

**Consultation Response from KC,  
Highways Development Management**

**2026/90645 Land east of, Abbey Road North, Shepley, Huddersfield, HD8 8FG**

**Advertisement Consent for illuminated and non illuminated signs**

**Date Responded: 16/04/2026**

**Responding Officer: CNB**

**Responding Ref: K12-39/29**

This application is for advertisement consent for illuminated and non-illuminated signs on the gable of an existing dwelling at the entrance to a new residential housing estate.

The site is located adjacent to the A629 Abbey Road North, a 30mph two-way single carriageway main distributor road. DfT traffic figures indicate an estimated AADF of approximately 9300 vehicles.

The sign is to be illuminated from above by a trough light.

It should be noted that all advertising causes some level of distraction by its very nature, however in this case we do not consider that the proposals would cause sufficient distraction as to have an impact on highway safety.

With this we consider the application to be acceptable on highway grounds.