

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:	2026/64/90418/W
Site Address:	KFC, 9, New Street, Huddersfield, HD1 2AX
Description:	Advertisement Consent for erection of illuminated signs (Listed Building within a Conservation Area)
Recommending Officer:	Nicole Helliwell

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: 16-Jul-2026

Officer Report

Reference No. 2026/64/90418/E

Site Address: KFC, 9, New Street, Huddersfield, HD1 2AX

Proposal: Advertisement Consent for erection of illuminated signs (Listed Building within a Conservation Area)

Site Description

The application relates to 9 New Street, a three-storey commercial building situated in Huddersfield. The property was constructed late 19th Century and is Grade II listed. The wider area comprises a combination of residential and commercial properties of similar materials and architectural styles. There are no Public Rights of Way within immediate proximity. However, the site is located within the Huddersfield Town Centre Conservation Area and adjacent to a number of Grade II listed buildings.

Description of Proposal

The application seeks advertisement consent for the installation of illuminated signs. The details of the proposed signage as outlined on the application form and plans can be found below:

Fascia Sign

- Dimensions of the proposed advertisement: Height 0.65m x Width 8.9m x Depth 0.1m
- Height from the ground to the base of the advertisement: 2.576m
- Maximum Height of any of the individual letters and symbols: 32cm
- Colour of text and background: White and red text and yellow band on a blue background (RAL 5013)
- Materials: Timber
- Maximum projection of advertisement from the face of the building: 0.1m
- Illuminance levels: 299cd/m²
- Will the illumination be static or intermittent? It would be static and would be illuminated by an Ecolux mini overhead pelmet light

Projecting/Hanging Sign

- Dimensions of the proposed advertisement: Height 0.65m x Width 0.575m x Depth 0.7m
- Height from the ground to the base of the advertisement: 2.232m
- Maximum Height of any of the individual letters and symbols: 32cm

- Colour of text and background: White text and yellow band on blue background (RAL 5013)
- Materials: Timber
- Maximum projection of advertisement from the face of the building: 0.75m
- Illuminance levels: 299 cd/m²
- Will the illumination be static or intermittent? It would be static and would be illuminated by two 575mm Ecolux mini pelmet lights (RAL 5013)

History of negotiations / amendments received

Amendments were sought during the course of the application. A request was made to alter the fascia sign and projecting sign to timber and externally illuminated. Revised drawings were submitted which were considered more sympathetic with regard to visual amenity

Relevant Planning History

- **2026/90416:** Listed Building Consent for replacement of existing aluminium shopfront and glazing with timber shopfront and glazing with associated external and internal alterations (within a Conservation Area). Planning application details | Kirklees Council - Pending Consideration
- **2026/90415:** Replacement of existing aluminium shopfront and glazing with timber shopfront and glazing with associated external and internal alterations (Listed Building within a Conservation Area). Planning application details | Kirklees Council – Pending Consideration
- **2025/92230:** Change of use from takeaway/restaurant (Sui Generis) to adult gaming centre (Sui Generis) (Listed Building within a Conservation Area). Planning application details | Kirklees Council – Conditional Full Permission
- **2014/92937:** Listed Building Consent for removal of double entrance doors and fitting new single door, installation of new fascia signs, projecting sign and entrance box sign and internal alterations (within a Conservation Area). Planning application details | Kirklees Council – Consent Granted
- **2014/92932:** Advertisement Consent for installation of illuminated fascia signs, projecting signs and entrance box sign (Listed Building within a Conservation Area). Planning application details | Kirklees Council – Advertisement Consent Granted
- **2014/92930:** Removal of existing double entrance doors and replace with single door with side panel (Listed Building within a Conservation Area). Planning application details | Kirklees Council – Conditional Full Permission
- **2002/92741:** Listed building consent for alterations to convert existing retail premises to use class a3 (food & drink) alterations to frontage, installation of rear ducting unit with six condenser units and erection of illuminated sign (within a conservation area). Planning application details | Kirklees Council – Consent Granted

