

CS/P24-O568

June 2026

Kirklees Metropolitan Council
Planning Services,
PO Box 1720,
Huddersfield,
HD1 9EL

Dear Sir/Madam,

Town and Country Planning Act 1990 (As Amended)
Application for Advertisement Consent for the installation of internally illuminated signage
1000-1004 Manchester Road, Linthwaite, Huddersfield HD7 5QQ.
Planning Portal Reference: PP-14980683

Pegasus Group have been instructed on behalf of Domino's Pizza UK & Ireland Ltd (the 'applicant') to submit an application for Advertisement Consent for the installation of signage in connection with the new Domino's at 1000-1004 Manchester Road, as approved under application reference 2024/62/92258/W for the following development:

"Change of use from vacant restaurant/takeaway (sui generis) to hot food takeaway (sui generis) with installation of extract and ventilation equipment and external alterations to front and rear elevations"

Accordingly, the following documents have been submitted in support of the application (PP-14980683):

1. Completed Application Forms;
2. Site Location Plan;
3. Proposed Block Plan (drg no. 13990-AEW-PJ005986-XX-DR-0007 Rev A);
4. Proposed Shopfront Elevation (drg no. 13990-AEW-PJ005986-XX-DR-0015 Rev B); and
5. Design and Access Statement (included in this covering letter).

The planning application fee will be paid via the Planning Portal upon submission of the application.

Planning, Design and Access Statement

Site Background and Proposals

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The application site comprises a vacant ground-floor commercial premises to be occupied as a hot food takeaway (sui generis) on Manchester Road. The site is located within Linthwaite Local Centre and is in proximity to a variety of other commercial premises, including takeaways (sui generis), cafes (Class E), Estate Agents (Class E) and convenience stores (Class E).

The site will comprise the change of use of an existing restaurant/takeaway to a hot food takeaway, as approved in application 25/00869/FUL. It was attached with four compliance conditions to ensure the approved extraction equipment and associated abatement measures are installed.

The site is located within Linthwaite Conservation Area, but it is not in proximity to any listed buildings.

Proposals

This letter supports an application seeking Advertisement Consent for the installation of signage in association with the new commercial unit at 1000-1004 Manchester Road, Linthwaite. The proposed signage scheme is detailed in the proposed elevation plan (drg no. 13990-AEW-PJ005986-XX-DR-0015 Rev A) and includes the following:

- 1 no. externally illuminated fascia sign.
- 1 no. externally illuminated projecting sign.

The lettering and logo will be constructed of acrylic, with the logo and lettering illuminated via an external trough lights incorporating static LEDs up to a luminance no greater than 490cd/m², which is well within industry standards.

Planning Policy

National Planning Policy Framework (NPPF)

National policy and guidance are outlined in the Government's National Planning Policy Framework (NPPF) published in December 2024. The NPPF aims to promote the concept of delivering sustainable development. Paragraph 141 states that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within regulations but is a term up for interpretation by the local planning authority as it applies in any particular case.

Kirklees Local Plan (2019)

Policy LP25 regards advertisements and shop fronts, it details that the installation of signage within a Conservation Area must preserve or enhance the character and appearance of the building, the area in which it is located and any features of architectural or historic merit. Any adverts must be of a high standard of design, suitable in scale, style and material.

Policy LP35 regards the historic environment, detailing that proposals within Conservation Areas should conserve elements that contribute to its significance.

There are no further planning policies or supplementary planning documents of relevance to the application.

Design Considerations

The proposed fascia signs have been strategically designed and positioned to reflect the signage zones detailed on the existing shopfront to ensure the appearance of the wider unit and streetscene is retained. The positioning and design of the signage can be seen in the proposed elevation plan (13990-AEW-PJ005986-XX-DR-0015 Rev B).

The proposed signage will not be visually incongruous within the wider streetscene and will instead improve the legibility of the site to passing traffic and customers along Manchester Road. The use of external illumination via trough lights will help direct customers to the store and has been sensitively incorporated in accordance with policy LP25 to ensure it respects the appearance and scale of the surrounding area.

There are examples of externally illuminated and acrylic signage in the surrounding streetscene and wider Linthwaite Conservation Area, including at Premier Convenience Store, Unit 16 Manchester Road, Vapes and Shake at 118 Manchester Road and Mr Happy Pizzas at 1012 Manchester Road. As such, the principle of introducing contemporary and externally illuminated signage in the Conservation Area is established and is considered to be suitable in respect of the scale and appearance of the surrounding area in accordance with Policies LP25 and LP35.

The proposed source of internal illumination will be provided via static LED up to a luminance, but no greater than 490cd/m², which is well within industry standards and will enable the site entrance to remain visible at all times, especially after dark. This is vital, given that Domino's peak trading hours are in the evening. Illumination will be concentrated on the lettering and logo only reflecting what can be seen in the surrounding area. Such arrangements are acceptable, as set out within Policy LP25, where it can be ensured that the signage respects the scale of the commercial unit.

The proposed signage will respect the '*urban feel*' of the area as detailed in the Linthwaite Conservation Area Character Appraisal, facilitating the reoccupation of a vacant unit, benefiting the vitality of the wider streetscene and Conservation Area, which weighs significantly in favour of the proposals and any potential heritage harm arising from the proposed signage scheme. Nonetheless, given that the use of contemporary and externally illuminated signage is established



in the surrounding area, it is considered that the proposed signage scheme will have no impact on the character and appearance of the Linthwaite Conservation Area.

The proposals will utilise modern materials, including aluminium, acrylic, and vinyl, and use Domino's red, blue, and white logo and lettering to enable the site to remain recognisable. The use of such materials is appropriate in this location, reflecting other nearby commercial uses and incorporating a level of illumination that is proportionate to the approved Sui Generis use

As such, the proposed design of the signage is appropriate in this location and accords with policies LP25 and LP35.

Residential Amenity

The closest residential units are located on the first floor of the application site and above the adjacent commercial units; these properties will have no intervisibility of the proposed signs or illumination source. It must also be noted that the use of trough lights will direct illumination directly onto the signage (lettering and logo only), preventing any light spill.

Furthermore, by virtue of the illumination being provided by static LEDs at a luminance no greater than 490cd/m², there will be no risk of dazzling or distractions to drivers and pedestrians passing the site.

When the takeaway is closed, the illumination will be turned off to ensure that there are no unacceptable impacts on nearby amenity overnight. As such, residential amenity will remain unimpacted following the installation of the proposed signage scheme.

Access

The signage will be wall-mounted and will remain accessible to staff for cleaning and maintenance purposes.

The level of advertisement and lighting proposed is proportionate to the existing signage scheme, approved shopfront, and the scale and appearance of the wider streetscene. It also reflects the operational requirements needed to advertise the Domino's brand whilst not producing an impact on public or highway safety.

Summary

The above demonstrates that the proposed signage scheme will not appear prominent within the wider streetscene as a result of its good design. Neither will it impact upon nearby residential amenity or highway safety.

Given the above, the proposal fully accords with the Local Plan, including Policies LP25 and LP35, as well as the NPPF.



I trust that the above and enclosed are sufficient for the application to be registered as valid; however, if you require any further information, please do not hesitate to contact me.

Yours faithfully,

Chloe Smith
Planner