KIRKLEES METROPOLITAN COUNCIL
INVESTMENT & REGENERATION SERVICE

DEVELOPMENT MANAGEMENT

Town and Country Planning Act 1990 (as amended) – SECTION 220 & Town and Country Planning Act (Control of Advertisements) (England) Regulations 2007 - Regulation 14

DELEGATED DECISION TO DETERMINE PLANNING APPLICATION FOR ADVERTISEMENT CONSENT

Reference No:	**2025/64/92660/E**
Site Address:	Heckmondwike Hub Bus Station, Royle Fold, Heckmondwike, WF16 0HW
Description:	Advertisement Consent for erection of illuminated and non illuminated signs
Recommending Officer:	Nicole Helliwell

DECISION - Grant Advertisement Consent

I hereby authorise the approval of this application for the reasons set out in the officer's report and recommendation annexed below in respect of the above matter.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 18-Nov-2025

Officer Report
Reference No. 2025/64/92660/E
Site Address: Heckmondwike Hub Bus Station, Royle Fold, Heckmondwike, WF16 0HW
Proposal: Advertisement Consent for erection of illuminated and non-illuminated signs.

Site Description
The application relates to Heckmondwike Hub Bus Station situated in Heckmondwike. The site is currently under construction and was previously a hardstanding area with four bus bays and shelters set upon the loop formed by Royle Fold and George Street. The site falls within the allocated Heckmondwike Town Centre boundary and within the Heckmondwike Primary Shopping Area as set within the Kirklees Local Plan. There is a listed building 35m away from the hub to the south-east, whereby there are a row of buildings in between.

Description of Proposal
The application seeks advertisement consent for the installation of several illuminated signs. The details of the proposed signage as outlined on the application form and plans can be found below:

Fascia Sign (Heckmondwike Bus Station)
- Dimensions of the proposed advertisement: Height 1.41m x Width 2.96m x Depth 0.15m
- Maximum Height of any of the individual letters and symbols: 0.55m
- Height from the ground to the base of the advertisement: 2.76m
- Colour of text and background: "W" Logo in Weaver Green (RAL 140 60 70) and Forest Green lettering (RAL 160 30 20)
- Materials: Metal signage with halo/backlighting
- Maximum projection of advertisement from the face of the building: 150mm
- Illuminance levels: 700 cd/m2
- It would be static and internally illuminated

Rooftop Sign (Heckmondwike Bus Station)
- Dimensions of the proposed advertisement: Height 0.65m x Width 10.77m x Depth 0.15m
- Maximum Height of any of the individual letters and symbols: 0.65m
- Colour of text and background: "W" logo in Weaver Green (RAL 140 60 70) and White lettering
- Materials: Metal
- Maximum projection of advertisement from the face of the building: 150mm

- Illuminance levels: 700 cd/m2
- It would be static and internally illuminated

History of negotiations / amendments received

No amendments were sought or received during the course of the application.

Relevant Planning History

- **2024/91967:** Discharge of details reserved by conditions 4 (BEMP), 6 (surface water), 13 (landscape), 14 (RSA) and 16 (drainage) of previous permission 2022/92471 for redevelopment of Heckmondwike Bus Station including a new concourse building with waiting room, Changing Places WC, driver offices, six bus stands, landscaping, and associated works. Planning application details | Kirklees Council - Discharge of Condition(s) Split Decision
- **2024/91966:** Non material amendment to previous permission 2022/92471 for redevelopment of Heckmondwike Bus Station including a new concourse building with waiting room, changing places WC, driver offices, 6 bus stands, landscaping, and associated works. Planning application details | Kirklees Council – NMA Approved
- **2024/91722:** Discharge of details reserved by conditions 3 (materials), 5 (retaining walls), 7 (phase I desk study), 8 and 9 (phase II intrusive site investigation report), 12 (CEMP) 15. (CMP) and 19 (parking) of permission 2022/92471 for redevelopment of Heckmondwike Bus Station including a new concourse building with waiting room, changing places, WC, driver offices, 6 bus stands, landscaping, and associated works. Planning application details | Kirklees Council – Discharge of Condition(s) Split Decision
- **2024/91315:** Non material amendment to previous permission 2022/92471 for redevelopment of Heckmondwike Bus Station including new concourse building with waiting room, changing places wc, driver offices, 6 bus stands, landscaping and associated works. Planning application details | Kirklees Council – NMA Approved
- **2022/92471:** Redevelopment of Heckmondwike Bus Station including a new concourse building with waiting room, Changing Places WC, driver offices, 6 No. bus stands, landscaping, and associated works. Planning application details | Kirklees Council - Granted Under Reg.3 General Regulations
- **2014/93586:** Installation of 1 illuminated sign. Planning application details | Kirklees Council – Advertisement Consent Granted
- **2012/92547:** Extension to time limit to previous permission 2009/91883 for outline application for erection of Library and Information Centre (LIC) and a four stand bus station together with associated external and highways works. Planning application details | Kirklees Council - Granted Under Reg.3 General Regulations

