

**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:	2025/64/92896/E
Site Address:	Land off Westgate, Cleckheaton, BD19 5DR
Description:	Advertisement Consent for erection of non illuminated sign
Recommending Officer:	Morgan Braithwaite

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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 21-Jan-2026

OFFICER REPORT

Site Description

Land off Westgate, Cleckheaton, BD19 5DR is currently undergoing development to create a new housing development. Prior to construction, the site housed a commercial/industrial building along with established trees and vegetation.

The area is predominantly residential with access to local amenities and services. It is further noted that there are several industrial and commercial properties also within close proximity of the site. The properties within the street scene do vary somewhat in scale, appearance and material palette; stone, red brick, render and cladding can be observed.

Description of Proposal

The application is seeking advertisement consent for the erection of a non-illuminated sign. The advertisement shall feature two signs. Both signs are to be approximately 1.2m in height and have a length of approximately 2.4m. The lower of the signs is to be raised 1.8m from ground level to the underside of the board. There is a 0.25m gap between the top of the lowest sign to the base of the highest.

The overall height of the advertisement is to be 4.5m.

The upper advertisement is to feature an image showing people, along with white text to the upper left corner. The lower sign is to be predominantly black with white text. A band of white shall be at the bottom of this sign with black text and the logos for Strata and Homes England. The maximum height of any text or symbols shall be 60cm. The materials used to create the sign shall be a combination of metal and plastic.

History of negotiations/amendments received

No amendments were requested for this application.

Relevant Planning History

Planning history related to the associated housing development, reference 2021/93567, for 'Demolition of existing commercial buildings and erection of 180 dwellings with associated works'

The planning history includes the discharge of conditions of this planning permission and non-material amendments.

Representations

The Council are currently undertaking the legal statutory publicity requirements, as set out at Table 1 in the Kirklees Development Management Charter. As such, this application has been publicised via a site notice.

Final publicity date expired: 24th November 2025

One representation has been received as a result of site publicity. The objection expressed concern with regards to an ongoing investigation by the Council with regards to the safety of the site due to contaminants.

Consultations

Kirklees Highways Development Management (KCHDM) were informally consulted regarding the application. This was due to the proposal's proximity to the highway. It was deemed by KCHDM that due to the proposal being set back from the highway, its elevated position and its non-illumination, that no undue harm would come from the erection of the sign in terms of highway safety.

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).

Kirklees Local Plan (PDLP):

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

A consultation draft of the National Planning Policy Framework (the Framework) was published on 16 December 2025. As a consultation, the document is at an early stage and subject to change. Accordingly, for the

purposes of this application, no weight is given to the current consultation document.

Assessment

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 132 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.

The application site is located within a predominantly residential area with some commercial and retail properties within close proximity. Therefore, there are some examples of existing signage within the street scene, although there may be some variation in their types and appearances. As a result, it is considered this proposal would remain in keeping with the character of the area and would not result in any detriment to visual amenity or public safety. The proposed signage clearly relates to the use of the land and would be unobtrusively positioned within the application site.

As such, the proposed advertisements are considered to comply with the aims of the NPPF and policies LP24 and LP25 of the Local Plan in terms of achieving good design and well-designed places.

Representations

One representation has been received as a result of site publicity. The objection expressed concern with regards to an ongoing investigation by the Council with regards to the safety of the site due to contaminants.

Conclusion

To conclude, this application has been assessed against the 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
CONSENT

GRANT ADVERTISEMENT

Decision Authorisation - Delegated Powers

Application Number – 2025/92896

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

In the event that contamination not previously identified by the developer prior to the grant of this planning permission is encountered during the development, all groundworks in the affected area (except for site investigation works) shall cease immediately and the Local Planning Authority shall be notified in writing within 2 working days. Groundworks in the affected area shall not recommence until either (a) a Remediation Strategy has been submitted to and approved in writing by the Local Planning Authority or (b) the Local Planning Authority has confirmed in writing that remediation measures are not required.

The Remediation Strategy shall include a timetable for the implementation and completion of the approved remediation measures. Thereafter remediation of the site shall be carried out and completed in accordance with the approved Remediation Strategy. Following completion of any measures identified in the approved Remediation Strategy a Validation Report shall be submitted to the Local Planning Authority. Unless otherwise approved in writing by the Local Planning Authority, No part of the site shall be brought into use until such time as the site has been remediated in accordance with the approved Remediation Strategy and a Validation Report in respect of those works has been approved in writing by the Local Planning Authority.

Reason: So as to protect the development from any potential contaminated land and to comply with Policy LP53 of the Kirklees Local Plan and Chapter 15 of the National Planning Policy Framework.

NOTE: All contamination reports shall be prepared in accordance with *Model Procedures for the Management of Land Contamination – Contaminated Land report 11* (CLR11), National

Planning Policy Framework (NPPF) and the Council's Advice for Development documents or any subsequent revisions of those documents.

Plans and specifications schedule: -

Plan Type	Reference	Web ID	Date Received
Location Plan	BY00099 - Cascade - Advert Location Plan - ADP-001	1110152	16/10/2025
Proposed Site Plan and Signage Details	BY00099 - Cascade - Advert Plan Details - ADP-002	1110151	16/10/2025

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 2015 and otherwise actively engaged with the applicant in dealing with the application.

Report Dated: 19th January 2026