

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:	2026/64/92348/E
Site Address:	KFC, Centre 27 Business Park, Bankwood Way, Birstall, Batley, WF17 9TB
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.**

Sarah Longbottom

AUTHORISED OFFICER

Date: 26-Oct-2026

Officer Report

Reference No. 2026/64/92348/E

Site Address: KFC, Centre 27 Business Park, Bankwood Way, Birstall, Batley, WF17 9TB

Proposal: Advertisement Consent for erection of illuminated and non-illuminated signs

Site Description

The application relates to the former KFC site located within the Centre 27 Business Park in Birstall, Batley. The site is accessed to the south, off Woodhead Road. The site is unallocated on the Kirklees Local Plan Proposals Map and the wider area comprises commercial properties of varying materials, ages and architectural styles. The site is not within a conservation area, nor are there any listed buildings or public right of ways within close proximity.

Description of Proposal

The application seeks advertisement consent for the erection of illuminated and non-illuminated signs. The details of the proposed signage as outlined on the application form and plans can be found below:

01a 'BURGER KING' Fascia Sign

- Dimensions of the proposed advertisement: Height 0.8m x Width 8.77m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.88m
- Maximum Height of any of the individual letters and symbols: 80cm
- Materials and Colours: Built up letters, housed inside painted (silver) aluminium frames and acrylic faces. Fixed directly on to bars that will be mounted to the roof area. Faces will be white.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

01b x3 Arrow Fascia Sign

- Dimensions of the proposed advertisement: Height 1m x Width 1.945m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.77m
- Maximum Height of any of the individual letters and symbols: 100cm

- Materials and Colours: 5mm thick arrows, acrylic faces decorated in official BK colours. Fixed directly on to bars that will be mounted to the roof area. Coloured vinyl decorated to BK spec.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

01c x3 Arrow Fascia Sign

- Dimensions of the proposed advertisement: Height 1m x Width 1.945m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.77m
- Maximum Height of any of the individual letters and symbols: 100cm
- Materials and Colours: 5mm thick arrows, acrylic faces decorated in official BK colours. Fixed directly on to bars that will be mounted to the roof area. Coloured vinyl decorated to BK spec.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

02 x3 Arrow Fascia Sign

- Dimensions of the proposed advertisement: Height 2m x Width 3.89m x Depth 0.01m
- Height from the ground to the base of the advertisement: 0.62m
- Maximum Height of any of the individual letters and symbols: 200cm
- Materials and Colours: Constructed from acrylic, flat letters in official BK colours. Faces will be 3mm acrylic. Fixed directly to the relevant outside wall.
- Maximum projection of advertisement from the face of the building: 0.02m

03 Burger King Logo Fascia Sign

- Dimensions of the proposed advertisement: Height 1.8m x Width 1.655m x Depth 0.08m
- Height from the ground to the base of the advertisement: 1.8m
- Maximum Height of any of the individual letters and symbols: 45cm
- Materials and Colours: Fully moulded, coloured acrylic logo, housed inside a painted (silver) aluminium frame. Fixed directly to the relevant wall. Internally illuminated by white, static LEDs. It has a colour-temperature of 5000k.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²

- Will the illumination be static or intermittent? It would be static and internally illuminated

04 Deliveries Fascia Sign

- Dimensions of the proposed advertisement: Height 0.5m x Width 0.4m x Depth 0.03m
- Height from the ground to the base of the advertisement: 1.5m
- Maximum Height of any of the individual letters and symbols: 28cm
- Materials and Colours: Flat panel (3mm) covered in a digital print including being wrapped around the edges so red shows all over, not just on the face. Fixed directly to the door. This sign will be non-illuminated.
- Maximum projection of advertisement from the face of the building: 0.03m

05a 'Drive Thru' Fascia Sign

- Dimensions of the proposed advertisement: Height 0.6m x Width 3.97m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.965m
- Maximum Height of any of the individual letters and symbols: 60cm
- Materials and Colours: Built up letters, housed inside painted (white) aluminium frames and acrylic faces. Fixed directly on to bars that will be mounted to the roof area. Faces will be white.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

05b x3 Arrow Fascia Sign

- Dimensions of the proposed advertisement: Height 0.6m x Width 3.97m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.72m
- Maximum Height of any of the individual letters and symbols: 60cm
- Materials and Colours: 5mm thick arrows, acrylic faces decorated in official BK colours. Fixed directly on to bars that will be mounted to the roof area. Coloured as above, vinyl decorated to BK spec.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

06a 'Burger King' Fascia Sign

- Dimensions of the proposed advertisement: Height 0.8m x Width 6.684m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.29m

- Maximum Height of any of the individual letters and symbols: 80cm
- Materials and Colours: Built up letters, housed inside painted (silver) aluminium frames and acrylic faces. Fixed directly on to bars that will be mounted to the roof area. Faces will be white.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

06b x3 Arrow Fascia Sign

- Dimensions of the proposed advertisement: Height 1m x Width 1.945m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.19m
- Maximum Height of any of the individual letters and symbols: 100cm
- Materials and Colours: 5mm thick arrows, acrylic faces decorated in official BK colours. Fixed directly on to bars that will be mounted to the roof area. Coloured vinyl decorated to BK spec.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

