

P24-0164_L007v1_MP_CC

14 July 2026

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

Planning Portal Ref: **PP-15063732**

Dear Sir/Madam,

Re: Town and Country Planning Act (Control of Advertisements) (England) Regulations 2007
Application for consent to display 2 no. place identification signs at Our Cultural Heart
Huddersfield – Queensgate Market, Princess Alexandra Walk, Huddersfield, HD1 2UJ

Pegasus Group have been instructed by Kirklees Council ('The Applicant') to submit an application for Advertisement Consent for the installation of new signage in connection with the new Our Cultural Heart (OCH) Huddersfield Scheme.

Site Context

The proposed signage relates to a redevelopment scheme, which comprises the creation of a new indoor venue with a multi-storey car park, museum, library, food hall, gallery and new public realm including gardens, play areas, terraces and outdoor event space, which was initially approved in October 2022 (app. ref: 2022/48/93248/W) and is known as Our Cultural Heart (OCH).

Proposal

The proposed signage comprises two place identification signs. Details of each sign are provided below:

The wider Our Cultural Heart wayfinding strategy includes a number of additional directional and wayfinding elements, including fingerpost signs, projecting identification signs and suspended identification signs. These elements are primarily directional in function and are considered to benefit from deemed consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. As such, Advertisement Consent is not being sought for those elements.

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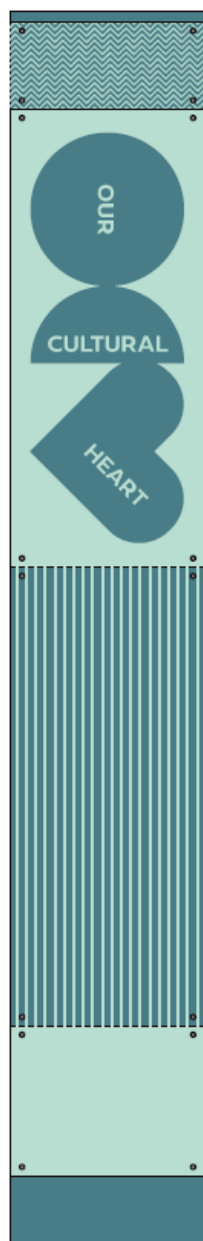
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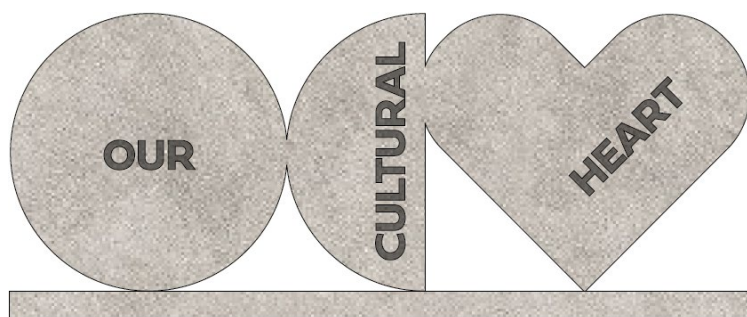
Sign Reference: AOO-EX.101

- OCH branded totem (3500mm height)
- Internally illuminated pylon sign with continuous, even illumination at a 4000K neutral white colour temperature. Illumination levels will not exceed 300 lux. LEDs and Transformers to be IP65 rated at a minimum.
- Semi-transparent graphics to face to allow for illumination.



Sign Reference: A03–EX.111

- OCH branded sign (1000mm height)
- Cast sign with debossed messaging. Rear face dressed to match the front. Messaging to the front face only.
- Yorkstone finish.



Further details of both signs can be found within drawing pack ref. 260505_OCH_Planning submitted alongside this application.

National 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.

Local Planning Policy

Kirklees Local Plan (adopted 2019)

The Kirklees Local Plan was adopted on 27 February 2019. It comprises the strategy and policies document, allocations and designations document and associated policies map.

It is considered that the following policies from the Kirklees Local Plan Strategy and Policies are most relevant to this proposed development.

- **Policy LP24** – Design
- **Policy LP25** – Advertisements and shopfronts
- **Policy LP35** – Historic environment
- **Policy LP52** – Protection and improvement of environmental quality

Specifically, Policy LP24 outlines how good design should be at the core of all proposals in the district and should be considered at the outset of the development process. Additionally, proposals should promote good design by ensuring the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape. They should also provide a high standard of amenity for future and neighbouring occupiers.

Policy LP25 states that *“signs and advertisements make a significant contribution to the character and local identity of the district’s town centres.”* It goes on to state that:

“The development of new or replacement shop front units and 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;*
- b. proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest;*
- c. the shop fascia is designed to be in scale, in its depth and width, with the facade and street scene of which it forms part.”*

“Proposals for new shop fronts and advertisements must be of a high standard of design and be appropriate in style, scale and materials to the building and its setting.”

Policy LP35 states that *“development proposals affecting a designated heritage asset (or an archaeological site of national importance) should preserve or enhance the significance of the asset. In cases likely to result in substantial harm or loss, development will only be permitted where it can be demonstrated that the proposals would bring substantial public benefits that clearly outweigh the harm”.*

Finally Policy LP52 outlines that *“proposals which have the potential to increase pollution from noise, vibration, light, dust, odour, shadow flicker, chemicals and other forms of pollution or to increase pollution to soil or where environmentally sensitive development would be subject to significant levels of pollution, must be accompanied by evidence to show that the impacts have been evaluated and measures have been incorporated to prevent or reduce the pollution, so as to ensure it does not reduce the quality of life and well-being of people to an unacceptable level or have unacceptable impacts on the environment.”*

Heritage Considerations

It is considered that Listed Building Consent is not required in connection with this Advertisement Consent, having regard to the Grade II listed Queensgate Market. This is because the proposed signage is to be located within the public realm and does not involve the listed building itself.

The proposed signage is proportionate to the approved use of the site and the wider context of the Our Cultural Heart area, which forms part of a comprehensive redevelopment of the town centre and is sympathetic to its surroundings. The signage performs an identification function, clearly signalling to members of the public that they are within the Our Cultural Heart redevelopment, which is intended to operate as a key destination within Huddersfield town centre.

The proposed illumination of the totem sign is low-level in nature as illumination levels will not exceed 300 lux and will comply with all local requirements.

The impacts from the relative level of illumination from the proposed totem signage will be within acceptable limits.

Amenity Considerations

The proposed advertisements are considered acceptable in amenity terms, having regard to their identification function, scale and design in the context of the approved Our Cultural Heart redevelopment.

The signage has been designed to integrate with the wider town centre redevelopment and would not appear visually intrusive or out of keep within the public realm. Illumination of the totem sign is limited to a maximum illumination level of 300 lux. The proposed illumination would not give rise to unacceptable levels of light spill or harm to visual amenity.

Summary

This application seeks Advertisement Consent for the installation of two place identification signage associated with the approved Our Cultural Heart Huddersfield redevelopment scheme. The proposed signage is proportionate, appropriately designed for the town centre context, and acceptable in amenity terms. Heritage considerations have been fully assessed, and it is concluded that the proposals would not result in harm to designated heritage assets.



Accordingly, the proposed advertisements are considered acceptable and consent is respectfully sought.

Should you require any further information, or have any queries, please do not hesitate to contact us.

Yours faithfully,

Redacted

Matthew Padgett
Planner

Redacted