

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:	2026/64/91973/W
Site Address:	Our Cultural Heart Huddersfield, Queensgate Market, Princess Alexandra Walk, Huddersfield, HD1 2UJ
Description:	Advertisement Consent for erection of illuminated and non illuminated signs
Recommending Officer:	Elenya Jackson

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: 08-Sep-2026

Officer Report

Reference No. 2026/91973

Site Address: Queensgate Market, Princess Alexandra Walk, Huddersfield, HD1 2UJ

Proposal: Advertisement Consent for erection of illuminated and non-illuminated signs

Site Description

The application site is located north and west of the A62 Queensgate, within Huddersfield Town Centre and falls within Newsome ward. The application structures are located on land which was the former 'Queensgate Market' in Huddersfield. The structures has largely been demolished on site to facilitate the delivery of 'The Kirklees Cultural Heart' which is a key flagship regeneration project for Kirklees Council and is a significant component of the Huddersfield Blueprint which contributes to the delivery of the ten-year vision to transform Huddersfield Town Centre.

The proposed signs are to be located adjacent to the new library building on steps which access the site from Queensgate, a road to the north and within the newly formed square.

The site encompasses a listed building as Queensgate Market, a grade II Listed Building.

The listing description for the site is as follows:

The Queensgate Market Hall, Huddersfield, is designated at Grade II for the following principal reasons:

- * It shows innovative use of cutting-edge technology in its application of freestanding asymmetric hyperbolic paraboloid shells in its construction*
- * Its patent glazing method is both technically innovative and visually pleasing*
- * It incorporates very high quality decorative ceramic sculptures by a noted sculptor, Fritz Steller, both externally and internally*
- * The sculpted ceramic and metal artworks are integrated into the overall design and form what may be the largest ceramic sculpture in the world*
- * The design is imaginative and intelligent, making full use of the site and creating a visually pleasing structure with a dramatic roofscape'.*

The site is overlooked by Huddersfield Town Hall and Concert Hall along the western boundary and further shopping areas which look out, into the site. The University of Huddersfield campus is located beyond the A62 to the Southeast, whilst the Lawrence Batley Theatre stands on the opposite (eastern) side of Queen Street.

There are no Public Rights of Way within immediate proximity. However, the site is enclosed by the Huddersfield Town Centre Conservation Area and adjacent to a number of other Grade II listed buildings namely the Town Hall, Former Huddersfield Library and St Pauls Hall.

Description of Proposal

The application seeks advertisement consent for the erection of a free standing illuminated totem sign to be used as a way finder and a free standing place name sign within the square that reads 'OCH. Alterations have been made to the proposal during the course of the application following discussion with Conservation and Design and therefore the details of the proposed signage can be found below.

Totem Sign (updated 1/09/2026):

- Height 2.5m
- Width 55cm
- Double sided
- Internally illuminated to 300CDM/2

OCH (Glass reinforced concrete sign)

- Height 90cm
- Width 2.4m
- Lettering height: 9cm

History of negotiations / amendments received

Amendments were sought during the course of the application to address design concerns following discussion with KC Conservation and Design. As a result, the font of the proposed totem sign was amended to be reduced in height.

Relevant Planning History

2026/91148: Advertisement Consent for erection of illuminated signs (Listed Building): Consent granted

2026/91260: Listed Building Consent for erection of illuminated signs. Consent granted.

2025/90660- Listed Building Consent for demolition and re-building of two walls (inside the former market hall offices) relating to part of previous permission 2024/70/92472/W for the refurbishment and extension of existing library and art gallery building to form museum (use class F.1). Consent granted.

2025/91382: Listed Building Consent for demolition and re-building of two walls within lower ground floor, with internal changes to room layout and roof access safety ladders and associated works. Consent granted.

