



Application Number	
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KIRKLEES COUNCIL VALIDATION CHECKLIST	SUPPLY 1 COPY ONLY

Planning - PO Box 1720, Huddersfield, HD1 9EL
E-mail: planning.portal@kirklees.gov.uk Tel: 01484 414746

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x) Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Chiemena Daniel

Surname

Osuagwu Chijioke

Company Name

KD AFRO LTD

Address

Address line 1

7 Alice In Groomingland Beast Market

Address line 2

Address line 3

Town/City

Huddersfield

County

Kirklees

Country

United Kingdom

Postcode

HD1 1QF

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of new non-illuminated fascia signage and window graphics to the front elevation of the building at 7–9 Beast Market.

The fascia signage includes:

- A main fascia sign with the business name 'KD AFRO LTD' (approx. 1387 cm × 50 cm).
- A secondary fascia sign reading 'AFRICANA GROCERY STORE' (approx. 1387 cm × 30 cm).

Both fascia signs are non-illuminated and produced on printed aluminium/composite panels fitted within the existing fascia band.

Additionally, full-cover window graphics are proposed for the two shopfront windows. These graphics will be printed on white-back or grey-back vinyl with gloss or matte lamination, each measuring 198 cm (width) × 191 cm (height). No illumination is included.

Advertisement Type:

Fascia Sign

Height:

1.09 metres

Width:

13.87 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

50 centimetres

What materials will the advertisement be made of?:

Flat ACM panel sign with acrylic lettering which is non

The colour of text and background:

The main fascia sign will have a white background with green acrylic lettering. The text "KD AFRO LTD"

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

13.72 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

2.8 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Flat ACM panel sign with acrylic lettering which is non illuminated

The colour of text and background:

The main fascia sign will have a white background with green acrylic lettering. The text "AFRICANA GROCERY STORE"

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

191 metres

Width:

198 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Printed whiteback/greyback self-adhesive vinyl with gloss or matt laminate, applied directly to the inside face of the existing shopfront glazing.
Non-illuminated.

The colour of text and background:

Full-colour printed graphics (food images and branding) on a mix of orange, blue and grey backgrounds. Any text is green/white as shown in the artwork. No flashing, moving or changing colours

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

191 metres

Width:

198 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

Printed whiteback greyback self-adhesive vinyl with gloss or matt laminate, applied directly to the inside face of the existing shopfront glazing.
Non-illuminated.

The colour of text and background:

Full-colour printed graphics (food images and branding) on a mix of orange, blue and grey backgrounds. Any text is green/white as shown in the artwork. No flashing, moving or changing colours.

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Application includes full-height printed window vinyl graphics to the two front display windows. These are non-illuminated, flat-applied whiteback/greyback vinyl panels with gloss or matte lamination. Each panel measures approximately 1.98m (width) × 1.91m (height). Graphics are applied directly to the inside/outside of the glazing and do not project from the window surface.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes

☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes

☒ No

☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

24/11/2025

To Date

10/04/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
- ☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Chiemena daniel Osuagwu-Chijioke

Date

24/11/2025