

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:	2026/64/90672/E
Site Address:	Kirklees College, Halifax Road, Dewsbury, WF13 2AS
Description:	Advertisement Consent for erection of illuminated totem sign (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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 01-Apr-2026

Officer Report

Reference No. 2026/64/90672/E

Site Address: Kirklees College, Halifax Road, Dewsbury, WF13 2AS

Proposal: Advertisement Consent for erection of illuminated totem sign (within a Conservation Area)

Site Description

The application relates to a Police Station located off Halifax Road in Dewsbury. The site is unallocated on the Kirklees Local Plan Proposals Map and the wider area comprises commercial and residential properties of similar materials and architectural styles. The site is not located in close proximity to any public right of ways. However, the site is located within the Northfields Conservation Area and is sited adjacent to Boothroyd's, a Grade II Listed Building.

Description of Proposal

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

Totem Sign

- Dimensions of the proposed advertisement: Height 4m x Width 1.8m x Depth 0.3m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 30cm
- Colour of text and background: White RAL 1013 Interpon YW255F
- Materials: Double Sided Totem constructed with internal steel framework, baseplates and clad with 3mm aluminium sign trays all powdercoated RAL 1013 (Matt). Mounted to both sides 3mm aluminium sign trays powder coated to a Interpon YW255F golden beach with fret cut face detail, backed with 3mm opal acrylic with digitally printed vinyl badge applied to face. Crest and fret cut text to be internally face illuminated with LEDs
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 470 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

History of negotiations / amendments received

No amendments were sought or received during the course of the application.

Relevant Planning History

- **2026/90386:** Discharge of details reserved by condition 12 (air quality) on previous permission 2022/94041 for variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous

permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) – Pending Consideration

- **2026/90226:** Discharge of details reserved by conditions 11 (highways), 19 (Noise Impact Assessment) on previous permission 2022/94041 for variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Pending Consideration
- **2025/93410:** Advertisement Consent for erection of illuminated and non-illuminated signs. [Planning application details | Kirklees Council](#) – Advertisement Consent Granted
- **2025/92670:** Discharge of details reserved by conditions 17 (Remediation Strategy) and 18 (Validation Report) of previous permission 2022/94041 for variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2025/92618:** Discharge of details reserved by conditions 9 (travel plan), 10 (car park management), 14 (charging electric vehicles) on previous permission 2022/94041 for variation conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293

for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved

- **2024/91389:** Discharge of condition 6 (entrance door) of previous permission 2022/94041 for variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) of previous permission 2022/90293 for variation of condition 2 (development in accordance with the approved plans) of previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2024/90841:** Discharge condition 23 (boundary treatments) of previous permission 2022/94041 for variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) of previous permission 2022/90293 for variation of condition 2 (development in accordance with the approved plans) of previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2024/90196:** Discharge of conditions 4 (materials) and 24 (BEMP) of previous permission 2022/94041 for variation conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and

surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved

- **2023/92664:** Non material amendment to previous permission 2022/94041 for variation conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - NMA Approved
- **2023/90899:** Discharge condition 5 (windows/doors) of previous permission 2022/94041 for Variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2022/94041:** Variation of conditions 22 (Landscaping), 28 (Carbon Reduction), 29 (Solar Array) on previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Removal or Modification of Condition(s)
- **2022/92717:** Discharge of conditions 4 (materials), 7 (junction visibility) and 8 (parking) of previous permission 2022/90293 for variation condition

2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Split Decision

- **2022/92437:** Discharge of condition 16 (Remediation Strategy) of previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2022/90293:** Variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping to enclose the eastern section of the MSCP at the lower level by constructing a wall around the area to follow the line of the car park elevations above. [Planning application details | Kirklees Council](#) - Removal or Modification of Condition(s)
- **2022/90204:** Discharge of conditions 25 (drainage) and 26 (storm event assessment) of previous permission 2022/90293 for variation condition 2 (development in accordance with the approved plans) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking (MSCP), vehicle access point, boundary treatments and landscaping. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2021/94285:** Discharge of Condition 3 (CEMP) and Condition 15 (Phase II Ground Investigation) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking, vehicle access point, boundary treatments and

landscaping. [Planning application details | Kirklees Council](#) – Discharge of Condition(s) Approved

- **2021/94285:** Discharge of Condition 3 (CEMP) and Condition 15 (Phase II Ground Investigation) on previous permission 2021/91508 for demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking, vehicle access point, boundary treatments and landscaping. [Planning application details | Kirklees Council](#) - Discharge of Condition(s) Approved
- **2021/91508:** Demolition of part of former college buildings and erection of police station, including conversion of Oldroyd Building and erection of new buildings comprising police custody suite, associated support services buildings, decked and surface car parking, vehicle access point, boundary treatments and landscaping. [Planning application details | Kirklees Council](#) - Conditional Full Permission

Representations

No publicity is required for applications regarding signs and advertisements.

Consultation Responses

Not Applicable.

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 Northfields Conservation Area on the Kirklees Local Plan Proposals Map and is sited adjacent to Boothroyd's, a Grade II Listed Building.

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 2** - Achieving Sustainable Development
- **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 16 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

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 the installation of an illuminated totem sign east of the application site. Although the advertisement would be visible from public vantage points, it would be appropriate to the context of the site and would not give rise to any visual amenity harm.

The submitted details confirm that the proposed totem sign would have an Illumination level of 470cd/m². In relation to residential amenity, the nearest residential property is 1 Northfield Road which is 52m to the east. Given that the separation distance retained would be substantial, it is considered that the occupants of this building would not be impacted by the illuminance levels.

In this instance, it is considered that the proposed signage, due to its 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:** 2026/90672**Officer Recommendation:** Approve**Conditions and Reasons**

Standard 5 advert conditions

1. The illuminated advertisement (totem sign) hereby permitted shall:
 - be installed and maintained thereafter in accordance with the approved plans
 - have a luminance not exceeding 470cd/m² at any part of the illuminated area.

Reason: To safeguard the amenities of the occupiers of nearby properties and amenity of the historic environment in accordance with Policy LP52 of the Kirklees Local Plan and Chapters 2 and 15 of the National Planning Policy Framework.

2. Illuminated signs shall be designed such that the maximum luminance does not exceed the values defined within the ILE Technical Report No 5 "Brightness of Illuminated Advertisements" and the values quoted in the application.

Reason: To safeguard the amenities of occupiers of nearby properties including LP24 of the Kirklees Local Plan and Chapters 2, 12, 15 of the National Planning Policy Framework.

3. The permitted signs shall be statically illuminated only and no changes in their mode of illumination shall be permitted without the prior written consent of the LPA.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP24 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

4. General external illumination shall be appropriately baffled or suitably screened to prevent unwanted "upward light" or "light spill" onto the highway or adjacent properties or land.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP24 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

5. The consent granted shall relate solely to the lighting system that is the subject of the application. Variation of or additions to the means/mode of lighting shall not be permitted without the prior written approval of the LPA.

Reason: To safeguard the amenities of occupiers of nearby properties and for reasons of highway safety in accordance with Policy LP52 and LP24 of the Kirklees Local Plan and Chapters 2, 12 and 15 of the National Planning Policy Framework.

Plans and specifications schedule: -

Plan Type	Reference	Revision	Date Received
Location Plan	00011	P1	09/03/2026
External Signage Application Pack	6BKD1-WDC-Ext Signage-10001	-	09/03/2026
External Signage Location	21500	P4	09/03/2026

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 scheme was considered acceptable and therefore no alterations were required after submission.

Report Dated: 23/03/2026