2024/92472 - Variation of condition 2 (plans and specifications) of previous permission 2024/90257 variation of condition 2 (plans and specifications) on the previous 2022/93248 for demolition of existing Piazza shopping centre; part removal of Queensgate Market; demolition/retention of service tunnels; redevelopment of the site to form new public realm space (including public park and gardens, play areas, public square/outdoor event space); refurbishment and change of use of existing Queensgate Market Hall into food hall (Use Class E (b) sale of food and drink for consumption, mostly, on the premises); refurbishment and extension of existing library and art gallery building to form museum (Use Class F.1); change of use of part existing market hall building and extension to form public library (Use Class F.1); erection of indoor event venue incorporating multi-storey car park below (Sui Generis); erection of public gallery building (Class F.1); associated infrastructure on land and buildings at Queensgate Market, Huddersfield Library and Art Gallery, and Piazza (and The Shambles) Shopping Centre (part Listed Building/part within a Conservation Area – Removal Or Modification Of Condition(S)

2024/90257 - Variation of condition 2 (plans and specifications) of previous permission 2022/93248 for demolition of existing Piazza shopping centre; part removal of Queensgate Market; demolition/retention of service tunnels; redevelopment of the site to form new public realm space (including public park and gardens, play areas, public square/outdoor event space); refurbishment and change of use of existing Queensgate Market Hall into food hall (Use Class E (b) sale of food and drink for consumption, mostly, on the premises); refurbishment and extension of existing library and art gallery building to form museum (Use Class F.1); change of use of part existing market hall building and extension to form public library (Use Class F.1); erection of indoor event venue incorporating multi-storey car park below (Sui Generis); erection of public gallery building (Class F.1); associated infrastructure on land and buildings at Queensgate Market, Huddersfield Library and Art Gallery, and Piazza (and The Shambles) Shopping Centre (part Listed Building/part within a Conservation Area) - Removal Or Modification Of Condition(S)

2022/93234 - Listed Building Consent for alterations, refurbishment and extension to accommodate new museum – Consent Granted.

2022/93248 - Demolition of existing Piazza shopping centre; part removal of Queensgate Market; demolition/retention of service tunnels; redevelopment of the site to form new public realm space (including public park and gardens, play areas, public square/outdoor event space); refurbishment and change of use of existing Queensgate Market Hall into food hall (Use Class E (b) sale of food and drink for consumption, mostly, on the premises); refurbishment and extension of existing library and art gallery building to form museum (Use Class F.1); change of use of part existing market hall building and extension to form public library (Use Class F.1); erection of indoor event venue incorporating multi-storey car park below (Sui-Generis); erection of public gallery building (Class F.1); associated infrastructure on land and buildings at Queensgate Market, Huddersfield Library and Art Gallery, and Piazza (and The Shambles) Shopping Centre (part Listed Building/part within a Conservation Area) - Granted Under Reg.3 General Regulations.

2021/91765 - Listed Building Consent for replacement flat roof and all associated rooflights, repairs and repointing to external elevations, installation of new rooflight to existing lightwell and structural repair works within the lightwell – Consent Granted.

Representations

No publicity is required for applications regarding signs and advertisements.

Consultation Responses

KC Conservation & Design - No objection following the requested amendments being received.

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 UNALLOCATED on the Kirklees Local Plan Proposals Map. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies

- **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 14** - Achieving Well-Designed Places
- **Chapter 20** - Conserving and Enhancing the Historic Environment

Assessment

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 4 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”.

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.

Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Policy LP25 of the Kirklees Local Plan sets out 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

Policy LP35 of the Kirklees Local Plan requires development proposals affecting a designated heritage asset to preserve or enhance the significance of the asset, retaining those elements of the historic environment which contribute to the distinct identity of the Kirklees area and ensuring that proposals maintain and reinforce local distinctiveness. Proposals within Conservation Areas should conserve those elements which contribute to their significance.

Section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires, that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be the Secretary of State, 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. Section 72 (1) requires that with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

The proposal would include one illuminated totem sign installed to the northern staircase accessing the sit. Although the advertisements would have some visibility from public vantage points, it is considered that they would be appropriate to the context of the site and would not give rise to any significant harm to visual amenity.

The application confirms an illuminance level of a maximum of 300 CD/M2. Officers have reviewed this application and do not consider there to be any significant Environmental Health impacts with this development. To minimise problems of glare and stray light from external artificial lighting, the totem pole should be installed and maintained in accordance with the “Guidance Note 01/21 for the Reduction of Obtrusive Light” by the Institution of Lighting Professionals: 2021 www.theilp.org.uk.

Kirklees Council has powers under Section 80 of the Environmental Protection Act 1990 to prevent statutory nuisance including artificial light and must serve an abatement notice when it is satisfied that a statutory nuisance exists or is likely to occur or recur. Failure to comply with a notice served using the above-mentioned legislation would be an offence for which the maximum fine on summary conviction is unlimited.

