

Kirklees Metropolitan Council
Planning Services
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By Planning Portal Only**Date:** 20 June 2025**Our ref:** 62129/03/CD/KJ/33526313v1

To Whom It May Concern

Application for Advertisement Consent at Lidl, Bankwood Way, Birstall Retail Park

On behalf of our client, Lidl GB Limited ("Lidl"), we are pleased to submit an application seeking advertisement consent to Kirklees Council in relation to the approved Lidl Store at Bankwood Way, Birstall.

Application Submission

This application has been submitted via the Planning Portal (ref: PP-14077141) and comprises the following documents:

- Application form;
- This covering letter;
- Application drawings, prepared by HTC:
 - a Proposed Signage Location Plan and Elevations (7404-SMR-00-ZZ-DR-A-2009-S4-C6)
 - b Existing Site Plan – Planning (7404-SMR-00-ZZ-DR-A-2002-A3-C5)

The requisite application fee has been paid via the Planning Portal.

Site and Context

The site extends to approximately 1.57 hectares and is located adjacent to 'Birstall Shopping Park' an established retail and leisure destination. The site comprises previously developed land which previously accommodated a number of office buildings which, after prolonged marketing, failed to attract occupiers. The buildings have subsequently been demolished and the site cleared.

The site is bound by Bankwood Way to the north, beyond which are fast food restaurants and a cinema beyond; Bankwood Way to the east and south, beyond which is open grassland; and office buildings and Woodhead Road to the west with restaurants beyond.

The site does not contain or adjoin any listed buildings and is not located within a Conservation Area.

On 21 November 2023, detailed planning permission was granted for the “*Erection of retail development, associated parking, servicing areas and landscaping*” (ref: 2021/62/92528/E).

Following the grant of planning permission, it was established that there were a number of discrepancies in the decision notice to plan and document references listed in conditions and the plans schedule. These discrepancies were where the decision notice referred to earlier versions of plans or documents, which were subsequently updated to reflect consultee comments. A non-material amendment application was approved on 29 April 2024 to amend the decision notice and correct the plan references (ref: 2024/NMA/90400/E).

A S73 application was approved in May 2025 to make minor amendments (ref: 2024/91591), principally to bring the approved scheme in line with Lidl’s latest specification and extend the red line boundary from 1.53 ha to approximately 1.57 ha to align the red line boundary with the title plan.

Advertisement consent is now sought to incorporate Lidl’s branding onto the approved supermarket.

Signage Details

This application seeks advertisement consent for the following signs:

- 1 no. internally illuminated totem sign
- 1 no. internally illuminated wall-mounted billboard (small)
- 3 no. non-illuminated entrance signs
- 2 no. internally illuminated wall-mounted fascia signs

Advertisement consent for all of the above is sought for the maximum duration permitted. The illuminated signage will be operated in line with the store’s opening hours, with lighting switched on 30 minutes prior to opening and turned off 30 minutes after closing.

Fascia Signs

It is proposed to install two internally illuminated fascia signs above the entrance doors north and north-east elevations.

The signs will each comprise a square, aluminium single-sided lightbox which will measure 2,500mm (h) x 2,500mm (w) x 300mm (d). The face panel will feature a Lidl logo graphic finished in blue, yellow and red acrylic which will have a maximum height of 630mm. The fascia sign will have a maximum static internal illumination of 580 cd/m².

Totem Sign

It is proposed to install one internally lit totem with Lidl’s logo at the entrance to the site, located on Woodhead Road. The flagpole will be 7,107mm tall x 2,670mm (w) and the Lidl logo will measure 2,670mm (w) x 2,670MM (h) x 525mm (d).

A site-specific panel will be added to the bottom of the logo which will measure 2,100mm (w) x 1,280mm (h). The sign will have a maximum static internal illumination of 580 cd/m². The flagpole will

be finished in aluminium panels lacquered in RAL 9006, white aluminium base (RAL 7006) lacquered in RAL 7024 graphite grey.

