

APPLICATION NO.	
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KIRKLEES COUNCIL VALIDATION CHECKLIST	SUPPLY 1 COPY (PLUS THE ORIGINAL)

PLANNING - PO Box B93, Civic Centre 3, Huddersfield, HD1 2JR **Tel:** 01484 414746 **E-mail :** dc.admin@kirklees.gov.uk

**Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) Regulations 2007**

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website.
If you require any further clarification, please contact the Authority's planning department.

1. Applicant Name, Address and Contact Details

Title:	Mr	First Name:	Nick	Surname:	Fairchild
Company name:	West Yorkshire Combined Authority				
Street address:	Wellington House				
	40-50 Wellington Street				
	Leeds				
Town/City:	West Yorkshire (Met County)				
Country:	United Kingdom				
Postcode:	LS1 2DE				
Telephone number:					
Mobile number:					
Fax number:					
Email address:					
Are you an agent acting on behalf of the applicant? ☐ Yes ☒ No					

2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

3. Site Address Details

Full postal address of the site (including full postcode where available)		Description:
House:		At existing totem sign adjacent to the pedestrian entrance to Huddersfield Bus Station on Upperhead Row.
Suffix:		
House name:	Huddersfield Bus Station	
Street address:	Upperhead Row	
Town/City:	HUDDERSFIELD	
Postcode:	HD1 2JN	
Description of location or a grid reference (must be completed if postcode is not known):		
Easting:	414232	
Northing:	416695	

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title: First name:

Surname:

Reference:

Date (DD/MM/YYYY): (Must be pre-application submission)

Details of the pre-application advice received:

John M Hinchliffe, Principal Engineer, Kirklees Council was assigned to assist WYCA develop a transport 'Hub' at Huddersfield Bus Station. I met John on site 01/11/16 to assess the options. The option WYCA subsequently chose included the replacement of the existing totem with a new 'Hubs' Totem.

John and I met Beatrice Kunaka at Civic Centre 3 on 15/11/16 for pre-application advice on this proposal. Beatrice did not have any major planning concerns with this proposal. She mentioned the illumination and potential impact on bus drivers using Henry Street; the illumination level is fairly low (600cd/Msq) and is for backlighting purposes. In attempt to confirm this, the 'M' panel is illuminated by 30w of LED strip lights, poster panel (which is at a low height) by 60w of LED strip lights and LED clock is 46w.

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Context/Background:

The third West Yorkshire Local Transport Plan (as agreed by all West Yorkshire Districts) sets out an approach to seamless travel. Proposal 14 in the Local Transport Plan states: 'Improve interchange and integration including the development of transport hubs'.

The Transport Hubs programme will deliver a network of locations that, through the provision of highly visible, easily recognisable features, facilities and branding, will enable users to enjoy trouble-free access to a wide range of destinations across the Leeds City Region, as well as achieving a step change in the quality of the interchange experience.

The programme will therefore address current user uncertainties regarding how best to access the core transport system and overcome reluctance to interchange.

Totems:

The underlying philosophy of the Transport Hubs initiative is that access to a Hub will provide easy access to the whole transport network. It is intended that this will be communicated through provision of a visually prominent, easily recognised Totem structure (with the inclusion of passenger information) at all programmed Hub locations. It is the totem structure that Advertisement Consent is sought for.

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

As above

8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

8. Location of Advertisement(s)

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ☒ Yes ☐ No ☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Proposed Totem is a replacement for an existing totem. The existing Totem is approximately 18 years old so is looking tired as well as not being in Metro's up to date corporate identification/branding. Proposed Totem represents an upgraded offering on the existing, which is simply a place identifier.

See photo of existing sign filename: 'HBS old M Totem.jpeg'

The additional benefits of new Totem are; illumination for place identification in hours of darkness, passenger information via 2nr poster panels, the time via LED clock and Hubs brand recognition.

Will the proposed advertisement(s) project over a footpath or other public highway? ☒ Yes ☐ No

9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: 01/03/2017

To: 01/03/2022

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? ☒ Yes ☐ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 4.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 4.50 x Width: 1.00 x Depth: 0.33 metres

What materials will the sign be made of?

Support structure to be encased with decorative aluminium panels, finished either in powder coated silver or using anodised treatment. Stainless steel panel to be provided at base of unit. The logo/ place name graphics/ static information displays to be protected by clear, non-reflective, low-iron, 99% UV blocking, toughened laminated glass with smoothed edges .

What is the maximum height of any of the individual letters and symbols (in centimetres)? 64 cm

The colour of text and background:

White text, red background ('M' logo). Name in black on silver background

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 600.00 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? ☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☐ The agent ☒ The applicant ☐ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/ drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.



Date

09/02/2017