

Statement in support of a Change of Use application for a Motorcycle Showroom
at **232 Bradford Road, Batley WF17 6JD**



Jim Granger Architecture and Design Limited has been instructed by Ms Helen Padgett of Padgett's Motorcycles Batley to prepare a Change of Use Application for the Warehouse building at 232 Bradford Road, Batley.

Approval was granted in 2023 for a wraparound extension to the existing Building (Approval no. 2023/62/90766/E) creating additional storage and a trade counter to relieve pressure on the adjacent Showroom. Work commenced on site in 2025.

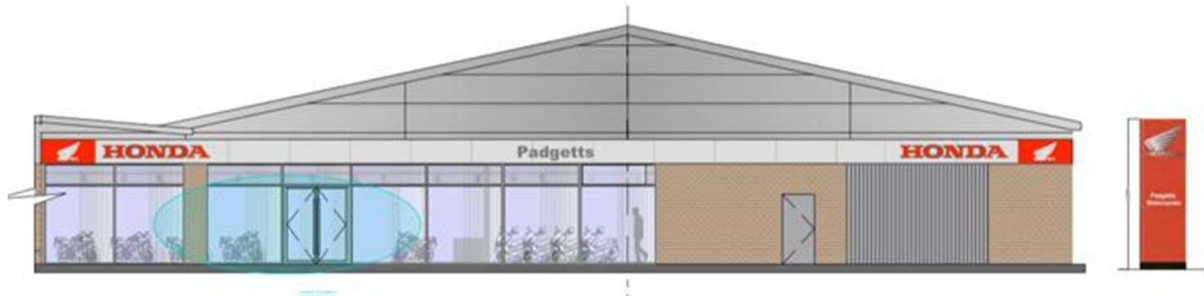
Padgett's Motorcycles is a third-generation family business established in 1958. It is the longest standing Honda, Suzuki & Yamaha Dealership in the country with over 65 years experience with each and in its heyday was referred to as one of the three pillars of Batley alongside Fox's Biscuits and the Frontier Club.

The retail trade has become increasingly competitive in recent times and despite an enduring reputation as a leading dealer (and Racing Team) Padgett's Motorcycles is under pressure from online sales and must continually explore ways to both improve Customer experience and manage expense.

Historically the market leading Motorcycle manufacturers have insisted on separation between their brands but changing retail trends have seen a relaxation in their guidance and the applicant has been encouraged to explore positioning the three tied dealers side by side – albeit each with a dedicated entrance. This application therefore seeks to change the use of part of the recently extended Warehouse into a dedicated Motorcycle Showroom.

Multibrand principles:

- It is not acceptable to install another brand signage over, on or in front of the Honda showroom.
- The Honda logo/fascia sign should be the same size as the competitors, or larger.
- There must be a gap between the Honda signage and signage of other brands. It is acceptable when neutral silver fascia panels touch the other brand signage. The size of the gap should be decided by the H&M RED Design Consultant, taking into consideration the local conditions and the size of the signage.



The arrangement would allow both customers and staff to experience all three brands in one place but the proposed trade counter area alone is too small for a high profile dealership so the scheme seeks to repurpose part of the existing Warehouse as well and combine the spaces to create a flagship Motorcycle showroom.

An open plan display area with ancillary spaces pushed to the perimeter will be accessed through a glazed shopfront to Bradford Road, set below an aluminium fascia with signage to match the original Showroom. The new space is wrapped by the existing unit so the side and rear elevations will remain as the approved scheme with profiled metal cladding above a brick plinth. The remainder of the extended Warehouse – outside the area of the Showroom – will remain as storage.

Planning Considerations

Section 38 (6) of the Planning and Compulsory Purchase Act 2004, dictates that the planning authority must determine planning applications in accordance with the statutory development plan (insofar as it is material to the application), unless material considerations indicate otherwise. The NPPF also advocates a presumption in favour of development.

Paragraph 8 of the NPPF supports sustainable development to build *a strong, responsive and competitive economy*...

