

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:	2026/64/91455/W
Site Address:	Slaithwaite Civic Hall, 15A, New Street, Slaithwaite, Huddersfield, HD7 5AB
Description:	Advertisement Consent for erection of non illuminated signs (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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 27-Jul-2026

Site Description

The application site refers to Slaithwaite Civic Hall, 15A, New Street, Slaithwaite, Huddersfield, HD7 5AB, a prominent three storey building located in the Slaithwaite Conservation Area. The building is faced in red cedar cladding, with a stone flag slated roof, and painted timber windows and doors. The application property is located in a relatively varied street scene, being surrounded by buildings of differing height, character, size, scale, and characteristics, furthermore, no surrounding buildings are considered to be heritage assets as important as the application building.

Description of Proposal

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

The proposed signs relate to the community facility at the Slaithwaite Civic Hall.

History of negotiations/amendments received

It was request by officers that all signs were reduced in scale, and the sign to the rear of the property was aligned with existing windows. All amendments were carried out by the applicant, other than the reduction in scale of a sign to the front elevation, which was considered acceptable to remain the original scale as it is to replace an existing sign of the same scale within a sign post projecting from the building.

The following plans were received throughout the application period showing these amendments:

- 03/07/2026 – Proposed Elevations – Rev A

Relevant Planning History

2000/91190 – Erection of illuminated projecting sign (within a Conservation Area) – Advertisement Consent Granted.

2000/91191 – Installation of new shop front (within a Conservation Area) – Conditional Full Permission

2004/94721 – Erection of lift shaft and fire escape staircase extension (within a Conservation Area) – Granted Under Reg.3 General

2020/91171 - External alterations including removal of ramp and installation of steps, alterations to remaining ramp and erection of glazed canopy and formation of new doors, installation of new windows and doors and alterations (within a Conservation Area) – Conditional Full Permission

2025/90432 - Removal of existing external ramp and erection of single storey extension, replacement of window with by-fold doors and creation of external level access on lower ground floor, installation of replacement external ramp, and installation of double glazed aluminium and uPVC windows, new heritage style aluminium downpipes and installation of solar pvs to roof (within a Conservation Area). – Conditional Full Permission

Representations

No publicity required

Representations received: None

Parish/Town Council – Not applicable

Consultations

KC Conservation & Design (Informal) – No objections subject to the reduction in scale of signs where possible, and the realignment of the sign to the rear elevation with existing windows.

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

LP53 – Contaminated and unstable land

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.

A consultation draft of the National Planning Policy Framework (the Framework) was published on 16 December 2025. As a consultation, the

document is at an early stage and subject to change. Accordingly, for the purposes of this application, no weight is given to the current consultation document.

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 14 - Meeting the challenge of climate change, flooding and coastal change
- Chapter 15 - Conserving and enhancing the natural environment
- 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".

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 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.

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).

Graphic 1 is proposed to be located on West and South East elevations of the building, aligned with the top of the first floor windows at the following dimensions:

- Width: 1.79m
- Height: 0.89m.

The sign will depict a dark green background with lighter green lettering in the foreground showing the text 'The Civic', with a logo also made up of multiple

issuing's of the word 'Civic'. The sign will be non-illuminated and is considered to be of an acceptable design and scale to appear sympathetic to the host property and surrounding Slaithwaite Conservation Area.

Graphic 2 is proposed to the North West (front) elevation of the property and will show two separate signs. One of which depicts a group of individuals undertaking different activities upon a royal blue background with the text 'A social space for Slaithwaite'. The second sign also shows individuals undertaking an array of activities with the text 'Owned and run by the community'. The signs will have the following dimensions:

- Width: 0.62m.
- Height: 1.25m.

Once again, the signs are considered to be of an acceptable scale and design as not to significantly impact the heritage of the application property or surrounding Conservation Area. The signs also display the public benefits of the building and may help make this more apparent within the community, helping the building itself to contribute more by way of public benefit to the local community.

Finally, Graphic 3 is also proposed to the front elevation of the property and will have the following dimensions:

- Width: 0.6m.
- Height: 1m.

The sign is a projecting sign from the front elevation, and will replace an existing sign within a projecting metal sign surround, therefore, a reduction in scale is not considered necessary for this sign due to its fitting character with existing elements of the building. Similar to Graphic 1, the sign will have a light green background and show the text 'The Civic' with a logo made up of 'Civic' multiple times in a darker green colour. The sign is to be non-illuminated and is considered to be of an adequate scale and design.

The signs 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.

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: 2026/91455

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

6. The signs hereby approved must be constructed using the dimensions stated within the plan titled 'Proposed Elevations Rev A' received on 03/07/2026.

Reason: To safeguard the visual amenity and heritage of the application property and surrounding Slaithwaite Conservation Area and to comply with Policies LP1, LP2, LP24, and LP35 of the Kirklees Local Plan, and Policies within Chapters 2, 12, and 16 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	-	-	01/06/2026
Proposed Elevations	Rev A	-	03/07/2026
Application Form	-	-	01/06/2026
Photos General	Graphic 1 The Civic Corner Signs	-	01/06/2026
Photos General	Graphic 2 The Civic Street Panels	-	01/06/2026
Photos General	Graphic 3 The Civic Hanging Sign	-	01/06/2026
Conservation/Heritage Assessment	-	-	01/06/2026

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. Amendments were sought to reduce the scale of the sign to address heritage concerns.

Report Dated:

06/07/2026

