by virtue of its type of illuminance and luminance level would appear visually intrusive and out of keeping with the character of the area. The proposal would fail to preserve or enhance the character and appearance of the conservation area and would therefore result in harm to its significance as a designated heritage asset and no public benefits have been provided to justify the scheme. As such, the development would be contrary to polices LP24 and LP35 of the Kirklees local plan as well as the aims of chapter 12 and chapter 16 of the National Planning Policy Framework in seeking high-quality design and the protection of historic environment.

2. The proposed advertisements on the northern elevation, by virtue of their scale, design, location, type of illuminance and prominence, would appear visually intrusive and out of keeping with the character of the area. The proposal would fail to preserve or enhance the character and appearance of the conservation area and would therefore result in harm to its significance as a designated heritage asset and no public benefits have been provided to justify the scheme. As such, the development would be contrary to polices LP24 and LP35 of the Kirklees local plan as well as the aims of chapter 12 and chapter 16 of the National Planning Policy Framework in seeking high-quality design and the protection of historic environment.

Plans and Specifications Schedule:

Plan Type	Reference	Version	Date Received
Location Plan	A112	-	9.10.2025
Site Plan	A110	-	9.10.2025
Proposed plans and elevations	A110	-	9.10.2025
Existing plan and elevations	A106	-	9.10.2025

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2024 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 2015 and otherwise actively engaged with the applicant in dealing with the application.

Officers had concerns in relation to the initial plans to the signage; however, the agent did not initially respond to officers during the application, so negotiation was not possible.

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse this application, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

All advertisement appeals have to be submitted to the Secretary of State within 8 weeks of the date of issue of the Local Planning Authority's decision against which you are appealing.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://www.gov.uk/appeal-planning-decision. Further information on the Planning Appeal process can be found online at the Planning Inspectorate's website https://www.gov.uk/government/organisations/planning-inspectorate.

You must use the correct Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the type of application that the appeal relates to so they can send you the appeal form you require.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

An important part of improving our service is to review your feedback on the way that we have dealt with your planning application(s). Please take a couple of minutes to email your comments to dc.admin@kirklees.gov.uk so that we can work on continually improving our customer service. Thank you.

Dated: 26-Jan-2026

Signed:

David Shepherd
Executive Director for Place

Application Plans

The decision notice indicates which plan/s relate to the decision.

Plans can be viewed on the Planning and Building Control web site:

http://www.kirklees.gov.uk/business/planning/planning.asp

If a paper copy of the decided plan is required please email:

dc.admin@kirklees.gov.uk

or telephone (01484) 414746 with the application number.

There may be a charge for this service.

Address to which all communications should be sent:

Kirklees Council
Planning and Development Service
PO Box 1720
Huddersfield
HD1 9EL