



Stantec UK Limited
3rd Floor Arthur Stanley House
40-50 Tottenham Street
London
W1T 4RN
UNITED KINGDOM

16th September 2026

Our Ref: 31871/A5/DM

Planning Portal Ref: PP-15230239

Development Management
Princess Street
Huddersfield
HD1 2TT

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
2007
747 MANCHESTER ROAD, LINTHWAITE, HUDDERSFIELD, HD7 5QQ
INSTALLATION OF PAPER AND PASTE ADVERTISEMENT DISPLAY

Please find enclosed an application for advertisement consent to re-instate a paper and paste advertising display (the Proposal) at 747 Manchester Road, Linthwaite, Huddersfield, HD7 5QQ (the Site).

THE APPLICANT

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

As landowner, Wildstone manage their assets to ensure that sites are well maintained and operate in line with planning conditions. Any problems arising from a site can be dealt with by a single controlling party. Wildstone are also able to champion and push best practice with media operators, screen maintenance, and screen monitoring contractors, leading to effective systems of control being established to manage the operation of sites and displays.

THE SITE

The proposal site is located at 747 Manchester Road, Linthwaite, Huddersfield, HD7 5QQ. The Site surroundings are a primarily commercial in character. The Site relates to land adjacent to a commercial garage with associated vehicle storage and is located on the southern side of Manchester Road. The Site is bound to the north by Manchester Road, with vegetation to the east and south and the car dealership and associated vehicle storage to the west.

The Site is located within Linthwaite Conservation Area. The Conservation Area covers a relatively large geographical area and its character and appearance varies. The immediate context of the Site is defined by its location on a busy main road, within an area containing a mixture of business and residential uses. Buildings in the locality vary in scale and appearance, and advertising is commonplace within the surrounding area, including fascia and projecting signs associated with commercial uses.

The wide range of paper and paste advertising displays and business-related signage in the area demonstrates that the Site's location is suitable for advertisements of this kind (**Figures 2 and 3**). This includes an existing 48-sheet paper and paste display approximately 55 metres west of the Site. The area is well-lit as a result of street lighting and traffic lights.

It is noted that the Site itself has previously supported a paper and paste advertising display for in excess of 10 years (**Shown in Figures 4 and 5**). Whilst it is noted that the advertisement hoarding itself was removed some time after March 2019, the frame upon which it was mounted has since remained in situ.

Accordingly, given the Site history and presence of numerous comparable examples of advertising within the surrounding area, it is considered that the Site comprises a location where advertising of this type would typically be found, as demonstrated by the presence of similar forms of advertising within the surrounding area and the broader commercial character of Manchester Road.

Figure 1: Streetview of the subject site.



Figure 2: Relevant surrounding displays.



Figure 3: Relevant surrounding display.



Figure 4: Relevant Previous on Site Advertising Display (2008)



Figure 5: Relevant Previous on Site Advertising Display (2019)



PLANNING HISTORY

The Site has previously been subject to an application for advertisement consent (ref. 2025/64/90034/W) for the upgrade of the long-established display into a modern format D-Poster. This application was refused by the Council in March 2025 and the subsequent Appeal (ref: APP/Z4718/Z/25/3364743) was dismissed by the Planning Inspectorate (PINS).

The Council's Reason for Refusal did not refer to any public safety or highways impact and was only concerned with amenity, in particular due to the perceived impact on the setting of Linthwaite Conservation Area. The Council concluded that proposed advertisement, by virtue of its scale, illumination and prominent location, would form an incongruous feature within the street scene, to the detriment of visual amenity and would fail to preserve the setting of Linthwaite Conservation Area.

An application for an externally illuminated paper and paste advertising display was later refused in August 2026 (ref.2026/64/91800/W). The reason for refusal noted that the proposed advertisement, by virtue of its scale, illumination and prominent location, would form a visually jarring, intrusive and incongruous feature within the street scene, to the detriment of visual amenity and would fail to preserve the setting of Linthwaite Conservation Area, causing harm to its significance of which sufficient public benefits have not been demonstrated to outweigh the proposed harm.

Accordingly, the applicant is now seeking to progress a new application for a non-illuminated format advertisement, taking into account the concerns of the Council and Planning Inspectorate, to respond to the previous reasons for refusal.

THE PROPOSAL

The proposal seeks to re-instate a paper paste display that has been previously supported at the Site. As the Site has previously supported a paper and paste advertising display between at least 2009 and

2019 (as shown at **Appendix 1**), visible to drivers travelling north east along Manchester Road. It is therefore considered well located in commercial and planning terms.

The proposal panel will measure 12m(w) x 3m(h) x 0.061m (d) and is positioned 0.75m above ground. The proposed panel will be non-illuminated and will present static poster-based images to passing highway users on Manchester Road.

CONDITIONS

All advertisements are subject to the five standard conditions set out in the Regulations. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety. It is proposed to operate the advertisement display in accordance with those conditions to ensure its acceptance in terms to amenity and public safety. The model conditions are set out within **Appendix 2** of this statement for clarity.

PLANNING POLICY

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework (2026, NPPF) sets out the Government’s planning policies for England and how these are expected to be applied. The overarching theme of the document is sustainable development and seeks to achieve positive improvements in the quality of the built, natural and historic environment. There are no policies contained within the NPPF that provide specific guidelines on advertisement proposals. However, Policies PM13(1)(a) (Setting standards), TR6(4) (Assessing transport impacts), DP3(1)+(3) (Achieving well-designed places) of the NPPF seek to ensure that new development draws upon local characteristics and does not result in a severe adverse impact on highway safety.

As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Kirklees Metropolitan Council's Development Plan comprises the Local Plan adopted in 2019.

Policy LP24 requires good design and sets out guidance on how high-quality, green, accessible, inclusive and safe design can be secured.