- **2002/92740:** Erection of illuminated fascia and projecting signs (listed building within a conservation area). [Planning application details | Kirklees Council](#) – Advertisement Consent Granted
- **2002/92739:** Change of use from class a1 (retail) to class a3 (food & drink) and alterations to frontage and installation of rear ducting unit with six condenser units (listed building within a conservation area). [Planning application details | Kirklees Council](#) - Conditional Full Permission
- **96/93802:** Listed building consent for erection of illuminated sign (within a conservation area). [Planning application details | Kirklees Council](#) – Consent Refused
- **96/93669:** Erection of illuminated sign (listed building within conservation area). [Planning application details | Kirklees Council](#) – Advertisement Consent Refused
- **95/93609:** Listed building consent for erection of illuminated canopy sign. [Planning application details | Kirklees Council](#) – Consent Refused
- **95/93493:** Erection of illuminated canopy sign (listed building). [Planning application details | Kirklees Council](#) – Advertisement Consent Refused
- **95/90577:** Listed building consent for decoration of shop fascia and replacement of illuminated lighting. [Planning application details | Kirklees Council](#) – Consent Granted
- **95/90462:** Erection of illuminated sign (listed building). [Planning application details | Kirklees Council](#) – Advertisement Consent Granted

Representations

No publicity is required for applications regarding signs and advertisements.

Consultation Responses

The following is a brief summary of Consultee advice (more details are contained in the 'Assessment' section of the report, where appropriate):

[KC Conservation and Design](#) – No objection

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 located within the Huddersfield Primary Shopping Area boundary on the Kirklees Local Plan Proposals Map. The property is Grade II Listed and is located within the Huddersfield Town Centre Conservation Area and adjacent to a number of Grade II listed buildings. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies

The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019). The following policies are considered relevant to this application:

- **LP 1** - Achieving Sustainable Development
- **LP 2** - Place Shaping
- **LP 24** - Design
- **LP 25** - Advertisements and Shop Fronts
- **LP 35** - Historic Environment

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 and Enhancing the Historic Environment

A consultation draft of the National Planning Policy Framework (the Framework) was published on 16th December 2025. As a consultation, the document is at an early stage and subject to change. Accordingly, for the purposes of this application, no weight is given to the current consultation document.

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 Kirklees Local Plan sets out that the 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, quality and use of materials;

- Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest

Policy LP35 of the Kirklees Local Plan requires development proposals affecting a designated heritage asset to preserve or enhance the significance of the asset, retaining those elements of the historic environment which contribute to the distinct identity of the Kirklees area and ensuring that proposals maintain and reinforce local distinctiveness. Proposals within Conservation Areas should conserve those elements which contribute to their significance.

Section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires, that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be the Secretary of State, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Section 72 (1) requires that with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

This application seeks advertisement Consent for two externally illuminated signs to be installed within the front elevation of the property. Although the advertisements would be visible from public vantage points, they would be appropriate to the context of the site and would not give rise to any visual amenity harm.

The application site is located within the Huddersfield Town Centre Conservation Area and is Grade II listed. As such, KC Conservation and Design were informally consulted on the proposed scheme. During the course of the application, Officers made a request was made to alter the fascia sign and projecting sign to timber and externally illuminated. Revised drawings were submitted and KC Conservation and Design confirmed that these were more sympathetic with regard to visual amenity. On this basis, it was considered that the proposed signage would not result in any detrimental harm to the significance of the setting of the Listed Building and Conservation Area and would be acceptable in this regard.

In this instance, it is considered that the proposed signage, due to their position, design, and scale, would not result in any detriment to amenity or public safety. As such, the proposed advertisement is considered to comply with Policies LP24, LP25 and LP35 of the Kirklees Local Plan in terms of achieving good design and well-designed places and the National Planning Policy Framework.

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: 2026/90418

Officer Recommendation: Approve

Conditions and Reasons

Standard 5 advert conditions

6. At no time shall the luminance level of the signs hereby approved exceed the values defined within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 as amended or superseded, for the lifetime of the development.

Reason: To avoid excessive glare and light spill, and to minimise distraction to road users, in accordance with the aims of Policies LP21 and LP25 of the Kirklees Local Plan and the National Planning Policy Framework.

Plans and specifications schedule: -

Plan Type	Reference	Revision	Date Received
Ordnance Survey Location Plan	3599(B)03	-	12/02/2026
Floor Plans as Existing	3599(B)01	-	12/02/2026
Elevations as Existing and Proposed	3599(B)02	E	15/06/2026
Existing Site Plan	3599(B)04	-	12/02/2026

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 2024 and otherwise actively engaged with the applicant in dealing with the application. The Case Officer undertook negotiations with the agent to secure amended plans. The revised drawings received were considered acceptable with regard to visual amenity.

Report Dated: 10/07/2026