

Strata Homes
Quay Point
Lakeside Boulevard
Doncaster
DN4 5PL

www.strata.co.uk

Ref: PP-14385639

Date: 15/10/2025

Dear Sir or Madam,

**CONSENT TO DISPLAY ADVERTISEMENT APPLICATION AT SITE OFF WESTGATE,
CLECKHEATON.**

We hereby submit a 'Consent to Display Advertisement' application at Land off Westgate, Cleckheaton.

The application has been submitted via the planning portal (ref: PP-14385639). The application fee of £168.00 will now have been cleared via the Planning Portal upon the Local Planning Authority's receipt of this application. In addition to this cover letter and the application form, the application is accompanied by the information as detailed below:

- Location Plan: Advert Location Plan (Dwg: BY0999-ADP-001)
- Detail: Advertisement Plan (Dwg: BY0999-ADP-002)

Proposal

At our site Westgate, Cleckheaton, we propose to erect a one signage board, the details of which as follows:

Signage Board:

- The free-standing sign will total 2.4m in height. It will display two separate signs; the two signs will be 1.2m in height. The supportive poles will be visible and separate the two signs.
- The sign will be 2.4 in width.
- The sign will have a black background and will display the Thirteen Group logo with informative imagery.
- Maximum height of text: 60cm.
- The sign will not be illuminated.

Planning Assessment

Paragraph 141 of the NPPF states that “*Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*”

Amenity

The NPPG (Paragraph 79) defines ‘amenity’ as the effect upon visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. The guide goes on to indicate that to assess amenity, Local Planning Authorities will need to consider the local character of the area in which the sign is to be located and points to such matters of relevance as scenic, historic, architectural or cultural features and whether the sign is in keeping with these.

Policy LP25 of the Kirklees Local Plan strategy & policies document reiterates the requirements of Paragraph 79 of the NPPG and sets out that the display of advertisements will only be permitted if the design is suitable in terms of its ‘*scale, quality and use of materials*’ and if the proposed advertisements are ‘*of a high standard of design and appropriate in style, scale and materials*’

The proposed advertisement has been designed to promote the Thirteen Housing Group development and highlight the regeneration of a brownfield site, whilst ensuring that such advertisement does not over-dominate the street scene.

The advertisement is appropriate in scale and have been placed at an angle to ensure that they will not be within the direct sight line of any nearby properties.

The scale and design details of the proposed advertisement is therefore deemed appropriate, it has been well designed and sensitively located within the street scene to accord with Policy LP25 and the National Planning Policy Framework (NPPF).



Public Safety

The NPPG (Paragraph 67 & 68) sets out that Local Planning Authorities must assess the likely impacts of advertisements in relation to public safety and in particular such matters as; the behaviour and concentration of drivers, obstruction of sight lines and possible confusion with traffic signs.

The proposed advertisement has been setback from the highway and has therefore been placed at a location that will ensure it will not be a distraction for drivers. The advertisement will not cause any obstruction to drivers, only screen the live construction site and inform those passing the site of the presence of a 'Thirteen Housing Group' development.

The proposed advertisements will not be illuminated and therefore will not obstruct the sight lines of drivers.

Summary

This application seeks consent to display the above advertising at Land off Westgate, Cleckheaton.

We have demonstrated that the proposed advertisement will have no significant impacts on visual amenity or public safety in accordance with local & national planning policy.

We trust that the information provided will be sufficient to approve this advert application.

In the meantime, we look forward to receiving confirmation that this application has been received and validated.

If there is any further information required or any issues with any of the above, please do not hesitate to contact myself.

Yours faithfully,

Claire Linley
Planning Director
Strata