

Consultation Response from KC, Highways Development Management
2026/92271 Joseph Norton Academy Former Deighton Centre, Deighton Road, Huddersfield, HD2 1JP
Advertisement Consent for erection of non illuminated signs
Date Responded: 28/09/2026 Responding Officer: CNB Responding Ref: K4-8NE/2

This application is for advertisement consent for the erection of several non-illuminated signs at a new school.

All signs by their very nature offer a level of distraction, however the level of highway safety concern will vary depending on the amount and speed of traffic being distracted, the level of distraction and the impacts that the distraction could cause, for instance at junctions and crossings or where vulnerable users (pedestrians and cyclists) may be involved.

Based on Drawing No 71002 Rev P04, most of the signs are located around the school buildings well within the site and away from the highway and these would offer no influence on vehicles using the highway outside the site and therefore are acceptable on highway safety grounds.

The only sign that is located adjacent to the highway is marked as 1-E-011 on the drawing and is located at the entrance to the site. This is a 2.8m high totem indicating the name of the school, direction of the main entrance and other contact information. It is noted that a similar non-illuminated sign was located to the rear of the grass verge for the previous use of the site, however the proposed sign appears to be located further forward than this and may be within the adopted highway, and as such would require the appropriate legal agreement with the Local Highway Authority before it could be erected. This information should be added as a footnote.

Based on the drawing (which is unscaled and therefore couldn't be measured), the location of the sign appears to be approximately 2.3m behind the kerb line of B6107 Deighton Road, and as such may be within or interfere with the safe visibility splays for the exit from the site, and this would be a highway safety concern.

It is also noted that the sign would likely obstruct pedestrian movement along the footway, especially as it appears to be placed on the desire line between the existing footway along Deighton Road and the dropped kerb crossing across the access to the site. This would also be a highway safety concern.

Due to these dual highway safety concerns we cannot support the application as submitted.

We would like to see the sign No 1-E-011 moved to either the rear of the footway or on to the grass verge. This would place it behind the visibility splay and would not obstruct the footway. This relocation may still require the correct legal permissions from the Local Highway Authority.

Footnote

Any works within the adopted highway fronting the property will need to be constructed under the correct legal agreement of the 1980 Highways Act. You are required to consult the Design Engineer (Kirklees Street Scene: 01484 221000) with regard to obtaining this permission and approval of the construction specification. Interference with the highway without such permission is an offence which could lead to prosecution.