

**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:	2025/64/93064/E
Site Address:	Lloyds Bank, 20, Market Place, Dewsbury, WF13 1DF
Description:	Advertisement Consent for erection of illuminated signs
Recommending Officer:	Edward Cheseldine

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: 09-Jan-2026

Officer Report

2025/93064 – Lloyds Bank, 20, Market Place, Dewsbury, WF13 1DF

Site Description

20 Market Place is a three storey Victorian building located in Dewsbury Town Centre. The building includes decorative stonework on the ground floor with stone columns and entablature separating window openings. The frontage includes a timber door which is considered to be original and iron framed window above. The site is located within the Dewsbury Town Centre Conservation Area.

Proposal Description

The applicant is seeking advertisement consent for the erection two fascia signs and a hanging sign.

The fascia signs will include the text 'Boyle Sports' with acrylic fret cut lettering in colours of blue, white and green. 1.785m x 0.355m. A hanging sign will be erected with a blue back and matching text. Signage will be illuminated by downward facing lighting.

Advertisements are defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as:

“any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.”

The submitted information also includes window decals, frosted vinyl and a disabled parking sign which is not considered to warrant 'advertisement consent'.

History of Negotiations / Amendments

No amendments sought.

Consultations

KC Conservation & Design – No objection to the design, style, illumination and scale of the advertisements.

Relevant Planning History

None relevant.

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:

- LP1 – Achieving Sustainable Development
- LP2 – Place Shaping
- LP24 – Design
- LP25 – Advertisement and Shop Fronts
- LP35 – Historic Environment
- LP52 – Protection and improvement of environmental quality

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, together with Circulars, Parliamentary Statements and associated technical guidance. The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- Chapter 2 – Achieving Sustainable Development
- Chapter 12 – Achieving Well-Designed Places
- Chapter 16 – Conservation and enhancing the historic environment

Assessment

Policy LP24 states, *‘Proposals should promote good design by ensuring: a. the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape;*

Policy LP25 of the Kirklees Local Plan is relevant to advertisements.

The development of new or replacement shop front units and display of advertisements will only be permitted if they satisfy the following criteria:

The design is consistent with the character of the existing building in terms of scale, The development of new or replacement shop front units and 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;

b. proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest;

c. the shop fascia is designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

The proposed signage is considered appropriate for the setting. The site vicinity is largely associated with a retail use. Fascia signs are fret cut with individual lettering fitting within the original stone fascia present on the building. The hanging sign is appropriately sized. There are other illuminated boards present in the local vicinity. Signs will be externally lit with downward facing lighting which is suitable within a conservation area. The level of interference with the existing shop frontage will retain the appearance of the building, which positively contributes to the town centre.

The design accords with LP24, LP25 & LP35 of the Kirklees Local Plan.

Conclusion

Grant Advertising Consent

The application advertising consent is acceptable in terms of complying with Policy LP24, LP25 & LP35 of the Kirklees Local Plan and guidance set out in the National Planning Policy Framework.

Recommendation: Approve Advertisement Consent

Decision Authorisation - Delegated Powers

Application Number: 2025/93064

Standard 5 advert conditions

6. The illuminated advertisement hereby permitted shall:

- be installed and maintained thereafter in accordance with the approved plans
- shall not be operated between the hours of 22:00 and 08:00 on Monday to Sunday
- have a luminance not exceeding 250 cd/m² at any part of the illuminated area.

Reason: To safeguard the amenities of the occupiers of nearby properties and amenity of the historic environment in accordance with Policy LP52 of the Kirklees Local Plan and Chapters 2 and 15 & 16 of the National Planning Policy Framework.

7. Illuminated signs shall be designed such that the maximum luminance does not exceed the values defined within the ILE Technical Report No 5 "Brightness of Illuminated Advertisements" and the values quoted in the application.

Reason: To safeguard the amenities of occupiers of nearby properties and amenity of the historic environment in accordance with LP21 of the Kirklees Local Plan and Chapters 2, 12, 15 & 16 of the National Planning Policy Framework.

8. The permitted signs shall be statically illuminated only and no changes in their mode of illumination shall be permitted without the prior written consent of the LPA.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policies LP21 and LP52 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

9. General external illumination shall be appropriately baffled or suitably screened to prevent unwanted "upward light" or "light spill" onto the highway or adjacent properties or land.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policies LP21 and LP52 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

10. The consent granted shall relate solely to the lighting system that is the subject of the application. Variation of or additions to the means/mode of lighting shall not be permitted without the prior written approval of the LPA.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policies LP21 and LP52 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

Plans and Specifications Schedule:

Plans and specifications schedule: -

Plan Type	Reference	Version	Date Received
Location plan	MAP/270525/01	-	31 October 2025
Block plan	MAP/270525/02	-	31 October 2025
Proposed block plan	MAP/270525/03	-	31 October 2025
Existing floor plan	NL/270525/101	-	31 October 2025
Proposed floor plan	FINAL/NL/270525/500	A	31 October 2025
Existing elevations rear and side	FINAL/NL/270525/502	-	31 October 2025
Existing elevations front	NL/270525/102	-	31 October 2025
Proposed elevations side and rear	FINAL/NL/270525/503	-	31 October 2025
Proposed elevations front	FINAL/NL/270525/501	A	31 October 2025
Planning and heritage statement	70655/01/SC/RTa	-	31 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 Authority have, where possible, made a preapplication 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.