Consultation Response from KC, Highways Development Management
2025/93552 former Frankie & Bennys and Chiquitos, Centre 27 Business Park, Bankwood Way, Birstall, Batley, WF17 9TB
Advertisement Consent for erection of illuminated and non illuminated signs
Date Responded: 19/02/2026 Responding Officer: D. Stainsby Responding Ref: K13-9/2

This application is for advertisement Consent for erection of illuminated and non-illuminated signs at former Frankie & Bennys and Chiquitos, Centre 27 Business Park, Bankwood Way, Birstall, Batley, WF17 9TB

RECOMMENDATION

The proposal is acceptable on Highway Grounds.

The proposed location of the some of the signs will be visible by motorists approaching and navigating the roundabout junction on A62 Gelderd Road.

However, the signs are placed in locations that are not directly in the sight lines of the approaching motorists and similar to what was there previously. As a result, the proposal does not cause a highway safety concern.

Although all advertising signs cause a level of distraction to drivers due to their very nature, I do not consider that this proposal will cause any additional highway safety concerns within the vicinity of the site.

Please add the following condition to the decision notice:

ILLUMINATED SIGNS / ADVERTS
Illuminated signs shall be designed such that the maximum luminance does not exceed the values defined within the ILE Technical Report No 5 "Brightness of Illuminated Advertisements" and the values quoted in the application.

The permitted signs shall be statically illuminated only and no changes in their mode of illumination shall be permitted without the prior written consent of the LPA.

Flood lighting or general external illumination shall be appropriately baffled or suitably screened to prevent unwanted "upward light" or "light spill" onto the highway or adjacent properties or land.

The consent granted shall relate solely to the lighting system that is the subject of the application. Variation of or additions to the means/mode of lighting shall not be permitted without the prior written approval of the LPA.