Illuminated Poster Display Unit

It is proposed to install one externally illuminated poster display unit to the front of the store entrance, located to the north of the site. This will be a horizontal sign with an illuminated display board with glazed front and powder coated aluminium frame. The poster display unit will measure 1,640mm (w) x 3,245 mm (h) x 100 mm (d) and will be placed 2,300mm above the ground. The display unit will have a maximum illumination of 129 cd/m² and the posters displayed within it will change periodically.

Entrance Sign Elevation

It is proposed to install three entrance sign elevations, two to the north—west near Woodhead Road and one to the north-east upon access from Bankwood Way. They will be a double-sided parking sign which will measure 1,300mm tall x 1,050mm (w) x 50mm (d). They will be aluminium signs and will not be illuminated.

Policy & Legislative Context

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) confirms that applications for advertisement consent can only be determined on the grounds of public safety and amenity (paragraph 3). This advertisement consent application can therefore only be considered on these grounds.

National planning policy comprises the National Planning Policy Framework which was updated in December 2024 and the Planning Practice Guidance [PPG]. Section 12 of the Framework relates to creating well-designed places and paragraph 136 discusses the effect that advertisements can have on an area.

Paragraph 141 of the NPPF (2024) states: *‘The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.’*

As appropriate the Framework and the PPG section applying to advertisements are referred to in the assessment below.

The Statutory Development Plan for Kirklees is the Kirklees Local Plan Strategy and Policies (adopted February 2019) and the Kirklees Local Plan Allocations and Designations (adopted February 2019).

Policy LP25 states that shop fronts, signs and advertisements should make a positive contribution to the character and identity of the district’s town centres. New or replacement shop fronts and advertisements will only be permitted where the design is in keeping with the existing building in terms of scale, quality and materials, and where proposals respect the character of the local area, including any features of historic, architectural or cultural interest. The size and proportions of shop fascias must also be in keeping with the building façade and the wider street scene.

Planning Assessment

The proposed signage is to be located on the north and north-eastern elevations of the proposed foodstore, as well as signage proposed within the associated car park, located to the north-east and north-west of the site. All of the proposed signage is of a modern-quality design and would be seen in the context of the foodstore building. The individual signs are at an appropriate scale to their setting and positioned such that they would not have an overbearing appearance on the street scene. The proposed scheme therefore accords with Policy LP25 and paragraph 141 of the NPPF.

Visual Amenity

The proposed signage is to be located on the north and north-eastern elevations of the foodstore, with additional signage positioned within the associated car park within the north-east and north-west of the site. The size, design and materials of the proposed signage is appropriate to the site and its context and is of a modern design which is in-keeping with the appearance of the approved Lidl store. The site is not within a conservation area and there are no listed heritage assets nearby, therefore the signage will not impact on any sensitive receptors. The signs are appropriately scaled and sensitively positioned so as not to appear overbearing within the street scene.

The signage proposed will be illuminated at a maximum illuminance of 580 cd/m² and will not feature any flashing illumination. There are no residential properties nearby and the proposed signage is not considered to give rise to any unacceptable visual amenity impacts. The scheme accords with Policy LP25 and paragraph 141 of the National Planning Policy Framework.

Highways and Public Safety

For the most part, the proposed signs are set well within the site such that they do not front onto the public highway. The single flagpole sign that is to be positioned at the entrance to the site is simple in design and appropriate to the commercial setting of the Lidl store, such that it would not be a distraction to motorists. The car parking signs are small in scale and non-illuminated. It is considered, therefore, that in accordance with the local plan and NPPF, the siting, scale, and design of the proposed signage would not have an adverse impact upon highway or public safety.

Conclusion

The proposed signage will advertise the proposed Lidl foodstore at Welton Road, Brough in line with Lidl's most up-to-date specifications. The advertisements are appropriate to the store's setting and consistent with the design and function of the proposed store.

We trust that we have provided sufficient information to validate and positively determine the application. If you have any queries or require further clarification, please do not hesitate to contact me.



Yours faithfully

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