

EM/P25-0580

20 October 2025

Planning Services
Kirklees Metropolitan Council
PO Box 1720
Huddersfield
HD1 9EL

Dear Sir/Madam

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Advertisement Consent Application for New Signage
194 Wakefield Road, Scissett HD8 9JL
Planning Portal Ref. PP-14418833

Pegasus Group is instructed by Domino's Pizza UK & Ireland Ltd to submit an application for advertisement consent for the installation of replacement signage in connection with their new takeaway at 194 Wakefield Road, Scissett which was granted permission on 16 October 2025 (ref. 2025/62/91477/E).

Accordingly, the following documents have been submitted online via the Planning Portal (ref. PP-14418833):

1. Completed application form and ownership certificate
2. The following plans and drawings by Hattrell LLP
 - a. Site Location Plan (drg. no. C5453-LP08)
 - b. Block Plan (drg. no. C5453-BP09)
 - c. Proposed Shopfront and Signage Detail (drg. no. C5453-S07 Rev A)
3. Design and Access Statement (included with this letter)

First Floor, South Wing, Equinox North, Great Park Road, Almondsbury, Bristol, BS32 4QL
T 01454 625945 E Bristol@pegasusgroup.co.uk
Offices throughout the UK.

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Registered Office: 33 Sheep Street, Cirencester, Gloucestershire, GL7 1RQ

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Design and Access Statement

Site Background

The application site comprises the ground floor unit of a vacant, former retail unit. The site has recently been granted planning permission for a change of use (ref. 2025/62/91477/E) to provide a Domino's Pizza takeaway.

The site is located in Scissett Local Centre and is between two existing retail units on the edge of an existing business/industrial park. As a result, there is a range of signage on display in the vicinity of the site including totem signage, internally and externally illuminated fascia and projecting signs.

The signage associated with the previous use has been removed, however the spotlights above the fascia remain, together with the wall-mounted sign in front of the store.



Image of the existing shopfront (Google Streetview July 2025)

The site is not located in a Conservation Area and there are no Listed Buildings nearby. There are no residential dwellings in proximity to the site, and none within view of the primary frontage.

The Proposal

The proposed signage scheme is set out in detail on the proposed shopfront elevation. Three signs are proposed:



- Externally illuminated fascia sign comprising built up acrylic letters on an aluminium background.
- Externally illuminated projecting sign comprising aluminium panels with acrylic panels decorated with applied vinyl.
- Externally illuminated wall-mounted sign to the front of the building using the existing advertisement structure. The panels will be applied to the existing frame and will be constructed of aluminium with a satin finish and applied vinyl to depict the logo.

The proposed illumination for all signs will be by trough-light installed above the signs and illuminating the lettering/logo only. The luminance will be no greater than 580cd/m² which is in accordance with the industry standard and the character of the local area.

Planning Policy

National Planning Policy Framework (NPPF)

National policy and guidance is outlined in the Government's National Planning Policy Framework (NPPF) published in December 2024. The NPPF aims to promote the concept of delivering sustainable development. Paragraph 141 states that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within regulations but is a term up for interpretation by the local planning authority as it applies in any particular case.

Kirklees Local Plan

Policy LP25 of the Local Plan relates to advertisements and shopfronts and states that the display of advertisements will only be permitted if the design is consistent with the character of the building in terms of scale, quality and materials, proposals respect the special interest of the local area and the fascia is designed to be in scale with the façade and streetscene of which it forms a part.

Planning Assessment

Design

The proposed fascia signs have been designed and positioned to reflect the character and proportion of the existing frontage and wider area. The fascia sign will not extend beyond the



pre-existing fascia and the projecting sign will be in line with this to ensure that there is not an unacceptable proliferation of signage.

The site is located on a main through-road and the addition of a projecting and free-standing sign will ensure that the site is legible to passing traffic to prevent any last-minute manoeuvres to visit the store. The signs are set back from the pavement and at a distance from the nearest junction where they cannot interrupt sightlines for drivers.

The signs are appropriate to the character of the area. Whilst there is limited planning history relating to signage in the area, it can be seen that there is evidence of the use of externally and internally illuminated signage, including internally illuminated 'box' signs along the frontage thus demonstrating that the proposed signs will not be out of character.

The proposed signs themselves are of a high quality and use durable materials which will not degrade or fade ensuring that the shopfront maintains a positive contribution to the streetscene.

The use of illumination in a location which is away from residential dwellings, and within a Local Centre, is appropriate and will help direct customers and delivery drivers to the store. This is particularly important as the site is only open to customers after 5 pm during the week, and in the winter months the peak trading hours will be after sunset.

In summary, the proposed signage is appropriate in this location and is in accordance with Policy LP25.

Access

The signage will be located in pre-existing signage zones. The fascia and projecting signs will be at a height where they do not present a hazard to passing traffic or pedestrians. The free-standing sign will be located off the pavement and will not interrupt pedestrian traffic past the site.

Illumination will be static and at a luminance no greater than 580 cd/m² which is the industry standard.

Summary

It has been demonstrated that the proposed signs will not appear unduly prominent within the wider streetscene as a result of its good design. The signs will have no adverse impact on amenity or highway safety and they are therefore in accordance with the requirements of local and national planning policy.



I trust that the above is sufficient to allow the application to be registered as valid and look forward to receiving confirmation of the same. However, if you have any questions in the meantime, please do not hesitate to contact me.

Yours faithfully

Emma Morrison

Planner

Enc.