

DC Admin

From:
Sent: 19 January 2026 21:42
To: DC Admin
Subject: Re: SMILE ref 4796339

Dear Sir/Madam,

I am writing to formally object to the above-referenced retrospective planning application for multiple advertising boards on the side of a building in the Kirklees Council district.

I wish to raise the following concerns:

1. **Previous Non-Compliance:** The advertising boards were previously installed without permission and required removal, demonstrating a disregard for planning regulations.
2. **Amenity Impact:** The scale and appearance of the boards are detrimental to the visual amenity of the area, detracting from the character of the local built environment.
3. **Precedent Setting:** Approval of this retrospective application could establish an undesirable precedent, potentially leading to widespread unauthorised advertising displays on buildings across the district, which would undermine planning control and local aesthetic standards.

Furthermore, the application documentation is incomplete and inaccurate. It does not clearly state that these are paid advertising boards for third-party businesses, nor does it provide full transparency about the commercial nature of the proposal or the income generated. Additionally, the stated area is not accurately broken down by individual sign, and visual inspection confirms that the total coverage is larger than indicated, with multiple distinct boards rather than a single continuous display as the application description may imply. This lack of clarity prevents proper assessment of the impact each sign will have on the local environment and hinders informed scrutiny by the public and planning authority.

It is important to note that these advertising boards are being used to generate commercial income for the applicant, as they promote businesses that have no operational or ownership connection to the building or its primary use. This means the proposal is not ancillary to the building's function but constitutes a separate commercial enterprise focused solely on selling advertising space – a use that would fundamentally alter the nature of the building's contribution to the local streetscape and could encourage other property owners to prioritise commercial gain over the area's visual character.

Relevant Legal Provisions:

- Section 336(1) of the Town and Country Planning Act 1990: Defines "advertisement" for planning purposes, confirming that the proposed boards fall within the scope of controlled development.

- Town and Country Planning (Control of Advertisements) (England) Regulations 2007: The display of such advertisements generally requires express consent from the local planning authority. Given the size and nature of the proposed boards, they do not qualify for permitted development rights under Schedule 1 of these regulations. Additionally, Special Condition 1 of these regulations requires permission from all relevant site interest holders (e.g., highway authorities if the boards overhang public land, as clarified in cases involving Section 177 of the Highways Act 1980).
- Section 255A of the Town and Country Planning Act 1990: Empowers local authorities to issue removal notices for unauthorised advertisements, which was applicable in the previous enforcement action. Approving this retrospective application would contradict the intent of this provision to deter unauthorised development.
- This commercial use for advertising also relates to Section 55 of the Town and Country Planning Act 1990, which defines development as including changes in the use of land or buildings; using the building's facade for third-party advertising constitutes a material change of use that requires proper planning consent.
- Regulation 12 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 requires applications to provide accurate, sufficient information to enable the authority to determine the proposal properly. The current application fails to meet this requirement by omitting details of commercial arrangements and providing incorrect size breakdowns.

I request that Kirklees Council carefully consider these points and reject the retrospective application to maintain effective planning control and protect the local environment. I would be happy to provide further information or evidence to support this objection if required, including detailed measurements and photographs of the individual boards.

Yours faithfully,