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:	**2026/64/92540/W**
Site Address:	1267, Leeds Road, Bradley, Bradley, Huddersfield, HD5 0RJ
Description:	Advertisment 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: 06-Nov-2026

Site Description

1267 Leeds Road is a mid-terraced property, located within an area defined as the Strategic Green Infrastructure Network within the Kirklees Local Plan. Abutting the rear boundary of the property is a large area of land which is allocated for housing. The property itself is constructed from stone with stone slate roof. There is a small yard area to the front of the property and a two storey extension and further amenity space to the rear. The terraced row is set back from roadside and is close to the junction of Leeds Road and Bradley Road.

Permission has recently been granted for the change of use of the existing dwellinghouse (Use Class C3) to medical/health clinic (Use Class E(e)) including hair loss consultations, non-surgical treatments, aesthetic procedures and limited hair transplant procedures (maximum two days per calendar month), with associated internal alterations.

The reference number for the application is 2026/90679 and the permission was granted on 29th June 2026.

Description of Proposal

Consent is sought for the erection of illuminated and non-illuminated signs as follows:

<u>Advertisement 1 – Fascia sign</u>

Size – H 0.85m x W 5.3m x D 0.03m
Height from ground to base – 2.6m
Illumination – yes – external static
Materials – aluminium composite material – UV printed
Colour – navy/teal/grey on white

<u>Advertisement 2 – over-door graphic</u>

Size – H0.35m x W 0.745m x D 0.00m
Height from ground to base – 2.29m
Illumination – none
Materials – printed vinyl/window film
Colour – navy/teal on frosted/white

<u>Advertisement 3 – ground floor window graphic</u>

Size – H 1.08m x 1.06m x D 0.00m
Height from ground to base – 1.12m

Illumination – none
Materials – printed vinyl/window film
Colour - navy/teal on frosted/white

History of negotiations/amendments received

None

Relevant Planning History

2018/93571 – Change of use from dwelling to (D1) hair loss clinic – Conditional Full Permission

2026/90679 – Change of use form dwellinghouse (Use Class C3) to medical / health clinic (Use Class E(e)) including hair loss consultations, non-surgical treatments, aesthetic procedures and limited hair transplant procedures (maximum two days per calendar month), with associated internal alterations – Conditional Full Permission

Representations

No publicity required

Consultations

None

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 but is within the Strategic Green Infrastructure Network.

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 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

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.

In this case, the proposed signage would be located within a terraced row, comprised of residential properties. It is proposed that the fascia sign would be illuminated by 5 no. floodlight which would be aimed downwards solely onto the fascia and adjusted as necessary and would be configured to minimize glare and light spill towards neighbouring windows and the highway.

The application form states that the illumination would be operated from dusk until 05:00 daily. Given the close proximity of habitable windows which are not associated with the commercial enterprise, a condition shall be attached to the decision notice limiting the affects of glare.

In general, the design of the fascia sign and window films are simplistic and constructed from appropriate materials and given the commercial premises within close proximity to the application site, they are not considered to be out of character given its context.

As such, the proposed advertisements are considered to comply with Policies LP24 and LP25 of the Local Plan in terms of achieving good design and well-designed places.

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: 2026/92540

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

6. The illuminance levels of the illuminated sign shall not exceed 250 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 and in the interests of the amenity of the area to avoid light pollution in accordance with Policy LP25 of the Kirklees Local Plan

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Application form			9th September 2026
Photograph			9th September 2026
Location plan	TQRQM26054211542246		9th September 2026
YT Medical - Proposed Frontage Mock-Up			
Specification	Collingwood FL02BXCS - Supporting Luminaire Specification		9th September 2026
YT Medical - Proposed Signage Technical Schedule	Related planning reference: 2026/62/90679/W		9th September 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.