



HOLME VALLEY PARISH COUNCIL

SIGNS IN OR ADJACENT TO CONSERVATION AREAS

WITHIN THE HOLME VALLEY AREA

GUIDELINES

The overall objective of these guidelines is to encourage businesses within the Holme Valley to erect signs which are “in keeping” with a Conservation Area and “sympathetic” with the character of Holmfirth, Honley and the villages within the Holme Valley.

As the Planning Authority it is hoped that Kirklees MC will also adopt these guidelines or ones of its own that embody the principles set out below. These guidelines do not attempt to define good taste or impose a set style on businesses. They attempt instead to set out features that appear to be appropriate if the traditional character of the valley is to be retained.

Inappropriate Signs:

Signs should not be excessively large, and buildings should not be cluttered with signs.

The use of certain materials in sign backgrounds such as, for example, Perspex, is not appropriate. Similarly certain colour combinations can produce garish signs that are also inappropriate.

The Parish Council would suggest that illumination of signs is from the outside, not internally.

Appropriate signs are:

- **sympathetic to the building as a whole**
- **not excessively large**
- **on wooden backgrounds, with painted lettering**
- **not internally illuminated; any external lighting must be unobtrusive.**

It is likely that the style and design of signs found in many ‘High Street’ locations will not be appropriate in the Holme Valley. This will be particularly relevant in the case of retailers with multiple outlets, Building Societies and Banks, whose ‘standard’ style may need to be more sympathetic.

PG/EH
26/6/07

Originally adopted by the Council in June 2007; reviewed and re-adopted by the Council’s Planning Committee on 21 July 2014 (subject to ratification by full Council on 8 September 2014).