Furthermore, it is noted that the application site is located in close proximity to Huddersfield Town Centre Conservation Area and is adjoining Grade II listed structures. As such, KC Conservation and Design were consulted on the proposal. It is considered that the applicant has amended the signs in-line with requests from officers and the signage would not result in any detrimental harm to the significance of the setting of the Conservation Area and the Listed Buildings and would be acceptable in this regard.

It is considered appropriate to recommend a condition on the application to ensure the signage is dimmed between dusk and dawn to ensure it does not overly detract from the character of the conservation area or the listed building.

Public Safety:

Policies LP21 and LP22 of the Kirklees Local Plan and policies within chapter 15 of the NPPF relate to access and highway safety and are considered to be relevant to the consideration of this application.

The Department for Transport document “Inclusive Mobility – A Guide to best Practice” dated December 2021 suggests that the width for a footway to allow two wheelchair users to pass would be 2m with an absolute minimum of 1.5m. Where there are higher-than-average pedestrian flows, such as those found in town centers and along certain desire lines, or areas adjacent to shops and services where browsing or waiting may occur, wider footway distances may be required.

Planning Policy Guidance on advertisements lists the main types of advertisement which may cause danger to road users. The list includes, amongst other things, those which would because of their size or siting, obstruct or confuse a road-user’s view, or reduce the clarity or effectiveness of a traffic sign or signal. In addition, it also refers to internally illuminated signs (incorporating either flashing or static lights), including those utilising LED technology, where the means of illumination is directly visible from any part of the road and which are subject to frequent changes of display.

The advertisements proposed would largely be in accordance with the requirements outlined above. However, the guidance in the PPG relating to advertisements in terms of public safety does not, in itself, mean that all internally illuminated signs utilising LED technology would be harmful to highway or pedestrian safety. The individual circumstances of the site and surroundings of each of the illuminated advertisements are, therefore, necessarily considered.

It is considered that the signage on the northern elevation would be within a landscaped area and set away from the highway; however, as previously discussed officers consider it appropriate to have the lighting level be dimmed

between dawn and dusk to avoid dazzling highway users managed by condition.

Kirklees Council Highway Development Management have been consulted (informally) on the proposal given the siting of the illuminated development would be adjacent to Queensgate and concur with the recommended conditions.

Conclusion

In this instance, it is considered that the proposed signage, due to its position, design, and scale, would not result in any detriment to amenity and would lead to less than substantial harm of heritage assets. As such, the proposed advertisement is considered to comply with Policies LP24, LP25 and LP35 of the Kirklees Local Plan in terms of achieving good design and well-designed places and the National Planning Policy Framework.

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: 2026/91973

Officer Recommendation: Grant Advertisement Consent

Conditions and Reasons

Standard 5 advert conditions

6. At no time shall the luminance level of the signs hereby approved exceed the values defined within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 as amended or superseded, for the lifetime of the development.

Reason: To avoid excessive glare and light spill, and to minimise distraction to road users, in accordance with the aims of Policies LP21 and LP25 of the Kirklees Local Plan and the National Planning Policy Framework.

7. The intensity of the luminance of the advertisement display shall be controlled by the installation of a light sensor to adjust the illuminance levels to ambient light conditions.

Reason: In the interest of amenity and public safety, to comply with the aims and objectives of LP21, LP24 and LP35 of the Kirklees Local Plan and Chapter 14 and 15 of the National Planning Policy Framework.

8. Notwithstanding the requirements of condition 7, the intensity of the luminance of the advertisement display shall not exceed 300cd/m² on any part of the illuminated area in hours of darkness.

Reason: In the interest of amenity and public safety, to comply with the aims and objectives of LP21, LP24 and LP35 of the Kirklees Local Plan and Chapter 14 and 15 of the National Planning Policy Framework.

Plans and specifications schedule: -

Plan Type	Reference	Revision	Date Received
Exterior Location Plan	LP-EX.01	-	15/07/2026
Sign ID	DI-A03.00		15/07/2026
Sign ID	DI-A00.00	19	1/09/2026
Totem Sign Location	DI-A00.02	21	1/09/2026

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. Conservation and Design undertook negotiations with the agent to secure amended plans. The revised drawings received were considered acceptable.