

**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:	<b>2025/64/92854/W</b>
Site Address:	Morrison's Supermarket, Penny Lane, Waterloo, Huddersfield, HD5 8QW
Description:	Advertisement Consent for erection of non illuminated sign
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: 10-Dec-2025**

## **Site Description**

The application site refers to Morrison's Supermarket, Penny Lane, Waterloo, Huddersfield, HD5 8QW, a large commercial site containing a supermarket, petrol station, car wash, and large parking area. The application site lies in an area of predominantly commercial use due to the large scale of the application site itself, however, there is some residential use surrounding the application site.

## **Description of Proposal**

Consent is sought for the erection of non-illuminated signs.

The proposed sign relates to a proposed We Buy Any Car sales pod to be placed in the car park of Morrisons under application 2025/92853.

## **History of negotiations/amendments received**

None

## **Relevant Planning History**

2004/92869 - ERECTION OF EXTENSION TO FORM PRODUCE POD AND REPOSITION EXISTING 4 NO. PARENT AND TODDLER PARKING BAYS – Conditional Full Permission.

2016/91238 - Installation of illuminated and non illuminated signs – Advertisement Consent Granted.

2017/90666 - Variation of condition 24 (petrol station opening hours) on previous permission (94/61/91519/W3) for erection of supermarket, petrol filling station with car wash associated car parking and access road – Removal or Modification of Conditions.

2022/92575 – Erection of car windscreen repair facility (Sui Generis) – Condition full permission granted 21<sup>st</sup> December 2022.

2023/91690 – Erection of car windscreen repair facility (Use Class Sui Generis) – S106 Permission granted 21<sup>st</sup> December 2023.

2024/92155 - Variation of condition 8 (opening hours) of previous permission 2017/90666 for variation condition 24 (petrol station opening hours) of previous permission (94/61/91519/W3) for erection of supermarket, petrol

filling station with car wash, associated car parking and access road – Removal or Modification of Conditions.

## **Representations**

No publicity required

Representations received: None

Kirkburton Parish Council have been consulted, but no response has been received.

## **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 27<sup>th</sup> February 2019). The site is without notation on 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

### **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 6<sup>th</sup> 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**

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”.

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 signage to be displayed on each side of the pod will measure either 4.8m x 2.7m, or 3.2m x 2.7m.

The larger displays will detail a white background with green stripes across the pod, different coloured cartoon cars as marketed by 'We Buy Any Car', and wording detailing 'Pop in today No Appointment Necessary' and 'Did you know we also buy vans?'.

Furthermore, the smaller side displays on the pod will show a large, coloured cartoon car on each side, upon a white background with green stripes and the wording 'No appointment necessary' and '100% no obligation'.

Finally, each side of the pod will show a sequence of multicoloured cartoon cars associated with the company, as well as the [webuyanycar.com](http://webuyanycar.com) website address.

None of the advertisements proposed will be illuminated.

The signs outlined above are of an acceptable design and scale 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:** 2025/9285

**Officer Recommendation:** Grant advertisement consent

**Conditions and Reasons**

Standard 5 advert conditions

Plans and specifications schedule:-

<b>Plan Type</b>	<b>Reference</b>	<b>Version</b>	<b>Date Received</b>
Location Plan	079_PL_01A	-	15/10/2025
Proposed Site Plan	079_PL_02A	-	15/10/2025
Grouped Plans and Elevations	WBACSOg1	01	15/10/2025
Application Forms	-	-	15/10/2025
Design and Access Statement	170285_079_PL_03	-	15/10/2025
Climate Change Statement	-	-	15/10/2025
Planning Statement	Let.BS.578	-	15/10/2025

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.