Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) Regulations 2007

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2026/64/92684/W

To: Daniel Melling
Stantec UK Limited
Stantec
Arthur Stanley House
London
W1D 3QB

For: C/O Agent - Stantec UK Ltd, Wildstone Estates Limited

In pursuance of its powers under the above-mentioned Act and Order the KIRKLEES COUNCIL (hereinafter called "The Council**") as Local Planning Authority hereby refuses consent to:-**

ADVERTISEMENT CONSENT FOR INSTALLATION OF NON ILLUMINATED ADVERTISING DISPLAY (WITHIN A CONSERVATION AREA)

At: 747, MANCHESTER ROAD, LINTHWAITE, HUDDERSFIELD, HD7 5QQ

In accordance with the plan(s) and applications submitted to the Council on 22-Sep-2026. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

1. The proposed advertisement, by virtue of its scale 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 harm. To permit such development would be contrary to Policies LP24 (a), LP25 1 (a) and (b) and LP35 of the Kirklees Local Plan, Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and Policies within Chapters 14 and 20 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Existing and Proposed Elevations	24189 ¦ PA ¦ 04		22/09/2026
Proposed Site Plan	24189 ¦ PA ¦ 03		22/09/2026
Existing Site Plan	24189 ¦ PA ¦ 02		22/09/2026
Site Location Plan	24189 ¦ PA ¦ 01		22/09/2026
Application Form			22/09/2026
Letter dated 16th September	31871/A5/DM		22/09/2026

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.

No amendments were sought as it was considered that the proposal was unacceptable as submitted.

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse this application, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

All advertisement appeals have to be submitted to the Secretary of State within 8 weeks of the date of issue of the Local Planning Authority's decision against which you are appealing.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://www.gov.uk/appeal-planning-decision. Further information on the Planning Appeal process can be found online at the Planning Inspectorate's website https://www.gov.uk/government/organisations/planning-inspectorate.

You must use the correct Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the type of application that the appeal relates to so they can send you the appeal form you require.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

An important part of improving our service is to review your feedback on the way that we have dealt with your planning application(s). Please take a couple of minutes to email your comments to dc.admin@kirklees.gov.uk so that we can work on continually improving our customer service. Thank you.

Dated: 17-Nov-2026

Signed: 

David Shepherd
Executive Director for Place

Application Plans

The decision notice indicates which plan/s relate to the decision.

Plans can be viewed on the Planning and Building Control web site:

http://www.kirklees.gov.uk/business/planning/planning.asp

If a paper copy of the decided plan is required please email:

dc.admin@kirklees.gov.uk

or telephone (01484) 414746 with the application number.

There may be a charge for this service.

Address to which all communications should be sent:

Kirklees Council
Planning and Development Service
PO Box 1720
Huddersfield
HD1 9EL
