

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:	2025/64/92890/W
Site Address:	Huddersfield Town, John Smiths Stadium, Stadium Way, Huddersfield, HD1 6PE
Description:	Advertisement Consent for erection of illuminated signs
Recommending Officer:	Laura Yeadon

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.

Sarah Longbottom

AUTHORISED OFFICER

Date: 20-Jan-2026

Site Description

The application site is the John Smith's Stadium, a large multi-use sports and events venue located off Stadium Way, Huddersfield. The stadium is situated within a mixed-use area comprising leisure, commercial and residential uses. The building is non-domestic and not listed, nor is it located within a conservation area or subject to Article 4 Direction.

Description of Proposal

Advertisement Consent is sought for the erection of illuminated signs.

There are 2 no. signs proposed, one to the north stand and one to the south stand. Both signs would read 'Accu Stadium' and are comprised of built up letters.

Sign A – south stand elevation

Size – H 2.042m x W 4.428m x D 0.08m
Height from ground to base -4.9m
Illumination – internally static illumination
Materials – aluminium and acrylic
Colour – white

Sign B – north stand elevation

Size – H 2.283m x W 4.0m D 0.08m
Height from ground to base 7.5m
Illumination – internal static illumination
Materials – aluminium and acrylic
Colour - white

History of negotiations/amendments received

None

Relevant Planning History

- 1991/03951 Construction of approximately 520 metres of road and bridge
Conditional Full Permission
- 1992/02329 Erection of sports stadium with ancillary and associated facilities including car parking, hold driving range and dry ski slope
Conditional Full Permission
- 1992/05859 Change of use of previously approved gymnasium area to ten pin bowling centre and outline application for single storey extension
Conditional Full Permission

- 1996/90395 Revised scheme for erection of north stand and integrated leisure facilities
Conditional Full Permission
- 2003/93799 Erection of illuminated ATM surround
Advertisement Consent Granted
- 2025/91931 Prior approval for installation of solar photovoltaic (PV) panels and associated works
Details approved

Representations

No publicity required

Representations received

None

Parish / Town Council comments – not applicable

Consultations

None required

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 within the Strategic Green Infrastructure Network on Kirklees Local Plan.

Kirklees Local Plan (LP):

- 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 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

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.

In this instance, 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 advertisements are considered to comply with paragraph 141 of the NPPF, Policies LP24 and LP25 of the Local Plan in terms of achieving good design and well-designed places.

The proposed signage would enable to recognise the name of the Stadium for attendees to the Stadium and its associated facilities. The signs would be located on the north and south stands of the Stadium and are a significant distance from residential properties. The signage, when viewed on plan, does not appear to be out of proportion with its backdrop, nor does it appear visually intrusive within its context.

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: 2025/92890

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location plan	1110006		15th October 2025
Location of signs	1110014		15th October 2025
North stand elevation	1110021		15th October 2025
South stand elevation	1110020		15th October 2025
North elevation details (Item B)	1110019		15th October 2025
South elevation details (Item A)	1110018		15th October 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.

Report Dated:

19 th January 2025
