

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:	2025/64/93131/E
Site Address:	opp, 10, Foundry Street, Dewsbury, WF13 1QQ
Description:	Advertisement Consent for one internally illuminated sign (within a Conservation Area)
Recommending Officer:	Jennifer Booth

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: 09-Jan-2026

Application Number	2025/64/93131/E
Location	opp, 10, Foundry Street, Dewsbury, WF13 1QQ
Proposal	Advertisement consent for internally illuminated sign
Recommendation	Grant Advertisement

Site Description

The site is a small area of the pavement on Foundry Street opposite no. 10. The location is in the town centre on a pedestrianised road.

The site is within the Dewsbury Town Centre Conservation Area.

Description of Proposal

The application seeks advertisement consent for the signage on a proposed kiosk (associated planning application 2025/93130).

The height would be 1.67m with a width of 0.95m with a display panel on one side.

Relevant Planning History

2025/93130 – Installation of 1 black digital communications kiosk with defibrillator (within a Conservation Area) - Pending Consideration

Representations

No publicity required

Consultations

None

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 UNALLOCATED on the Kirklees Local Plan.

Kirklees Local Plan (LP):

- LP 1 – Achieving sustainable development
- LP 2 – Place shaping

LP 24 – Design
LP 25 – Advertisements
LP35 - Heritage

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
- Chapter 16 – Conserving & enhancing the historic environment

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 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.

Policy LP24 of Kirklees Local Plan and Chapter 12 of the NPPF set out that development should be of an acceptable design.

The site is located within the Dewsbury Town Centre Conservation Area therefore Policy LP35 of the Local Plan and Chapter 16 of the NPPF are relevant.

Policy LP25 of Kirklees Local Plan details that new or replacement shop front units and display of advertisements will only be permitted if the design is consistent with the character of the existing building in terms of scale, quality and use of materials, respect the character of the locality and are designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

The application form details that the signage would be illuminated. In this instance, given the limited scale and nature of the signage, appropriate signage would be considered to be acceptable. The proposed signage, due to the positions, design and scale would not result in any detriment to amenity, the conservation area or public safety. As such, the proposed advertisements are considered to comply with paragraph 132 of the NPPF, Policies LP24, LP25 or LP35 of the Local Plan in terms of achieving good design and well-designed places whilst preserving the heritage asset.

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: 2025/93131

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

1-5) Standard 5 advertisement conditions

Plans and specifications schedule: -

Plan Type	Reference	Web ID	Date Received
Location Plan	001A-Pav Opp	1113859	11/11/2025
Site Plan	001B-Pav Opp	1113858	11/11/2025
Proposed Elevational Plans	005C-NWP-PROPOSED-ELEVATIONS 002B	1113864	11/11/2025
Planning Statement	-	1113843	11/11/2025
Management Plan	-	1113862	11/11/2025
Operations and Specification Document	-	1113863	11/11/2025

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. As the proposals were considered to be acceptable in their original form, no amendments were sought.

Report Dated:

23/12/2025