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:	**2026/64/91014/W**
Site Address:	26, Westgate, Honley, Holmfirth, HD9 6AA
Description:	Advertisement Consent for erection of non-illuminated sign (Listed Building within a Conservation Area)
Recommending Officer:	Joshua Merriman

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: 18-Jun-2026

Site Description

The application site refers to 26, Westgate, Honley, Holmfirth, HD9 6AA, a two-storey terraced property faced in stone, with a pitched tiled roof, and timber windows and doors. The application property lies in a relatively uniform street scene, surrounded by properties of a similar size, scale, character, appearance, and age. Furthermore, the property benefits from a stepped access to the front.

Description of Proposal

Consent is sought for erection of non-illuminated sign (Listed Building within a Conservation Area).

The proposed sign relates to 'Niche Cosmetic Collective'.

History of negotiations/amendments received

None

Relevant Planning History

98/90456 - LISTED BUILDING CONSENT FOR INSTALLATION OF ROOFLIGHT (WITHIN CONSERVATION AREA) – Consent Granted.

99/91623 - LISTED BUILDING CONSENT FOR INSTALLATION OF AN EXTERNAL FLUE (WITHIN A CONSERVATION AREA) – Consent Granted.

2006/95169 - LISTED BUILDING CONSENT FOR INTERNAL REFURBISHMENT (INCLUDING CONVERSION OF CELLAR) TO PROVIDE PROTECTED STAIRWELL THROUGHOUT BUILDING (WITHIN A CONSERVATION AREA) – Consent Refused.

2007/91833 - LISTED BUILDING CONSENT FOR INTERNAL ALTERATIONS (WITHIN A CONSERVATION AREA) – Consent Granted.

2023/92934 - Change of use and alterations to offices to form one dwelling (Listed Building within a Conservation Area) – Conditional Full Permission.

2023/92963 - Listed Building Consent for change of use and alterations to offices to form one dwelling (within a Conservation Area) – Consent Granted.

2025/91634 - Certificate of lawfulness for proposed change of use from residential (use class C3) to beauty salon (use class E) and associated alterations (Listed Building within a Conservation Area) – Withdrawn – Invalid.

2025/92346 - Change of use from residential (use class C3) to beauty salon (use class E) with associated alterations (Listed Building within a Conservation Area) – Conditional Full Permission.

2025/92347 - Listed Building Consent for change of use from residential (use class C3) to beauty salon (use class E) with associated alterations (within a Conservation Area) – Consent Granted.

2025/93443 - Discharge of details reserved by conditions on previous permission 2025/92347 for Listed Building Consent for change of use from residential (use class C3) to beauty salon (use class E) with associated alterations (within a Conservation Area) – Withdrawn – Invalid.

2025/93448 - Discharge of details reserved by condition 3 (windows) on previous permission 2025/92346 for change of use from residential (use class C3) to beauty salon (use class E) with associated alterations (Listed Building within a Conservation Area) – Discharge of Conditions Refused.

Representations

No publicity required

Representations received: None

Parish/Town Council – not applicable

Consultations

KC Conservation & Design – No objections.

Policy

This application is submitted pursuant to the requirement of paragraph 4 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019). The site is without notation on the Kirklees Local Plan.

Kirklees Local Plan (KLP):

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 24 – Design
LP25 – Advertisements and shop fronts
LP30 – Biodiversity & Geodiversity

LP35 – 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

Assessment

Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

Regulation 3(2a) of the Advertisement Regulations states that: factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

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.

Policy LP24 of Kirklees Local Plan and Chapter 12 of the NPPF set out that development should be of an acceptable design.

Policy LP25 of Kirklees Local Plan details that new or replacement shop front units and display of advertisements will only be permitted if the design is consistent with the character of the existing building in terms of scale, quality and use of materials, respect the character of the locality and are designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

Heritage
Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act requires that the Local Planning Authority 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 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of that area.

LP35 of the Kirklees Local Plan requires that proposals should retain those elements of the historic environment which contribute to the distinct identity of the Kirklees area and ensure they are appropriately conserved, to the extent warranted by their significance, also having regard to the wider benefits of development. Consideration should be given to the need to ensure that proposals maintain and reinforce local distinctiveness and conserve the significance of designated and non-designated heritage assets.

The proposed works to change the sign are minimal and justified and are considered to maintain the character and appearance of the listed building in accordance with Kirklees Local Plan Policies LP24 and LP35.

Paragraph 212 of the NPPF states that:
‘When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.’

Paragraph 215 goes on to state that:
“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”

Following an informal consultation with KC Conservation & Design, the proposed sign is considered sympathetic and of an acceptable design within the Honley Conservation Area.

As the signage alterations will not result in any harm to the listed building further justification is not required. The advertisement is considered acceptable in this instance in accordance with Policies LP24 and LP35 as well as Chapter 16 of the NPPF.

Public Safety:

Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.

The PPG sets out the main types of advertisements which may cause danger to road users. Of note, the PPG notes that this includes those, which would reduce the clarity or effectiveness of a traffic sign or signal, as well as illuminated signs when they are directly visible from the road, or the means of brightness could result in glare and dazzle or distract road users (Paragraph 068 Reference ID: 18b-068-20140306).

A non-illuminated hanging sign is proposed to be fixated to the front elevation of the building via a black painted metal bracket. The sign will be positioned above the entrance door and projects perpendicular to the façade with the following dimensions:

Height: 500mm.
Width: 500mm.
Depth: 30mm.

The sign outlined above is of an acceptable design and scale that is consistent with the surrounding street scene and character of the local area. The advertisement is of an adequate scale and is not considered to significantly impact highway safety.

The signage is considered acceptable and would not pose a safety concern.

As such, the proposed advertisement is considered to comply with paragraph 132 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: 2026/91014

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	-	-	28/04/2026
Proposed Site Plan	25-03-PL-105	-	28/04/2026
Existing Elevations	25-03-PL-103	-	28/04/2026
Proposed Elevations	25-03-PL-104	-	28/04/2026
Application Forms	-	-	28/04/2026
Conservation/Heritage Assessment	-	-	28/04/2026
Proposed Sign	-	-	28/04/2026
Proposed Hanging Sign Detail	-	-	28/04/2026
Photos General	IMG_4478	-	28/04/2026

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. No amendments were sought as it was considered that the proposal was acceptable as submitted.

Report **Dated:**

28/05/2026