

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:	2026/64/91592/W
Site Address:	9A, New Street, Milnsbridge, Huddersfield, HD3 4LN
Description:	Advertisement Consent for fascia sign (within a Conservation Area)
Recommending Officer:	Laura Yeadon

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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 01-Oct-2026

Site Description

9A New Street is an end terraced dwelling located on land within the Milnsbridge Conservation Area and also the Strategic Green Infrastructure Network within the Kirklees Local Plan. The property is constructed from stone and is two storeys in height. The property has been historically used as office space and is within the same ownership as the commercial garage to the east of the site. Parking is available to the front of the property, accessed via a dropped kerb off New Street.

Description of Proposal

- Fascia sign
- H 0.75 x W 3.85m x D 0.05m
- Height from ground to base – 3m
- Materials – plastic
- Colour – black text on white background
- Illumination – no details within the submission indicate that the sign would be illuminated

History of negotiations/amendments received

None

Relevant Planning History

1997/90195 – Change of use of end terrace dwelling into offices – Conditional Full Permission

Representations

No publicity required

Representations received - no

If yes, expand as necessary

Parish / Town Council – not applicable

Consultations

No consultations deemed necessary.

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 within the Milnsbridge Conservation Area and the Strategic Green Infrastructure Network within the Kirklees Local Plan.

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 24 – Design
LP 25 – Advertisements and shop fronts
LP 35 – 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 August 2026, 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 4 – Achieving Sustainable Development
- Chapter 14 – Achieving well designed places
- Chapter 20 – 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.

The site is within the Milnsbridge Conservation and therefore Section 66 of the Planning (Listed Buildings & Conservations Areas) Act (1990) is of relevance and states that for development which affects a listed building or its setting, 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.

Policy LP35 of the Kirklees Local Plan sets out that development proposals affecting a designated heritage asset should conserve those elements which

contribute to its significance. Harm to such elements will be permitted only where this is outweighed by public benefits in the proposal.

Policy LP25 of the Kirklees Local Plan states that the display of advertisements will only be permitted if they satisfy the following criteria:

- “the design is consistent with the character of the existing building in terms of scale, quality and use of materials;
- proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest;
- the shop fascia is designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.”

The PPG provides more advice in relation to ‘amenity’ with regards to advertisements:

“Amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

If the advertisement makes a noise, aural amenity would also be taken into account before express consent would be given.”

The proposed sign would introduce a feature to an end-terraced property which has a long established use as offices. Whilst this would be a new feature, the sign would be installed on an end terraced property which is set back from the roadside by a driveway. In addition, there is a small strip of landscaping to the front of the property which hosts a large tree, which is

protected by virtue of being within a Conservation Area and partially screens the front of the building reducing the visual impact of the signage.

The details contained within the submission indicate that the sign would have a depth of 0.05 metres and therefore would have the appearance of being flush with the façade of the building. There is no indication within the submission that the sign would be illuminated and the sign would be transferred from another premise and re-installed at the site.

Taking the above into consideration, it is considered that the proposed signage is acceptable in terms of its impact on amenity.

Public safety

In addition, it is also considered that the proposed signage, due to its position, design and scale would not result in any detriment to public safety.

Signage to buildings can present some degree of distraction to vehicular drivers however, in this instance the distraction is considered to be negligible and therefore it is not considered that the signage would cause issues relating to highway safety in accordance with the requirements of Policy LP21 of the Kirklees Local Plan.

As such, the proposed advertisements are considered to comply with Chapters 14 and 20 of the NPPF and Policies LP24, LP25 and LP35 of the Local Plan in terms of achieving good design and well-designed places, as well as preserving the significance of the Conservation Area.

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: 2026/91592

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	ReQuestaPlan		10 th June 2026
Block Plan	ReQuestaPlan		10 th June 2026

Plan Type	Reference	Version	Date Received
Site Plan	ReQuestaPlan		10 th June 2026
Existing Sign Imagery			10 th June 2026
Application Form	PP-14982544		10 th June 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 2015 and otherwise actively engaged with the applicant in dealing with the application. No amendments were sought as it was considered that the application was acceptable.

Report Dated:

28th September 2026