

Ms. K Chew
Senior Planning Officer
Kirklees Council
Planning Services
PO Box 1720
Huddersfield
HD1 9EL

Date: 12 August 2026
Our ref: 65150/03/JG/HNi/41292849v4
Your ref: PP-15030391

Dear Ms. Chew

Application for advertisement consent: Joseph Norton Academy, Huddersfield

On behalf of our client Kirklees Council, we are pleased to submit an application for advertisement consent in relation to the permitted Joseph Norton Academy (2025/70/91084/W), now known as Josie Thirkell Academy, at the site of the former Deighton Centre, Deighton Road, Huddersfield, HD2 1JP.

The application was submitted via the Planning Portal (PP-15030391) and comprises the following plans and documents:

- 1 Completed application form for advertisement consent; and
- 2 Site Location Plan (ref. FSA-XX-ZZ-DR-A-1000 Po4)
- 3 External Signage Locations (ref. JNA-DLA-00-00-D-A-71002 Po4)
- 4 Xsign Signage Specification Booklet (ref. Version 04)

Payment of the fee for an application for advertisement consent has been made via the Planning Portal.

Planning History

Planning permission was granted on the 13 May 2024 (ref. 2023/48/93350/W) for the:

“Development of former Deighton Centre (previously Deighton High School for a social emotional and mental health school (Use Class F1) comprising single and two storey educational buildings; roof mounted photo-voltaic panels; sensory garden spaces; multi-use games areas; landscaping; hardstanding areas; carparking; access with secure fencing and ancillary development.”

An application under Section 73 of the Town and Country Planning Act 1990 (as amended) was submitted in April 2025 which sought the variation of this approval to reflect proposed amendments to

the building and external elements. The application was granted on the 03 July 2025 (ref. 2025/70/91084/W).

An application under Section 96A of the Town and Country Planning Act 1990 (as amended) was submitted in January 2026 which sought a number of non-material amendments to the scheme. This was granted on 29 January 2026 (re.2026/90154).

This application seeks advertisement consent for a number of signs relating to the above approved development.

The Proposals

Five different types of signs are proposed as part of this advertisement consent application. These are detailed within the Xsign signage specification booklet (version 9 dated 10.6.2026). The location of the signs is shown on the 'External Signage Locations' drawing (JNA-XSN_00-00-D-A-0004-P01).

The details of the signage are as follows:

- **Sign Type 1:** Two External Site Entrance Totem, of 2600mm (H) x 1200mm (W). Located at the site entrance and at the main school gates.
- **Sign Type 2:** Three External Post Mounted Directional Signs, of 500mm (H) x 1000mm (W). To be located on internal site roads and at entrance of car parks.
- **Sign Type 3:** External Canopy Mounted Lettering, of 550mm (H) x 9079mm (W). To be located on the school building above the main entrance.
- **Sign Type 4:** Three External Wall Mounted Building Sign, of 360mm (H) x 600mm (W). To be located at three entrances to the school building.
- **Sign Type 5:** Two External Building Mounted School logo sign to be located on the south elevation of the main school building.
 - Part 1 - of 2182mm (H) x 1793mm (W)
 - Part 2 - of 445mm (H) and 7428 (W)

Policy and Legislative Context

The Town and Country Planning Act (as amended) confirms that applications for advertisement consent can only be determined on the grounds of public safety and amenity (paragraph 3). This advertisement consent can therefore only be considered on these grounds.

National planning policy comprises the National Planning Policy Framework ("NPPF") updated in December 2024 and the Planning Practice Guidance ("PPG"). Section 12 of the NPPF relates to creating well-designed places and paragraph 136 discusses the effect that advertisements can have on an area.

Paragraph 141 of the NPPF (2024) states:

“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.”

As appropriate, the NPPF and PPG are referred to in the assessment below.

The statutory development plan for Kirklees comprises the Kirklees Local Plan (adopted February 2019). The emerging Kirklees Local Plan is in the early stages of preparation and therefore of no weight.

Policy LP24 (Design) sets out that good design should be at the core of all proposals, and that proposals should promote good design.

Policy LP25 (Advertisements and shop fronts) sets out that:

“Shop fronts, signs and advertisements make a significant contribution to the character and local identity of the district’s town centres.

- 1 *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 façade and street scene of which it forms part.”*

Planning Assessment

Visual Amenity

The sizes, designs and materials of the proposed advertisements are consistent with the modern character of the approved school building and are designed to be in scale with the façade of the building. The signage helps create a modern, cohesive identity for the proposed Josie Thirkell Academy. No illumination of signage is proposed. The signage is appropriate to the character of the wider locality and there are no features of historic, architectural, cultural or other special interest in the area which the proposed signage would conflict with. The proposals therefore in accord with Policy LP25 of the Kirklees Local Plan.

Highways and Public Safety

The proposed signage is simple in design and appropriate to the setting of the proposed school. The signage is set back from the public highway and therefore will not cause a distraction to motorists. In addition, no illumination is proposed. The proposed wayfinding signage will assist users of the development safely navigate the site. The siting of the way finding signage leaves sufficient room for pedestrians, including those with wheelchairs or pushchairs to safely pass. It is considered, therefore,

that in accordance with the development plan and NPPF, the siting, scale, and design of the proposed signage would not have an adverse impact upon highway or public safety.

Conclusion

The scheme of proposed signage is appropriate for this location and the development proposed. The proposed development would not result in any adverse impacts in terms of visual amenity or highways and public safety. Therefore, the proposed advertisement fully accord with the NPPF, PPG and Kirklees' development plan.

We trust that we have provided sufficient information to validate and positively determine the application. If you have any queries or require further clarification, please do not hesitate to contact me or my colleague Jonathan Standen.

Yours faithfully

Ryan Barrett

Senior Planner

MPlan (Hons) MRTPI

Enclosures Application documentation

Copy KMC