- **2009/91883:** Outline application for erection of Library and Information Centre (LIC) and a four stand bus station together with associated external and highways works. Planning application details | Kirklees Council - Granted Under Reg.3 General Regulations
- **97/92033:** Use of shop as funeral parlour, erection of garage and coffin store extension and external alterations. Planning application details | Kirklees Council – Conditional Full Permission
- **90/06553:** Change of use of retail shop to hot food takeaway. Planning application details | Kirklees Council – Conditional Full Permission

Representations
No publicity is required for applications regarding signs and advertisements.

Consultation Responses
Not Applicable.

Policy
Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019).

The site is Located within the Heckmondwike Town Centre boundary and the Heckmondwike Primary Shopping Area boundary on the Kirklees Local Plan Proposals Map and is located within the Strategic Green Infrastructure Network. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies
- **LP 1** - Achieving Sustainable Development
- **LP 2** - Place Shaping
- **LP 24** - Design
- **LP 25** - Advertisements and Shop Fronts

National Policies and Guidance:
National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published December 2024, the Planning Practice Guidance Suite (PPGS) first launched 6th March 2014 together with Circulars, Ministerial Statements and associated technical guidance. The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- **Chapter 12** - Achieving Well-Designed Places

Assessment

The NPPF seeks a presumption in favour of sustainable development and seeks to secure high quality design and a high standard of amenity for all existing and future occupants of land and buildings, as well as taking account of the character of different areas and the way they function.

Paragraph 141 of the NPPF considers that the quality and character of places can suffer when advertisements are poorly sited and designed. However, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Policy LP25 of the Kirklees Local Plan sets out that the display of advertisements will only be permitted if they satisfy the following criteria:

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

The proposal would see one illuminated fascia signs installed to the southern elevation of the building and one illuminated sign installed above the bus stand. Although the advertisements would be visible from public vantage points, they would be appropriate to the context of the site and would not give rise to any visual amenity harm.

The internally illuminated advertisements would be static in nature. The application form confirms an illuminance level of 700cd/m^2 and therefore, officers do not consider there to be any significant Environmental Health impacts with this development.

To minimise problems of glare and stray light from external artificial lighting, the signs should be installed and maintained in accordance with the "Guidance Note 01/21 for the Reduction of Obtrusive Light" by the Institution of Lighting Professionals: 2021 www.theilp.org.uk. Kirklees Council has powers under Section 80 of the Environmental Protection Act 1990 to prevent statutory nuisance including artificial light and must serve an abatement notice when it is satisfied that a statutory nuisance exists or is likely to occur or recur. Failure to comply with a notice served using the above-mentioned legislation would be an offence for which the maximum fine on summary conviction is unlimited.

In this instance, it is considered that the proposed signage, due to their position, design, and scale, would not result in any detriment to amenity or public safety. As such, the proposed advertisement is considered to comply

with Policies LP24 and LP25 of the Kirklees Local Plan in terms of achieving good design and well-designed places and the National Planning Policy Framework.

To conclude, this application has been assessed against relevant policies in the development plan and other material considerations. It is considered that the development would constitute sustainable development and is therefore recommended for approval.

Recommendation: Grant advertisement consent

Decision Authorisation - Delegated Powers
Application Number: 2025/92660
Officer Recommendation: Grant Advertisement Consent
Conditions and Reasons

Standard 5 advert conditions

6. At no time shall the luminance level of the signs hereby approved exceed the values defined within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 as amended or superseded, for the lifetime of the development.
Reason: To avoid excessive glare and light spill, and to minimise distraction to road users, in accordance with the aims of Policies LP21 and LP25 of the Kirklees Local Plan and the National Planning Policy Framework.

Plans and specifications schedule: -

Plan Type	**Reference**	**Revision**	**Date Received**
Location Plan	20233-003-SGP-HEK-XX-DR-A-010001	P2	23/09/2025
Elevations Sheet 1	20233-03-SGP-HEK-ZZ-DR-A-201300	C05	
Elevations – Façade - Pod	20233-03-SGP-XX-DR-A-390303	C05	23/09/2025
Advertisement Consent Signage Plan	20233-03-SGP-HEK-ZZ-DR-A-522101	C01	23/09/2025
Weaver Network Heckmondwike Bus Station external signage	-	-	23/09/2025
Cover Letter	14301695	-	23/09/2025

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 2024 and otherwise actively engaged with

the applicant in dealing with the application. The scheme was considered acceptable and therefore no alterations were required after submission.

Report Dated: 28/10/2025