

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:	2026/64/91158/E
Site Address:	Earlsheaton Post Office, 9, St Peters Parade, Earlsheaton, Dewsbury, WF12 8LW
Description:	Advertisement Consent for erection of illuminated signs
Recommending Officer:	Jennifer Booth

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.**

Sarah Longbottom

AUTHORISED OFFICER

Date: 12-Aug-2026

Application Number	2026/91158
Location	Earlsheaton Post Office, 9, St Peters Parade, Earlsheaton, Dewsbury, WF12 8LW
Proposal	Advertisement consent for illuminated sign
Recommendation	Grant Advertisement

Site Description

The application site is the Post Office in Earlsheaton at 9, St Peters Parade which is a two storey building, part of a stepped row of similar premises.

Description of Proposal

The proposal comprises the installation of one internally illuminated logo panel and one internally illuminated fascia sign on the Post Office frontage.

The first sign is detailed as a fascia sign measures approximately 0.518m wide by 0.222m high with a depth of 0.01m, positioned at a height of 1.321m above ground level. The advertisements would consist of white lettering and symbols on a green perspex background, illuminated internally with static lighting to an illuminance level of 100 cd/m².

The second sign would measure approximately 0.715m in width, 0.4m in height and 0.03m in depth, and would be positioned with its base approximately 1.633m above ground level. Constructed from GRP, the sign would display white lettering on a black and green background and would be illuminated internally with static illumination at an illuminance level of 100 cd/m².

Relevant Planning History

2026/91157 – Installation of ATM – approved

Representations

No publicity required

Consultations

None

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 UNALLOCATED on the Kirklees Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

LP 24 – Design

LP 25 – Advertisements

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 2023, 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 and beautiful places

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 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.

The application seeks advertisement consent for the installation of an internally illuminated logo panel and fascia sign associated with the ATM and Post Office. The signs are modest in scale and would display white lettering on green, and black and green backgrounds, with static internal illumination. Given their limited size, design and siting on an existing commercial frontage, the advertisements would appear proportionate to the host building and would not appear visually intrusive within the street scene.

The proposed advertisements would not result in any material harm to the visual amenity of the area. Furthermore, having regard to their scale,

illumination levels and positioning, the signage would not adversely affect highway or public safety. Accordingly, the proposed advertisements are considered acceptable and comply with Paragraph 141 of the NPPF and Policies LP24 and LP25 of the Local Plan, which seek to secure high quality design and protect visual amenity and public safety.

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:** 2026/91158**Officer Recommendation:** Grant advertisement consent**Conditions and Reasons**

1-5) Standard 5 advertisement conditions

Plans and specifications schedule: -

Plan Type	Reference	Web ID	Date Received
Application form	-	1137660	27/04/2026
Location plan	-	1137662	27/04/2026
Existing & proposed plans	01	1137665	27/04/2026
Signage	NCRA0029	1137663	27/04/2026
Logo	NCRA0034	1137665	27/04/2026

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. As the proposals were considered to be acceptable in their original form, no amendments were sought.

Report Dated:

05/08/2026
