

**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: | 2026/64/90718/E |
| Site Address: | Land at junction of, Wakefield Road and Knotty Lane, Lepton, Huddersfield, HD8 0EL |
| Description: | Advertisement Consent for erection of 2 non illuminated signs |
| Recommending Officer: | Laura Yeadon |

DECISION – ADVERTISEMENT CONSENT GRANTED

**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.**

Emma Thompson

AUTHORISED OFFICER

Date: 11-May-2026

Site Description

The application site relates to an open field adjacent to the junction of Wakefield Road and Knotty Lane, HD8 0EL. The site is currently open and bound with the footway adjacent to the roadside by wire fencing and low stone walling. The site is within the defined Green Belt.

Description of Proposal

Advertisement Consent is sought to provide 2 no. signs providing a direction to a new housing development, 'Woodsome View' for a temporary period until 31st December 2028.

Sign 1

The sign would be constructed from timber and would be a width of 2.43 metres, height of 0.77 metres with a depth of 0.1 metres. The sign would be set upon 0.45 metre high aluminium posts and would be located within the corner of the field adjacent to the road name sign 'Knotty Lane' on the junction of Knotty Lane and Wakefield Road.

The sign would be made from di-bond with printed graphics and vinyl in the colours of blue and white.

The sign would be non-illuminated.

Sign 2

The sign would be constructed from timber and would be a width of 2.43 metres, height of 0.94 metres and a doth of 0.1 metres. The sign would be set upon 0.58 metre height posts and would be located adjacent to the boundary of the field, close to an electric sub station facing Wakefield Road.

The sign would be made from di-bond with printed graphics and vinyl in the colours of blue and white.

The sign would be non-illuminated.

History of negotiations/amendments received

None

Relevant Planning History

None

Representations

No publicity required

One representation received with the following being a summary of comments relevant to this application specifically:

- Requesting removal of the signs at the top of Rowley Lane which have been concreted in with no prior planning application or notice given
- The current advertisements are too big and are advertising intimation of building more and more in fields and surrounding area of countryside

Comment: *The comments are noted. The scale of the advertisements are considered acceptable in context and would not harm the amenity of the area. They are to be erected for a temporary period.*

Kirkburton Parish Council – ‘no comment’

Consultations

None required

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 within the Green Belt within the Kirklees Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

LP 24 – Design

LP25 – Advertisements and shop fronts

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

Assessment

Policy LP1 of the KLP states that when considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in chapter 2 of the National Planning Policy Framework.

Policy LP2 sets out that all development proposals should seek to build on the strengths, opportunities and help address challenges identified in the Local Plan. Policy LP24 of the KLP is relevant and states that “good design should be at the core of all proposals in the district”.

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 Local Plan sets out that the display of advertisements will only be permitted if they satisfy the following criteria:

- a. The design is consistent with the character of the existing building in terms of scale, quality and use of materials;
- a. Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest.

In this instance, the proposed signage, due to its position, design and scale would not result in any detriment to amenity or public safety. It is not considered that the location of the signage, which is set back from the roadside and footway would cause undue harm to vehicles exiting or entering Knotty Lane and Wakefield Road. The signage is of limited scale so as to avoid detrimental impact on streetscape and visual amenity.

As such, the proposed advertisements are considered to comply with paragraph 141 of the NPPF, Policies LP24 and LP25 of the Local Plan in terms of achieving good design and well-designed places.

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: 2026/90718

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

| Plan Type | Reference | Version | Date Received |
|------------------------------------|------------------|----------------|----------------------|
| Application form | PP-14768826 | | 13th March 2026 |
| Location plan | PP-14768826v1 | | 13th March 2026 |
| Proposed block plan and elevations | SSA-02 | | 13th March 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 2015 and otherwise actively engaged with the applicant in dealing with the application.

Report Dated: 7th May 2026