06c x3 Arrow Fascia Sign

- Dimensions of the proposed advertisement: Height 1m x Width 1.945m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.195m
- Maximum Height of any of the individual letters and symbols: 100cm
- Materials and Colours: 5mm thick arrows, acrylic faces decorated in official BK colours. Fixed directly on to bars that will be mounted to the roof area. Coloured vinyl decorated to BK spec.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

07 Burger King Logo Fascia Sign

- Dimensions of the proposed advertisement: Height 1.8m x Width 1.655m x Depth 0.08m
- Height from the ground to the base of the advertisement: 1.36m
- Maximum Height of any of the individual letters and symbols: 45cm
- Materials and Colours: Fully moulded, coloured acrylic logo, housed inside a painted (silver) aluminium frame. Fixed directly to the relevant wall.

Internally illuminated by white, static LEDs. It has a colour-temperature of 5000k.

- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

08 Crown Logo Fascia Sign

- Dimensions of the proposed advertisement: Height 1.22m x Width 2m x Depth 0.05m
- Height from the ground to the base of the advertisement: 1.175m
- Maximum Height of any of the individual letters and symbols: 1.22cm
- Materials and Colours: LED static, Halo illuminated crown. Made from aluminium, powder coated black to match BURGER KING Corporate colour. LED strips in the back of the crown shape, to create a halo effect light on to the timber clad wall. Aluminium frame is MF-1RY
- Maximum projection of advertisement from the face of the building: 0.05m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

09 'YOUR WAY' Vinyl

- Dimensions of the proposed advertisement: Height 1.9m x Width 2.62m x Depth 0.01m
- Height from the ground to the base of the advertisement: 0.54m
- Maximum Height of any of the individual letters and symbols: 60cm
- Materials and Colours: Digitally printed graphic onto opaque block-out media. Adhered to the inside of the glass to stop tampering/weathering
- Maximum projection of advertisement from the face of the building: 0.01m

010a 'Drive Thru' Fascia Sign

- Dimensions of the proposed advertisement: Height 0.6m x Width 3.9m x Depth 0.08m
- Height from the ground to the base of the advertisement: 8.795m
- Maximum Height of any of the individual letters and symbols: 60cm
- Materials and Colours: 5mm thick arrows, acrylic faces decorated in official BK colours. Fixed directly on to bars that will be mounted to the roof area. Coloured as above, vinyl decorated to BK spec.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

010b x3 Arrow Fascia Sign

Dimensions of the proposed advertisement: Height 1.1m x Width 2.14m x Depth 0.08m

- Height from the ground to the base of the advertisement: 8.545m
- Maximum Height of any of the individual letters and symbols: 110cm
- Materials and Colours: Built up letters, housed inside painted (white) aluminium frames and acrylic faces. Fixed directly on to bars that will be mounted to the roof area. Faces will be white.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

011 Burger King Logo Fascia Sign

- Dimensions of the proposed advertisement: Height 1.8m x Width 1.655m x Depth 0.08m
- Height from the ground to the base of the advertisement: 3.12m
- Maximum Height of any of the individual letters and symbols: 50cm
- Materials and Colours: Fully moulded, coloured acrylic logo, housed inside a painted (silver) aluminium frame. Fixed directly to the relevant wall. Internally illuminated by white, static LEDs. It has a colour-temperature of 5000k.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

012 'FLAME GRILLING SINCE 1954' Fascia Sign

- Dimensions of the proposed advertisement: Height 0.2m x Width 3.68m x Depth 0.08m
- Height from the ground to the base of the advertisement: 3.565m
- Maximum Height of any of the individual letters and symbols: 20cm
- Materials and Colours: Constructed from aluminium, powder coated to match, silver RAL 9006 on the returns. Letters are to have opal acrylic faces. Letter faces will be white. Illumination will be static and have a colour temperature of 7100k.
- Maximum projection of advertisement from the face of the building: 0.12m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

013 Traffic Management Wayfinding Sign

- Dimensions of the proposed advertisement: Height 1m x Width 0.67m x Depth 0.086m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 30cm
- Materials and Colours: Free-standing sign, constructed from aluminium. Powder coated black, to match the corporate spec. All front and (if used) rear graphics will be fret-cut from the panel face and backed up with opal white acrylic. Internally illuminated by white, static LEDs that will have a colour temperature of 7100K. Fixed into a below-ground concrete black base.
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

015 BK Drive Thru Single Screen Pre-Reader Menu sign

- Dimensions of the proposed advertisement: Height 2.2m x Width 0.73m x Depth 0.405m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 0cm
- Materials and Colours: The pre-reader has static page displays with a brightness of 600cd/M² and will have auto brightness controls. After dark, max illumination will be 300cd/M²
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m² - 600 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