Policy LP25 (Advertisements and Shop Fronts) states that advertisements make a significant contribution to the character and local identity of the district’s town centres. The policy requires that, inter alia, the display of advertisements will only be permitted where the following criteria are met:

- a. The design is consistent with the character of the existing building in terms of scale, quality and materials
- b. Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest

Policy LP35 relates to Historic Environment states that proposals affecting a designated heritage asset should preserve or enhance the significance of the asset. In cases likely to result in substantial harm or loss, development will only be permitted where it can be demonstrated that the proposals would bring substantial public benefits that clearly outweigh the harm.

PLANNING CONSIDERATIONS

The proposed location is appropriate in principle for an advertisement display and in line with planning regulations, the impact of the proposal has been considered in amenity and public safety terms and are addressed in turn below.

AMENITY

The proposal would simply re-instate a paper paste display that has been previously supported at this long established advertising site.

Concerning amenity, it is noted that the previously refusal, under ref. 2025/64/90034/W and subsequent Appeal (ref: APP/Z4718/Z/25/3364743) and 2026/64/91800/W, did not raise concern with harm to amenity of surrounding occupiers or residents. The concerns raised were solely on the basis of impact on the Linthwaite Conservation Area. There have been no material changes in circumstance to result in a different conclusion with regard to residential amenity.

In considering the heritage context of the Site, whilst it is acknowledged that the application site is situated within the Conservation Area, it is also part of the Linthwaite Local Centre, where business-related signage is common due to the area's commercial nature. The industrial and commercial context of the immediate and surrounding area, and the successful operation of the existing 48-sheet billboard and other commercial advertising within close proximity, and the previous presence of an advertisement display of the same scale and format as that proposed, establishes the site as an appropriate location for large format roadside advertising.

Whilst the established presence of advertising as part of the Site's surrounding character area was accepted in the context of the previous refusals, Officers' raised concerns regarding the potential impact of the proposals on the character of the Conservation Area.

In refusing the proposed digital display under 2025/64/90034/W and subsequent Appeal (ref: APP/Z4718/Z/25/3364743), the Case Officer and Inspector focussed in particular, on the method of display in their conclusion that the Digital Display would be incongruous to the Conservation Area Setting. The accompanying Officer's report noted that the proposed digital display would disrupt the existing verdant backdrop and introduce an unsympathetic and intrusive element into the character of the Linthwaite Conservation Area. In this context, Officers concluded that the installation of illuminated signs would result in less than substantial harm (the lowest level of heritage harm identified within the NPPF) to the significance of the Linthwaite Conservation Area.

In refusing application ref. 2026/64/91800/W, reference was made to illumination in relation to the alleged visually dominant and intrusive impact incurred on the streetscape which would fail to preserve or enhance the Conservation Area.

This revised application seeks to address the previous reasons for refusal, in seeking to re-instate the previous paper paste display without illumination. The proposals seek to make-good and reuse the existing freestanding frame, upon which the previous advertisement was mounted. This will serve to improve the aesthetic of the Site, which has become dilapidated since the removal of the previous display.

It is therefore considered that the proposals will better respond to the established character of the Linthwaite Conservation Area in re-instating a traditional paper and paste format advertisement, rather than a modern format D-posted or other illuminated format. In doing so, the proposals do not introduce a new element into the Streetscene and Conservation Area setting, but rather improve upon the established element. Accordingly, any perceived impact on the Conservation Area and verdant backdrop to the application Site would be materially less.

PUBLIC SAFETY

Large format roadside advertising is a common feature in town centres, local neighbourhood centres and adjacent to major/main roads across the Country. When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the advertisement is controlled to prevent distraction from the driving task.

The Site is an uncomplicated location which drivers should be able to navigate with ease. The panels have been positioned to ensure that no driver visibility is blocked for users of the PFS entering or leaving the Site. Manchester Road is a straight, single carriageway. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisement whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Public safety is one of the two statutory matters relevant to advertisement consent. The previous officer reports each confirmed that Kirklees Highways Development Management raised no objection to the proposal. Highway Officers noted that the proposed display would not obstruct a junction or forward visibility of the highway, that the highway is well-lit with good forward visibility on approach to the Site, and that the display would not cause undue distraction or confusion to highway users or lead to an increase in the risk of accidents.

Accordingly, the proposal is not considered to give rise to any adverse public safety impacts.

CONCLUSION

The proposal will be located on a mixed use area in a position where advertising of this type is commonplace. The advertising is in scale with the surrounding built development which ranges from 1 to 3 storeys. The proposed conditions to control the luminance will ensure that there is no adverse impact on amenity or road safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
 - 24189/PA/01 Site Location Plan
 - 24189/PA/02 Existing Site Plan
 - 24189/PA/03 Proposed Site Plan
 - 24189/PA/04 Existing and Proposed Elevations

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

JUSTIN KENWORTHY

Planning Director

Stantec UK Limited

APPENDIX 1 - MODEL CONDITIONS

Model Conditions

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 8 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:
 - Completed application forms;
 - Letter Statement;
 - Architectural drawings including;
 - 6635 | PA | 01 Site Location Plan
 - 6635 | PA | 02 Existing Site Plan
 - 6635 | PA | 03 Proposed Site Plan
 - 6635 | PA | 04 Existing and Proposed Elevations

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of

Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

8. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.

APPENDIX 2 – SITE SPECIFIC INFORMATION SHEET

Appendix 2**Application for Advertisement Consent: Proposal Factsheet**

URN: 24189

Site Name: 747 Manchester Road

Planning Portal Reference: PP-15230239

Advertising Type	Hoarding
Size (HxWxD)	3m x 12m x 0.061m
Max Daytime Illumination	n/a
Max Nighttime Illumination	n/a
Notes	n/a