

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:	2026/64/92405/W
Site Address:	Yorkshire Building Society, 4, Market Place, Southgate, Honley, Holmfirth, HD9 6NY
Description:	Advertisement Consent for erection of digital tv screen on metal framework within shopfront window bed (within a Conservation Area)
Recommending Officer:	Dhruv Gopalakrishnan

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.**

John Holmes

AUTHORISED OFFICER

Date: 06-Oct-2026

Site Description

4 Market Place, Southgate, Honley is a commercial building within the commercial centre of Honley. The premises is occupied by Yorkshire Building Society and is a bank. The property is built with traditional stone-built architectural styles and has a commercial ground-floor shopfront façade. The property is within 30m distance of residential dwellings. The building is located within the Honley Conservation Area.

Description of Proposal

Consent is sought for the erection of an internal digital TV screen on metal framework within the shopfront window bed, measuring 1.242 metres in height, 0.713 metres in width and 0.04 metres in depth, and will be positioned 0.96 metres above the ground. The advert will be set back 300 mm from the shopfront window. It will display intermittent illuminated advertising up. The sign will not be illuminated between the hours of 22:00 and 07:00 daily.

The proposed sign relates to advertising for Yorkshire Building Society products and marketing material.

History of negotiations/amendments received

Following consultation with Kirklees Council Conservation and Design, the agent was recommended to increase the setback of the advert from the shop window to 300mm as opposed to 150mm as described in the original plans. The agent agreed to implement this recommendation and provided additional plans displaying a 300mm setback from the shop front window.

Relevant Planning History

Erection of illuminated fascia signs (within a Conservation Area),
Advertisement
Consent Granted – 2000/93741

Formation of access ramp (within a Conservation Area), Conditional Full
Permission
– 2003/90015

Installation of 2 illuminated fascia signs (within a Conservation Area),
Advertisement Consent Granted – 2014/91465

Representations

No publicity required

Representations received: None

Parish Council comments: None

Consultations

Conservation Officer (informal verbal discussion) – The property is in the centre of a very sensitive Conservation Area however the advert is in front of a car park and recycling facilities as opposed to listed buildings. There is a need to balance heritage and commerce in the town centre, this proposal has a low level of harm due to the restrictions on timing and low levels of illuminance. It is recommended the advert be set back at least 300 mm.

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 within Honley district centre and Honley Conservation Area as identified on the Kirklees Local Plan. The application is also subject to relevant policies of the Holme Valley Neighbourhood Development Plan

Kirklees Local Plan (KLP):

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP24 – Design
LP25 – Advertisements and shop fronts
LP35 – 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. Policies in the following chapters are of relevance:

- Chapter 4 – Achieving sustainable development
- Chapter 14 – Achieving well-designed places
- Chapter 20 – Conserving and enhancing the historic environment

Holme Valley Neighbourhood Development Plan

The Holme Valley Neighbourhood Development Plan was adopted on 8th December 2021 and therefore forms part of the Development Plan. The site falls within LCA6, Honley Village Centre. Policies within the plan relevant to the consideration of this application are listed as follows:-

- Policy 4 – Design Codes for High Quality Shopfronts and Advertisements
- Policy 8: Facilitating Development in Holmfirth Town Centre and Honley District Centre and Brockholes and New Mill Local Centres
- Policy 12: Promoting Sustainability

Assessment

Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

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 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".

LP35 sets out that development proposals affecting a designated heritage asset (or an archaeological site of national importance) should preserve or enhance the significance of the asset. Chapter 20 of the NPPF is relevant and seeks to ensure impact of development upon historic assets is acceptable and/or any harm arising is suitably outweighed by public benefits.

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 LP25 of the Local Plan sets out that the 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;
- a. Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest.

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.

Policy 4 of the Holme Valley Neighbourhood Development Plan details that advertisements should be sympathetic to the character and amenity of the locality, retain existing shopfronts and should not overly dominate the public realm.