016 Illuminated OCU Drive Thru Sign

- Dimensions of the proposed advertisement: Height 2.853m x Width 0.75m x Depth 1m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 0cm
- Materials and Colours: Constructed from aluminium, powder coated to match black. Single sided sign. Illumination from downlighting in ceiling part. Illumination will be static and have a colour temperature of 7100k. The sign will be Chem-Fixed into the concrete base.
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

017 BK Drive Thru Two-Screen Menu Sign

- Dimensions of the proposed advertisement: Height 2.03m x Width 1.46m x Depth 0.405m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 0cm
- Materials and Colours: The Menu has static page displays with a brightness of 600cd/M² and will have auto brightness controls. After dark, max illumination will be 300cd/M²
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m² - 600 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

018 Illuminated Traffic Management, Wayfinding Sign

- Dimensions of the proposed advertisement: Height 1m x Width 0.67m x Depth 0.086m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 30cm
- Materials and Colours: Free-standing sign, constructed from aluminium. Powder coated black, to match the corporate spec. All front and (if used) rear graphics will be fret-cut from the panel face and backed up with opal white acrylic. Internally illuminated by white, static LEDs that will have a colour temperature of 7100K. Fixed into a below-ground concrete black base, as shown above.
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

019 Freestanding Pole Sign & BK Logo Head

- Dimensions of the proposed advertisement: Height 8m x Width 1.655m x Depth 0.532m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 180cm
- Materials and Colours: Fixed into the ground on to a concrete foundation. Illuminated by means of static, white LED lighting.
- Maximum projection of advertisement from the face of the building: 0m
- Illuminance levels: 300 cd/m²
- Will the illumination be static or intermittent? It would be static and internally illuminated

020 Free Standing Kerbside Pick-Up Pole Sign

- Dimensions of the proposed advertisement: Height 1.77m x Width 0.6m x Depth 0.1m

- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 85cm
- Materials and Colours: Aluminium panels painted white on both sides. Face of panel to be flood filled with the digital graphic. The graphic will be cut to the edge of the panel, NOT wrapped around the back. These panels will be fitted to a silver post, 75mmØ, using x3 sets of sign- x kit.

021 Free Standing Kerbside Pick-Up Pole Sign

- Dimensions of the proposed advertisement: Height 1.77m x Width 0.6m x Depth 0.1m
- Height from the ground to the base of the advertisement: 0m
- Maximum Height of any of the individual letters and symbols: 85cm
- Materials and Colours: Aluminium panels painted white on both sides. Face of panel to be flood filled with the digital graphic. The graphic will be cut to the edge of the panel, NOT wrapped around the back. These panels will be fitted to a silver post, 75mmØ, using x3 sets of sign- x kit.

History of negotiations / amendments received

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

Relevant Planning History

- **2020/92774:** Erection of illuminated and non-illuminated signs. Planning application details | Kirklees Council – Advertisement Consent Granted
- **2020/92773:** Installation of new entrance door; cladding to 2 elevations; shopfront frames, drive-thru windows, bin store fence and speaker post to be resprayed. Planning application details | Kirklees Council – Conditional Full Permission
- **2008/91236:** Erection of illuminated and non-illuminated signs. Planning application details | Kirklees Council – Advertisement Consent Granted
- **2008/91235:** External alterations to restaurant. Planning application details | Kirklees Council – Conditional Full Permission
- **98/93429:** Erection of illuminated fascia signs and cupola towers Planning application details | Kirklees Council.- Advertisement Consent Granted
- **98/91779:** Erection of 2 Restaurant/Diners. Planning application details | Kirklees Council - Approval of Reserved Matters
- **97/91372:** Erection of pub restaurant and 2 restaurant/diners. Planning application details | Kirklees Council – Approval of Reserved Matters
- **96/90959:** Erection of hotel & public house with related car parking, access road, infrastructure and associated external works including landscaping. Planning application details | Kirklees Council – Withdrawn
- **94/93709:** Outline application for centre 27 development consisting of business (class b1) catering facilities, hotel, leisure facilities and

associated car parking. [Planning application details | Kirklees Council](#) – Conditional Outline Permission

- **88/01713:** Outline application for business park & leisure incorporating multi-screen cinema and fast-food. [Planning application details | Kirklees Council](#) – Granted Conditionally

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 UNALLOCATED on the Kirklees Local Plan Proposals Map. The most relevant policies for consideration in this case are:

Kirklees Local Plan Policies

The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019). The following policies are considered relevant to this application:

- **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 August 2026, 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.

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

This application seeks Advertisement Consent for the erection of illuminated and non-illuminated signs. Although the advertisements would be visible from public vantage points along Woodhead Road, they would be appropriate to the context of the site and would not give rise to any visual amenity harm. Although all advertising signs cause a level of distraction to drivers due to their very nature, officers do not consider that this proposal will cause any additional highway safety concerns within the vicinity of the site.

In this instance, it is considered that the proposed signage, due to its 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:** 2026/92348**Officer Recommendation:** Approve**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	-	-	20/08/2026
External/Internal Restaurant Planning Drawing	- 14203	5	20/08/2026
Site Plan	-	-	20/08/2026

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: 22/10/2026