

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:	2025/64/92889/W
Site Address:	71B-71C, Huddersfield Road, Holmfirth, HD9 3AZ
Description:	Advertisement Consent for erection of illuminated and non illuminated signs (within a Conservation Area)
Recommending Officer:	Joshua Merriman

DECISION – ADVERTISEMENT CONSENT GRANTED

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.

Emma Thompson

AUTHORISED OFFICER

Date: 08-Dec-2025

Site Description

The application site refers to 71B-71C Huddersfield Road, Holmfirth, HD9 3AZ, a two-storey terraced property designated as secondary shop frontage within the Holmfirth town centre and Holmfirth Conservation Area. The property is surrounded by other commercial property in the town centre of a similar size, scale, character, appearance, and age.

Description of Proposal

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

The proposed sign relates to Specsavers who are moving into the unit and now desire an updated shopfront to reflect the change in business.

History of negotiations/amendments received

None

Relevant Planning History

2009/91072 - Change of use of Units 3 & 4 to Class A1 use (retail) – Conditional Full Permission.

Representations

No publicity required

Representations received: None

Parish/Town Council – Holme Valley Parish Council have been consulted regarding the application but have offered no comments, deferring to Kirklees Officers.

Consultations

KC Conservation & Design – No objections.

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 without notation on the Kirklees Local Plan.

Kirklees Local Plan (KLP):

- LP 1 – Achieving sustainable development
- LP 2 – Place shaping
- LP14 – Shop frontages within Kirklees
- LP 24 – Design
- LP25 – Advertisements and shop fronts
- LP30 – Biodiversity & Geodiversity
- LP31 – Strategic Green Infrastructure Network
- LP35 – Historic Environment

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

Holme Valley Neighbourhood Development Plan (2021);

- Policy 1: Protecting and Enhancing the Landscape Character of Holme Valley
- Policy 2: Protecting and Enhancing the Built Character of the Holme Valley and Promoting High Quality Design
- Policy 12: Promoting Sustainability
- Policy 13: Protecting Wildlife and Securing Biodiversity Net Gain

The application site lies within Landscape Character Area 4 (River Holme Settled Valley Floor) of the Holme Valley Neighbourhood Development Plan, the key characteristics of which are listed below:

- Framed views from the settled valley floor to the upper valley sides and views across to opposing valley slopes and beyond towards the Peak District National Park.
- Boundary treatments comprised largely of millstone grit walling. The stone walling which runs parallel with Upperthong Lane is representative of local vernacular detailing.

- A network of Public Rights of Way (PRoW) including the Holme Valley Riverside Way which follows the River Holme from Holmbridge through Holmfirth and downstream. National Cycle Route no. 68 follows minor roads through Upperthong towards the centre of Holmfirth before climbing the opposing valley slopes.
- Mill ponds reflect industrial heritage and offer recreation facilities.

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 3 of the Holme Valley Neighbourhood Development Plan states that when designing development proposals, owners and developers should have regard to conserving the significance of heritage assets and the components which positively contribute to its character or appreciation as a heritage setting.

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.

Section 72 of the Town & Country Planning (Listed Buildings & Conservation Areas) Act 1990 requires Local Planning Authorities to pay special attention to the desirability of preserving or enhancing the character of appearance of Conservation Areas. This is echoed within policy LP35 of the Kirklees Local Plan and Chapter 16 of the NPPF.

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.

Paragraph 208 of the NPPF states that *'Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.'*

Paragraph 212 goes on to state *'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.'*

It is considered that the proposed advertisements are sympathetic to the surrounding area which contains multiple shopfronts and advertisements of similar character and appearances. As a result, it is considered that there will

be no impact upon the Holmfirth Conservation Area or historic environment with regard to visual amenity. KC Conservation & Design have raised no concerns regarding the proposal. As such, further justification is not required in accordance with Chapter 16 on the NPPF.

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).

Proposed signs 1A, 1B, 1C, and 1D depict fascia signs with the following dimensions in order:

- Height: 0.93m.
- Width: 4.93m.
- Depth: 0.05m.

- Height: 0.93m.
- Width: 4.91m.
- Depth: 0.1m.

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- Depth: 0.1m.

- Height: 0.93m.
- Width: 4.85m.
- Depth: 0.05m.

Signs 1A and 1D will not be illuminated and will be block green signage, whereas signs 1B and 1C will be externally illuminated at 300cd/m² which is an acceptable illuminated for the application site and surrounding area, and depict the words 'Specsavers' (and the Specsavers logo), and 'Caring for your sight and hearing' respectively.

Item 2 relates to the projecting hanging sign which has the following dimensions:

- Height: 0.61m.

- Width: 0.5m.
- Depth: 0.05m.

The sign will project a total of 0.55m from the front elevation of the shopfront and show the Specsavers logo with an illumination of 300cd/m² which as aforementioned is acceptable at the application site.

A condition has been added in relation to items 1 and 2, detailing that the illuminated signage must be switched off overnight to maintain the amenity of nearby residential property and neighbouring residents.

Items 3 and 4 relate to vinyl window displays, of which, Item 3 shows block green vinyls with artwork TBC of the following dimensions:

- Height: 1.87m.
- Width: 1.31m.

- Height: 1.79m.
- Width: 0.66m.

- Height: 0.33m.
- Width: 1.79m.

Item 4 shows a frosted vinyl window layout with white dots patterning across the frosted vinyl at heights of 0.9m and 1.5m, as well as two double sided digitally printed vinyl of 0.11m x 0.32m.

All items apart of Items 3 and 4 are to be non-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: 2025/92889

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

6. The totem sign, hereby approved, 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.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	2546-LP	-	15/10/2025
Block Plan	2546-BP	-	15/10/2025
HVAC Details/Plans	2546-01	-	15/10/2025
Elevations	2546-02	-	15/10/2025
Signage	G91656_Holmfirth	-	15/10/2025
Application Forms	-	-	15/10/2025
REYQ- U7Y1B_Databook_EEDEN19	-	-	15/10/2025
Design and Access Statement	2546-DAS	-	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.

Report Dated:

02/12/2025