

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:	2026/64/91088/W
Site Address:	Wills O Nats, Blackmoorfoot Road, Meltham, Holmfirth, HD9 5PS
Description:	Advertisement Consent for erection of illuminated and non illuminated signs
Recommending Officer:	Joshua Merriman

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.**

John Holmes

AUTHORISED OFFICER

Date: 15-Jun-2026

Site Description

The application site relates to Wills O Nats, Blackmoorfoot Road, Meltham, Holmfirth, HD9 5PS, a two-storey detached property used as a public house. The application property lies in a sparse street scene, with the surrounding areas being predominantly rural and the site being surrounded by fields and farm land. The application property benefits from a car park and amenity space to the rear, being situated on a road bend.

Description of Proposal

Consent is sought for erection of illuminated and non-illuminated signs.

The proposed sign relates to signs for the Will O Nats public house.

History of negotiations/amendments received

None

Relevant Planning History

86/02148 - kitchen extension incorporating new rear entrance. New windows to south elevation and new fire escape staircase – Granted Conditionally.

92/02696 - Erection of 5 no. illuminated signs – Advertisement Consent Granted.

2000/93747 - Erection of 4 illuminated signs – Advertisement Consent Granted.

2000/93766 - Erection of 2 no. external porches – Withdrawn.

Representations

Representations received: None

Parish/Town Council – not applicable

Consultations

K.C. Highways Development Management – No objection.

The Highways Team advise that as with all advertising, some distraction is caused by the very nature of advertising. They go on to state that in this

case this section of Blackmoorfoot Road is expected to carry a relatively low number of vehicles and the pub appears to have some existing exterior lighting and so any additional signs or lighting is not considered to increase the amount of distraction as to have a severe impact on highway safety.

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 within the Green Belt within the Kirklees Local Plan.

Kirklees Local Plan (KLP):

LP1 – Achieving sustainable development
LP2 – Place shaping
LP24 – 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 2 – Achieving sustainable development
- Chapter 12 – Achieving well-designed places
- Chapter 13 – Protecting Green Belt land
- 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.

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.

Chapter 13 of the NPPF sets out at paragraph 153 that that local planning authorities should ensure that substantial weight is given to any harm to the Green Belt, including harm to its openness. The development is an alteration of a building which does not result in disproportionate additions over and above the size of the original building. On the basis the development does not lead to unacceptable harm to openness of the Green Belt, the proposal can be concluded an appropriate exception by virtue of paragraph 154 (c) of the NPPF.

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).

Two fascia signs of lettering displaying 'The Wills O' Nats' will have the following dimensions:

- Height: 0.88m.
- Width: 3.7m.
- Depth: 0.02m.

The lettering will be cream in colour with a black shadow drop to the background and externally illuminated at 300cd/m² which aligns with parameters recommended by the Council's Environmental Health Team in relation to such developments. The advertisement is also considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area as it will replace similar existing signage.

A black projecting sign also displaying the text 'The Wills O' Nats' will have the following dimensions:

- Height: 1.1m.
- Width: 0.8m.
- Depth: 0.05m.

This sign will also be externally illuminated at 300cd/m², as well as being considered to be of an acceptable design that is consistent with the property itself and surrounding areas.

A hoarding containing the history of the building and multiple lines of text in cream on a black background will measure the following:

- Height: 1.4m.
- Width: 0.9m.
- Depth: 0.03m.

This sign will be non-illuminated and given its scale is considered to be sympathetic to the property and street scene.

Two A1 poster cases, black in colour, will be erected in the following dimensions:

- Height: 0.91m.
- Width: 0.66m.
- Depth: 0.06m.

These signs will be non-illuminated and given their small scale are considered to be sympathetic to the property and street scene.

Another small hoarding sign will be erected with cream text on a black background notifying customers that any theft or damage from the car park is not liability of the business. This will be 0.6m x 0.6m with a depth of 0.03m and is considered acceptable given its small scale.

Two die cast aluminium lanterns in a Victorian bronze finish will be erected of the following dimensions:

- Height: 0.65m.
- Width: 0.28m.
- Depth: 0.3m.

The lanterns will be internally illuminated at 300cd/m², which is acceptable regarding light pollution guidance, and will appear sympathetic to the surrounding street scene and are considered to be of an acceptable design.

Finally, 11 new LED floodlights will be erected around the site, using the following measurements:

- Height: 0.23m.
- Width: 0.23m.
- Depth: 0.03m.

The floodlights will be black in colour as to remain sympathetic in appearance and blend with the surrounding areas, and will provide illumination to a level of 300cd/m², which is considered to be to an acceptable level. .

The signs outlined above are of an acceptable design and scale that is consistent with the host property and is not considered to significantly alter the appearance of the site when read in the context of the surrounding street scene and character of the local area. All advertisements proposed are of an adequate scale. All signs have also been considered acceptable by KC Highways Development Management and are not considered to significantly impact highway safety.

As such, the proposed advertisements are considered to comply with the aforementioned policies 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: 2026/90188

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	PP-14866756v1	-	20/04/2026
Block Plan	27037 1500	-	20/04/2026
Signage Plans	-	-	20/04/2026
Existing Elevations	-	-	20/04/2026
Existing Elevations	-	-	20/04/2026
Proposed Elevations	-	-	20/04/2026
Proposed Elevations	-	-	20/04/2026
Application Form	-	-	20/04/2026

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.