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:	**2026/64/92202/E**
Site Address:	The Cask & Spindle, 112, Abbey Road, Shepley, Huddersfield, HD8 8EL
Description:	Advertisement Consent for erection of illuminated and non illuminated signs
Recommending Officer:	Laura Yeadon

DECISION – Advertisement Consent Granted

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.

Danielle Cooper

AUTHORISED OFFICER

Date: 05-Oct-2026

Site Description

The Cask and Spindle is a vacant public house located within the Green Belt as defined within the Kirklees Local Plan. The public house is a detached stone constructed building with car parking available to the north side of the building. The site is accessed off the A629 Abbey Road.

Description of Proposal

Consent is sought for a number of both illuminated and none illuminated signs as follows:

Sign A – fascia sign – front elevation

Size – H 0.6m x W 4.8m x D 0.013m
Height from ground to base – 3.5m
Illumination – yes – external static
Materials – aluminium panel with painted background and perspex letters
Colour – granite grey with gold letters

Sign B – fascia sign – side elevation

Size – H 1.0m x W 1.8m x D 0.05m
Height from ground to base – 5.0m
Illumination – yes – external static
Materials – aluminium panel with painted background and applied letters
Colour – granite grey with gold letters

Sign C – double sided post sign

Size – H 1.1m x W 0.8m x D 0.06
Height from ground to base – 3.5m
Illumination – yes – external static
Materials – aluminium with painted background, applied letters and logo
Colour – granite grey with gold letters

Sign D – 3 no. amenity boards to post sign and side elevation

Size – H 1.1m x W 0.8m x D0.03m
Height from ground to base – 1.0m
Illumination – no
Materials – aluminium panel with painted background and applied letters
Colour – granite grey with gold letters

Sign E – left hand side gable end board

Size – H 1.5m x W 1.0m x D 0.05m
Height from ground to base – 2.5m
Illumination – yes – external static
Materials – aluminium panel with painted background and applied letters
Colour – granite grey with gold letters

Sign F – 5 no. lanterns to side elevation

Size – H 0.65m x W 0.285m x D 0.3m
Height from ground to base – 2.0m
Illumination – yes – internal static
Materials – die cast aluminium with acrylic glazing box
Colour – black

Sign G – 8 no. warm LED floodlights to front and side elevations

Size – H 0.234 x W 0.238 x D 0.234
Height from ground to base – 2.5m
Illumination – yes – internal static
Materials – LED floodlight
Colour – Black

Sign H – 5 no. downlights to side elevation

Size – H 0.176 x W 0.367 x D 0.176
Height from ground to base – 2.5m
Illumination – yes – internal static
Materials – aluminium precision engineered wall light
Colour – silver

Sign I – welcome panel to pedestrian access

Size – H 0.2m x W 1.0m x D 0.05m
Height from ground to base – 2 metres
Illumination – no
Materials – aluminium panel with painted background and applied letters
Colour – granite grey with gold letters

History of negotiations/amendments received

None

Relevant Planning History

2020/90668 - Formation of external terrace with glass balustrade and timber trellis, formation of new extract cowl, internal alterations and landscape works – Conditional Full Permission

2025/91909 – Erection of single storey extension of external beer garden, external building alterations and associated works – Conditional Full Permission

Representations

No publicity required
Kirkburton Parish Council – No comment

Consultations

None required

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

National Policies and Guidance:

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published September 203, 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

Assessment

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”.

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.

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.

The proposed signage to the building will update the existing signage. The building is set back from the highway and is not considered to be of detriment to amenity or public safety. As such, the proposed advertisements are considered to comply with Policies LP24 and LP25 of the Kirklees Local Plan and policies within the NPPF.

The proposed signage would enable the public house to be recognised as back in use and the signage does not appear to be out of proportion or visually intrusive in its context.

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: 2026/92202

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location plan	PP-15123688v1		6th August 2026
Block plan	UK Planning Maps		6th August 2026

Plan Type	Reference	Version	Date Received
Existing elevations	SR signs		6th August 2026
Existing elevations (images)	SR Signs		6th August 2026
Proposed elevations	SR Signs		6th August 2026
Proposed elevations (images)	SR Signs		6th August 2026
Signage plans	SR Signs		6th August 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:

2nd September 2022