Kirklees Council Conservation and Design have been consulted (informally) on the proposal given the siting of the development within the Honley Conservation Area. Whilst it is acknowledged that the proposal is in the centre of the conservation area, the building is not in close proximity to listed buildings and faces an area containing recycling facilities. As such, the proposed advertisement is not considered to result in significant harm to the character or appearance of the surrounding built environment. This conclusion is further supported by the fact that the advertisement would be contained within the building, and no alterations are proposed to the existing building structure.

In response to comments received the applicant was recommended to amend the proposal. The setback of the advertisement from the shopfront window was increased from 150mm to 300mm. This amendment was sought to lessen the visual prominence of the display and ensure it integrates more comfortably within the surrounding street scene.

Overall, whilst the proposal would introduce a modern and visually prominent feature into the street scene, it is considered that the context is capable of accommodating the development without resulting in unacceptable harm to visual amenity or the character of the area. The harm arising in relation to the Conservation Area is considered to be minimal and there is a public benefit insofar as the proposal will contribute to the continued operation / function of the site.

This conclusion is drawn on the basis of conditions requiring that the development shall accord with the illuminance levels defined by the Institute

of Lighting to ensure the development does not result in any undue harm to the visual amenity of the area as well as a condition to ensure the 300mm set back from the window.

On balance, subject to conditions, the proposal is considered to comply with the aforementioned policies.

Public Safety:

Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.

The PPG sets out the main types of advertisements which may cause danger to road users. Of note, the PPG notes that this includes those, which would reduce the clarity or effectiveness of a traffic sign or signal, as well as illuminated signs when they are directly visible from the road, or the means of brightness could result in glare and dazzle or distract road users (Paragraph 068 Reference ID: 18b-068-20140306).

The site is located in an urban area (Environmental Zone E4). Guidance in the Professional Lighting Guide states that the maximum permissible luminance for adverts in Zone E4 is 600 cd/m².

The host building faces towards the highway within Honley Town Centre. Whilst the advertisement would be visible from the highway due to its position within the building, the host building is set back approximately 5.8m from the highway. This distance is considered sufficient to ensure that the display would not cause undue distraction to road users.

The advertisement would incorporate brightness control devices to regulate luminance levels and prevent adverse impacts on visual amenity and public safety. In addition, the display would be programmed to automatically switch off during night-time hours. Taking these factors into account, it is considered that the proposal would not disrupt highway safety or impede the flow of traffic.

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: 2026/92405

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 conditons

6. The illuminance levels of the illuminated sign shall not exceed 600 cd/m2.

Reason: To ensure the proposed luminance levels are in accordance with The Institute of Lighting Professionals PLG05 document, Table 4: maximum permitted recommended luminance for a zone 4 area and in the interests of the amenity of the area to avoid light pollution in accordance with Policy LP25 of the Kirklees Local Plan, the policies contained within chapter 17 of the National Planning Policy Framework and policy 4 of the Holme Valley Development Plan.

7. The hereby approved sign shall be switched off between the hours of 22:00 and 07:00 on any day.

Reason: To safeguard the amenities of the occupiers of nearby properties and in the interests of visual amenity and preserving the Conservation Area in accordance with Policies LP1, LP2, LP24, LP25 and LP35 of the Local Plan, policies within chapters 17 and 20 of the National Planning Policy Framework and policy 4 within the Holme Valley Development Plan.

8. The hereby approved sign shall be set back a minimum of 300mm from the shopfront window.

Reason: in the interests of visual amenity and preserving the Conservation Area in accordance with Policies LP1, LP2, LP24, LP25 and LP35 of the Local Plan, policies within chapters 17 and 20 of the National Planning Policy Framework and policy 4 within the Holme Valley Development Plan.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Proposed Internal Shopfront Advertisment Screen	A/AJB/2999.9/26/02		22/09/2026
Heritage Statement/Design Access Statement			28/08/2026
Digital Screen Installation – Technical/Operational Details			27/08/2026
Proposed Internal Shopfront Advertisment Screen- Typical Detail - Floor Mounted	A/AJB/2999.9/26/01		27/08/2026

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 2015 and otherwise actively engaged with the applicant in dealing with the application. Further amendments were sought in relation to the set-back of the sign within the building.