

8th July 2026

Project/File: 333100993.A5.NK

Kirklees Metropolitan Council
Planning Services,
PO Box 1720,
Huddersfield,
HD1 9EL

VIA PLANNING PORTAL ONLY

Dear Sir/Madam,

Reference: Advertisement consent for the erection of an illuminated pylon pole sign at the former Frankie & Bennys and Chiquitos, Centre 27 Business Park, Bankwood Way, Birstall, Batley, WF17 9TB.

PLANNING PORTAL REFERENCE: PP- 14846429

On behalf of our Client, Quickcater Ltd ('the Applicant'), we hereby submit an application for advertisement consent for the erection of an illuminated shared pylon pole sign at the former Frankie & Bennys and Chiquitos, Centre 27 Business Park, Bankwood Way, Birstall, Batley, WF17 9TB.

This cover letter is accompanied by the plans listed below:

- Site Location Plan
- Proposed Site Signage Ads Plan (ref. 0000/2024/G123 Rev.G)

The application fee of £174 (plus service charge of £91) has been paid via the Planning Portal.

Background

The Site comprises of a former roadside retail development that benefits from full planning permission 2025/91401 for the demolition of existing buildings and erection of new buildings and drive-thru facilities. The approved description of development reads as follows:

'Variation condition 2 (plans) on previous permission 2024/93522 for variation condition 2, 7, 12, 13, 14, 15, 16, 20 on previous permission 2023/93781 for demolition of existing buildings and erection of coffee shop with drive thru facility; drive-thru restaurant (Class E and Sui Generis); flexible commercial unit (Class E (a) and/or Class E (b) and/or hot-foot takeaway Sui Generis use); formation of hard and soft landscaping works; modifications to access and associated works.'

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In December 2025, the Applicant submitted an advertisement consent application 2025/64/93552/E which was subsequently approved in February 2026. The approved description of development reads as follows:

‘Advertisement Consent for erection of illuminated and non illuminated signs.’

Proposed Development

Since the approval of the previous advertisement consent planning application (ref. 2025/64/93552/E) the Applicant has found that the ground conditions at the location previously approved to erect the shared pylon pole sign is not suitable to support the structure.

Through conversations with the approving Officer, it was understood that to amend the location of the shared pylon pole, a new advertisement consent application would need to be submitted to the Council.

As such, this application looks to amend the location of the shared illuminated pylon pole from the previously agreed position (within application ref. 2025/64/93552/E), from the north-east of Unit 3, to now be erected to the north-west of Unit 3 as shown on the accompanying plans. Additionally, the proposals look to limit the height of the pole from the previously approved height of 15m to a reduced height of 10m, reflective of its more elevated position.

Table 1: Schedule of amended plans

Submission document	Original as approved (February 2026)	Updated drawing (May 2026)
Proposed Site Signage Ads Plan	0000/2024/G123	0000/2024/G123 Rev.G

Assessment of the proposal

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

Amenity includes aural and visual amenity (regulation 2(1)) and the general characteristics of the locality, including the presence of any features of historic, architectural, cultural or similar interest (regulation 3(2)(a)). Factors relevant to public safety include safety of persons using a highway, interpretation of traffic signs and the operation of devices for security, surveillance or measuring vehicle speed (regulation 3(2)(b)).

Paragraph 141 of the National Planning Policy Framework (February 2025) confirms that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy LP25 (Advertisements and shop fronts) of the Kirklees Local Plan Strategy and Policies (2019) states the Council will only permit new displays of advertisements where they demonstrate:

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- The design is consistent with the character of the existing buildings in terms of scale, quality and use of materials;
- The proposals respect the character on the locality and any features of historic, architectural, cultural or other special interests;
- The shop fascia is designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

The signs are considered to be of a reasonable size and scale for the roadside retail development (as approved under permission 2025/64/93552/E) and are safe in their context, having no detrimental impact on the character of the surrounding area and visual amenity.

The Site is located outside of a conservation area and the illuminated signage would not be disproportionate in comparison to the development that it sits alongside. The signage is set back from the road and the design is modest and appropriate in colour and appearance, and therefore is considered acceptable in respect of character, amenity and public safety. The advertisements comply with Policy LP25 of the KLPSP and Paragraph 141 of the NPPF.

Conclusion

We have demonstrated that the proposed signage is acceptable and that the proposed development would not have an adverse impact on amenity and public safety in accordance with relevant local and national policies. Consent should, therefore, be granted without delay in accordance with paragraph 11 of the NPPF.

We trust that you have all the information you need to determine the application. If, in the meantime you have any queries or require any further information, please do not hesitate to get in touch.

I look forward to receiving confirmation that the application has been validated in due course.

Yours sincerely,

Redacted

STANTEC UK LIMITED

Nayal Khawaja
Planner

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