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Application number: 2026/64/91272/W	
What is the application for?:	Advertisement Consent for erection of 6 illuminated signs
Address of the site or building:	Playworld, 152, Westbourne Road, Marsh, Huddersfield, HD1 4LF
Postcode:	HD1 4LF

User comments

Type of comment: An objection	
Do you wish your comments to be published on the website anonymously?	Yes
NEUTRAL – The signage to the front of the property as proposed may be acceptable if illuminance levels and hours of illuminance can be suitably controlled by condition. OBJECTION – East and West flank signage only. Comments further below: Application number: 2026/64/91272/W Applicant: Playworld Huddersfield Location: Playworld, 152, Westbourne Road, Marsh, Huddersfield, HD1 4LF Description / Development: Advertisement Consent for erection of 6 illuminated signs 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. 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. 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. 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. LP24 sets out that good design is achieved by ensuring: "... the form, scale, layout and details of all development respects and enhances the	

a. the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape;”

In addition, Policy LP25 of the Local Plan sets out that the display of advertisements will only be permitted if they satisfy the relevant following criteria:

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

Advertisement policies are within the Local Plan under LP25 and Officers are directed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), Part 1, Regulation 3 to have regard to the “interests of amenity and public safety, taking into account—

(a)the provisions of the development plan, so far as they are material; and (b)any other relevant factors;”

Therefore policies LP02, LP24 and LP25 are material considerations for this proposal to be considered under.

Amenity:

The site is positioned between a heavily trafficked and Classified A Road (A640 Westbourne Road) and an unclassified residential road (Syringa Street). Surrounding buildings are predominantly in natural stone and slate/tile pitched roofs with a residential appearance to the Syringa Street side, with the rear of The Croppers Arms PH to the front of the site. Signage visible from the site is largely unlit.

The proposal would lead to two large, constantly illuminated, prominent features, highly visible at first floor level, appearing as a dominant addition to the streetscene. They would, in the context of its setting, appear as a disproportionate additions, competing in their own right against the otherwise unlit nature of the commercial and urban fringe, detracting from the visual amenity of the area.

While the site and signs would be set back from the highway, they would still appear very visible through viewpoints from both Westbourne Road and Syringa Street and made incongruous through their elevated position in relation to the highway.

As such they would appear to create an overly stark transition from the site’s low key quantum of advertisement to its residential neighbours creating a strongly commercial effect. Although advertisements are intended to attract attention, the illuminated displays proposed in this case would therefore appear incongruously large and prominent, even in the context of the highway street lighting, fascia signage, highway signs and vehicle lights.

There is no other signage of this size and permanence in the locality further creating a feature of the proposed should it be permitted.

In relation to residential amenity, there is significant concern in regard the proposed

excessive illuminance levels impact on the nearby neighbouring residential properties at the rear of Westbourne Road, where properties are in very close proximity to the proposed signage. This unacceptable impact would also affect the residential dwellings on Syringa Street, though to a lesser degree. The proposal would not meet The Institute of Lighting Professionals PLG05 guidance for the identified area.

In conclusion with regard to amenity, the digital LED screens elevated at first floor level, given their prominence, materials, size and illuminance would not be consistent with or sympathetic with the character of its locality contrary to LP24 and LP25 of the Kirklees Local Plan Kirklees Local Plan (KLP) which seek to influence design and advertising to be in keeping with its setting and so are material in this case.

Public Safety

The site is near directional signage and controlled traffic lights on Westbourne Road which would suffer from poorly sited advertisement digital screens. In this instance, it is considered that the advertisement would create a road safety hazard and would be unacceptable under LP21 of the Kirklees Local Plan and paragraph 115 of the NPPF 2023.

Conclusion:

1. The proposed advertisements, by virtue of their siting, materials, scale and nature of illumination, would overly dominant and incongruous features as seen in the context of the locality. The proposed signs would have a harmful impact upon the visual amenities of the local area, creating poorly sited, strident and discordant features. To permit such a development would be contrary to the National Planning Policy Framework and Policies LP