

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:	2026/64/91648/W
Site Address:	1000-1004, Manchester Road, Linthwaite, Huddersfield, HD7 5QQ
Description:	Advertisement Consent for erection of 2 illuminated signs (within a Conservation Area)
Recommending Officer:	Joshua Merriman

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: 10-Aug-2026

Site Description

The application site relates to 1000-1004, Manchester Road, Linthwaite, Huddersfield, HD7 5QQ, a two-storey property located within the Linthwaite Conservation Area. The property is constructed from stone, with a deep black fascia, and a pitched tiled roof, with detailing to the front gable of the property reading '1904 Slaithwaite Equitable Industrial Society Limited'. The property lies in a relatively uniform street scene, surrounded by mostly commercial development with similar shopfronts containing illuminated signs.

Description of Proposal

Advertisement Consent is sought for the erection of 2 illuminated signs (within a Conservation Area).

The proposed sign relates to Dominos pizza which, providing approval is granted for all relevant applications, would be opening in the currently vacant unit.

History of negotiations/amendments received

None

Relevant Planning History

88/01913 - Change of use of disused first floor to 2 flats – Granted Conditionally.

90/05201 - Staircase extension for first floor flats – Conditional Full Permission.

94/90127 - Installation of security shutters – Conditional Full Permission.

95/90492 - Erection of 2-storey extension to existing shop – Refused.

2001/92740 - Installation of ATM cashpoint – Conditional Full Permission.

2001/92741 - Erection of illuminated ATM surround and projecting sign – Advertisement Consent Granted.

2002/90782 - Installation of 1m satellite dish (retrospective) – Conditional Full Permission.

2009/90396 - Erection of 1 non-illuminated fascia sign and 1 externally illuminated double-sided projecting sign (within a Conservation Area) – Advertisement Consent Granted.

2009/90676 - Erection of external refrigeration plant, external condenser and raised plinth with handrail to rear elevation (within a Conservation Area) – Refused.

- The external refrigeration plant, external condenser and raised plinth together with the steel tubular hand rail would add to the proliferation of clutter along the north elevation of this building and further harm the significance of this designated heritage asset.

2010/92893 - Erection of internally illuminated, free standing, double sided display unit (within a Conservation Area) – Advertisement Consent Refused.

- The proposed display unit, by reason of its siting, scale and design, would represent an intrusive and incongruous feature that would add undesirable visual clutter to the street scene and would harm the character and appearance of the Linthwaite Conservation Area.
- The proposed display unit, by reason of its scale and siting, would reduce the width of the footway to less than 2.0m at this point. For this reason it would be detrimental to pedestrian safety.

2017/94154 - Change of use from vacant shop unit to restaurant/takeaway and ice cream parlour (within a Conservation Area) – Conditional Full Permission

2018/91060 - Discharge of conditions 3, 4 and 9 on previous permission 2017/94154 for change of use from vacant shop unit to restaurant/takeaway and ice cream parlour (within a Conservation Area) – Discharge of Conditions Refused.

2022/90728 - Change of use of basement floor to 3 studio flats and erection of first floor extension to form 1 residential apartment (Within a Conservation Area) – Refused.

- The proposed development, by reason of the severely limited amount of useable internal floorspace and restricted floor to ceiling head heights for proposed flat 4, coupled with the restricted natural light and outlook achieved by Flats 1, 2 & 3 at basement level would provide a poor standard of amenity to future occupiers of these residential dwellings.

- It has not been demonstrated that the amenity of future occupiers could be protected from noise and odour pollution emanating from the A62 Manchester Road and the proximity of commercial food and drink uses to the application site. Without such information future occupiers could be subjected to a poor living conditions and quality of life.

2023/90207 - Change of use of basement floor to 3 studio flats and erection of first floor extension to form 1 residential apartment (Within a Conservation Area) – Withdrawn – Invalid.

2023/92649 - Change of use of basement floor to 3 studio flats and erection of first floor extension to form 1 studio apartment (within a Conservation Area) – Refused.

- The proposed development, by reason of the severely limited amount of useable internal floorspace and restricted floor to ceiling head heights for proposed flat 4, coupled with the restricted natural light and outlook achieved by Flats 1, 2 & 3 at basement level would provide a poor standard of amenity to future occupiers of these residential dwellings.
- It has not been demonstrated that the amenity of future occupiers could be protected from noise and odour pollution emanating from the A62 Manchester Road and the proximity of commercial food and drink uses to the application site. Without such information future occupiers could be subjected to a poor living conditions and quality of life.

2024/92258 - 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 (within a Conservation Area) – Conditional Full Permission.

Representations

No publicity required

Representations received: None

Parish/Town Council – Not applicable

Consultations

K.C. Highways Development Management – No objections.

K.C. Conservation & Design – No objections.

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

LP31 – Strategic Green Infrastructure Network

LP35 – 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 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 12 – Achieving well-designed places
- 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).

An externally illuminated fascia sign of the following dimensions is proposed:

- Height: 1.17m.
- Width: 3.8m.
- Depth: 0.1m.

The fascia sign would show the blue and red domino's logo alongside the lettering 'Domino's' and is considered to appear proportionate in the context of the shopfronts' large fascia. The sign would be illuminated at 490cd/m², which is also considered in line with illumination standards set out by Environmental Health, and in keeping with the surrounding area which contains multiple illuminated shopfronts.

A projecting hanging sign will also be erected on the shopfront with the following dimensions:

- Height: 0.75m.
- Width: 0.75m.

- Depth: 0.12m.

The projecting sign will display the domino's blue and red logo and will also be externally illuminated, but to 450cd/m2 which is in greater alignment with Environmental Health standards. The hanging sign is also considered to be sympathetically designed and would not appear out of character in the street scene.

Following an informal consultation with KC Conservation & Design, the proposal has been deemed of an acceptable design within the Linthwaite Conservation Area, given the large number of surrounding shopfronts which also use external illumination, as well as the proposal ensuring that it retains the historic fabric of the properties front gable.

An informal consultation was also undertaken with KC Highways Development Management, from which there were no objections due to the presence of similar schemes in the nearby area running along the adjacent highway, Manchester Road.

The sign 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: 2026/91648

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	13990-AEW-PJ005986-XX-DR-0005	-	15/06/2026
Block Plan	13990-AEW-PJ005986-XX-DR-0007	-	15/06/2026
Proposed Shopfront Elevations	13990-AEW-PJ005986-XX-DR-0015	-	15/06/2026
Application Forms	-	-	15/06/2026
Planning Statement	L001v1_Linthwaite_ADV_CS	-	15/06/2026

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. No amendments were sought as it was considered that the proposal was acceptable as submitted.

Report Dated: 01/07/2026