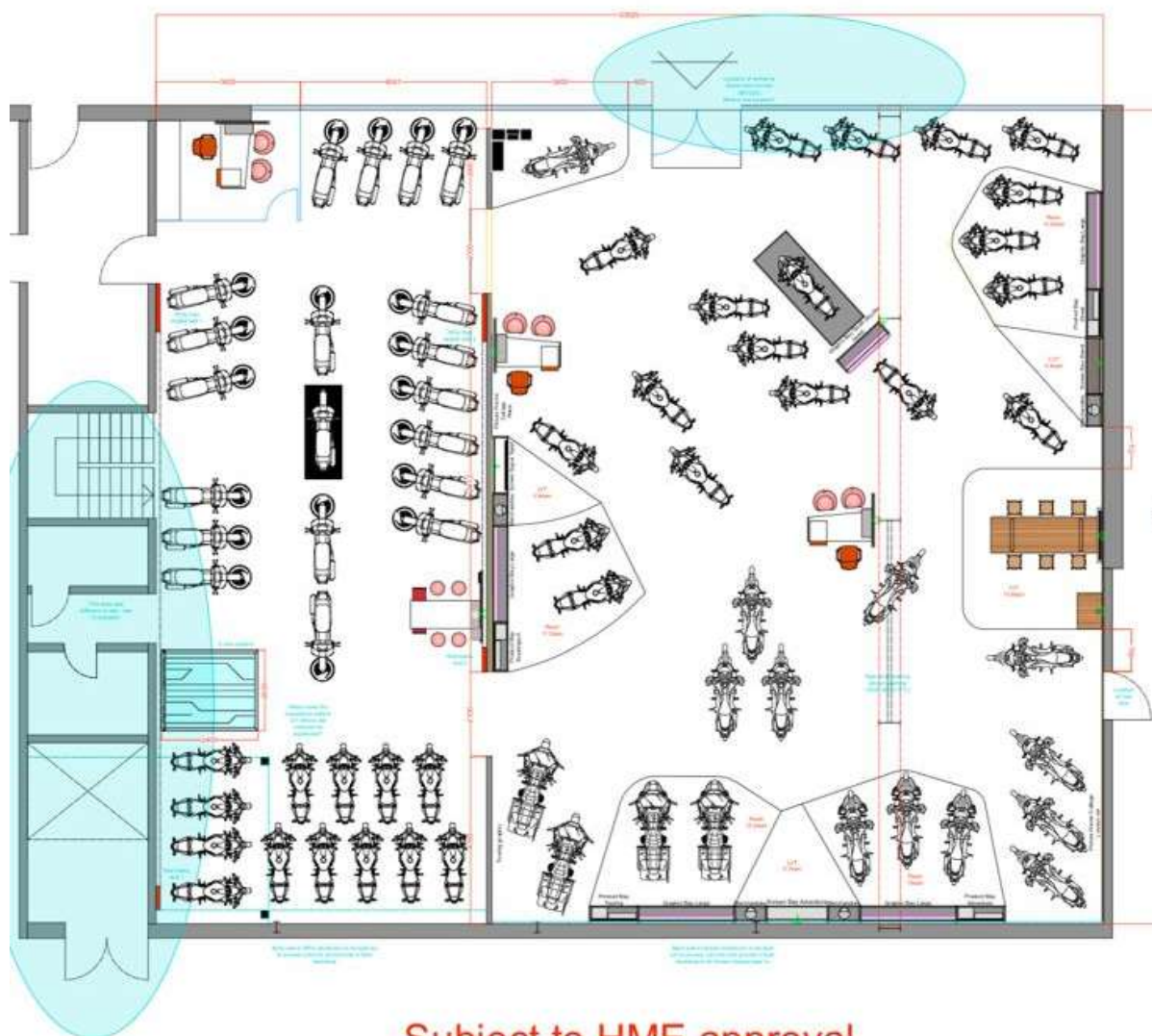
The Kirklees Local Plan identifies factors to be considered in relation to new development.

LP21 seeks safe access which is provided by the existing entrance arrangements whilst LP22 relates to parking.

LP24 is a general design policy which has been addressed by the original approval.

Padgett's Motorcycles is located on Bradford Road, equi-distant from Batley and Dewsbury Town Centres (approximately 1mile in each direction). Motorcycle Showrooms are classed as sui generis and not designated as a town centre use class.

The existing location is well established and has traded for almost 70 years without issue. It is opined that the repurposing of recently created floorspace will have negligible impact on Visual or residential amenity.



Subject to HME approval

Flood Risk

The Flood Risk Assessment submitted with Application 2023/62/90766/E concluded that the wall constructed as part of Batley Beck – 450mm wide concrete with stone cladding – would maintain any flood water within the channel and the site would not be flooded. Similarly the Climate Change 30% flood level would also be retained by the flood defences.

The report also noted that if the flood defences were to fail Bradford Road is within Flood Zone 1 and offers a readily accessible point of safety.

The proposed Motorcycle showroom is classed as a 'less vulnerable' use – the same as the approved B8 Use - removing the requirement for Sequential and Exception tests whilst the proposed construction work associated with the Change of Use is within the unit and will not cause any flood risk elsewhere.

Highways

The original application proposed 9 spaces within the original forecourt area. Works on site have reconciled the step in the external levels which has increased the numbers to 10.

Parking standards suggest 6 spaces for the showroom and 3 for the existing storage space although provision will be shared with the existing forecourt area to serve all three showrooms.

Ecology

The measures proposed for the Trade Counter unit were located to the rear of the unit – facing the Beck and scrubland to the East – and no further measures are proposed.

Climate Change Mitigation

Realizing the new showroom will see an amended fit-out to the existing fabric which was designed to meet the current Building Regulations in terms of Part L. Lights will be energy saving and will be fitted with timers. Recycling provision will also be provided. Discussions will be held with renewable energy providers to explore possible technologies which subject to funding may be introduced and the showroom will offer a platform for electric motorcycles.

Conclusion

This application seeks the change of use of part of a recently approved trade counter unit to a Motorcycle Showroom. It does not require alterations to the form, height or nature of the approved building and will assist an established local business with a growing workforce to remain competitive in a challenging market.

It is opined that the erection of additional Showroom space is appropriate development.