

**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:	2026/64/90538/W
Site Address:	adj Nando's, John William Street, New Street, Huddersfield, HD1 1BR
Description:	Advertisement Consent for erection of 2 digital 75inch LCD advert screens (within a Conservation Area)
Recommending Officer:	John Holmes

DECISION – Refuse Advertisement Consent

**I hereby authorise the refusal 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: 20-Apr-2026

Officer Report 2026/90538

Site Description

This application relates to an existing BT call box which is located within land which forms part of the footpath at the Junction of John William Street and Kirkgate in Huddersfield Town Centre.

The part of the street the application relates is 7.2m wide and partially enclosed with railings at the corner of the Junction. The Junction is signalled with a number of movements of pedestrians and traffic take place within the vicinity.

There are listed buildings immediately adjacent to the site (to the west) with other listed buildings in proximity to the south east.

Description of Proposal

The application seeks advertisement consent for the erection of two internally illuminated digital display screens. The details are as follows:

- They would be installed within a proposed BT Street Hub (for which planning permission has been applied separately) measuring 2.98m high overall. The screens would measure 1.64m in height, 0.9m in width, and it would be 0.85m from ground level to the base of the screen.
- The display would present a range of static images.
- Maximum brightness, daytime and night-time respectively, would be 5000cd/m² (set out in the submitted application form)

History of negotiations/amendments received

None.

Relevant Planning History

Within the red line boundary of the application site the following applications constitute the planning history of the site that is considered to be of relevance:

2000/90037 – Telecommunications development for prior approval of erection of 1.no telephone kiosk – Details approved 29th January 2000.

The aforementioned planning history is a material consideration which must be afforded weight in the consideration of this application and is taken into account in the assessment of this proposal.

Representations

No publicity was undertaken as it is not a statutory requirement for applications of this type.

Objections have been received from a local ward member, Councillor Sue Lee-Richards with the summarised concerns raised as follows:

- Will make the area a more cluttered and less inviting place for visitors to the town centre.
- Proposals will have a negative impact
- The Blueprint for the town centre intended to make the pedestrian areas a less cluttered and more pleasant area for visitors to the town centre
- Permitting the addition of extra digital advertising will have a cumulative impact detrimental to the council's stated aims
- Contrary to paragraph 141 of the NPPF.
- There are already quite a few large digital structures adding more will only reduce the attractiveness of the town centre further

Consultations

During the consideration of this application KC Transport have provided comments, specifically setting out that whilst they support removal of the existing BT Telephone Booths, they object to the installation of a new BT Street Hub. They consider that the BT Street Hub would create a new obstruction to the safe and free flow of pedestrian movements along the footway and would create a distraction for drivers near a junction.

Policy

The site is within the Primary Shopping Area within Huddersfield Town Centre on the Local Plan. The site lies within the Huddersfield Town Centre Conservation Area. A Grade II listed buildings is located to the immediate west of the site (ref: HUD 1/685) this being 1 – 9 John William Street, with the listing entry stating the following:

1-9 John William Street is a high quality example of a mid-C19 purpose-built commercial building designed in an elegant neoclassical style. It was constructed as part of the Ramsden Estate's New Town development, and designed by architect William Wallen. It has strong group value with the adjacent 11-15 and 17-37 John William Street (both Grade II listed) and with other nearby listed buildings designed in the neoclassical style within the New Town.

This application is submitted pursuant to the requirement of paragraph 4 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019).

The following policies are considered to be of relevance in this case:

Kirklees Local Plan (LP):

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 21 – Highways and access
LP 17 – Huddersfield Town Centre
LP 24 – Design
LP 25 – Advertisements and shop fronts
LP 35 – Historic environment

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.

A consultation draft of the National Planning Policy Framework (the Framework) was published on 16 December 2025. As a consultation, the document is at an early stage and subject to change. Accordingly, for the purposes of this application, no weight is given to the current consultation document.

The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications. Policies in the following chapters are of relevance.

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment.

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 LP21 sets out that developments should ensure the safe and efficient flow of traffic.

Policy LP25 of the Local Plan sets out that the display of advertisements will only be permitted if they satisfy the following criteria:

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

Policy LP17(a), which states that development must preserve and enhance the cultural and architectural heritage of the Town Centre, open spaces, and connections to them, is also relevant in assessing amenity impact.

Policy LP24 sets out general principles for the assessment of all new built or operational development, in particular the following clauses are relevant:

“Development should promote good design by ensuring:

- a. the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape;
- e. the risk of crime is minimised by enhanced security, and the promotion of well-defined routes, overlooked streets and places, high levels of activity, and well-designed security features;
- f. the needs of a range of different users are met, including disabled people, older people and families with small children to create accessible and inclusive places”

The site is located partly within the Huddersfield Town Centre Conservation Area. Policy LP35 of the Local Plan and Chapter 16 of the NPPF set out that development proposals affecting a designated heritage asset should conserve those elements which contribute to its significance. Harm to such elements will be permitted only where this is outweighed by public benefits in the proposal.

Amenity

Policy LP17 requires that new development proposals preserve and enhance the town's cultural and architectural heritage and open spaces. New Street is one of the focus areas of The Huddersfield Blueprint, a ten-year regeneration initiative to rejuvenate the town centre and enhance public spaces, which includes the reduction and improvement of street furniture. This major project includes substantial public realm improvements, and it is important that these initiatives can be achieved successfully.

The site is within Huddersfield Town Centre Conservation Area. Listed buildings are in close proximity to the site to the west. The listing details of the grade II listed buildings to the west are set out earlier in this report.

The locality benefits from a historic setting, and the call box is in a prominent part of the street being at the junction of a number of streets which form a crossroads.

The sign would be viewed in this context with a backdrop of historic buildings and their setting within the wider Conservation Area. There is currently a number of structures and other street furniture in this part of the street, the proposal would see a reorientation of the site with the footprint of the existing call box altered such that it takes up more of the width of the pavement. It would result in a structure of increased size and prominence which would be further exacerbated by the intention to illuminated signage upon the structure.

The removal of a single phone box would be a modest enhancement to the Conservation Area and the wider Town Centre. However, the introduction of a further 3m high structure featuring a pair of display panels would add further illuminated street clutter which would, especially in the context of already existing digital display screens, detract from the character of the area and cause cumulative harm to the conservation Area and also the setting of nearby listed buildings. It would thereby conflict with both Huddersfield Blueprint initiatives mentioned above and the aims of Policies LP17(a), LP24(a) and LP35, and also those of Chapter 16 of the NPPF, and the Council's duty under sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990,

It would also be contrary to Planning Practice Guidance on advertisements which sets out the 'amenity' issues includes the local characteristics of the neighbourhood and historic features.

Paragraphs within Chapter 16 of the NPPF requires any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), to require clear and

convincing justification. Paragraphs within Chapter 16 further set out that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use. It is considered that the harm caused to the Conservation Area would in this instance be less than substantial. Several public benefits are described in the application documents, including the provision of free phone and Wi-Fi access for the public, public awareness messaging and environmental monitoring. Whilst these may bring some benefits to the public, they are not considered to outweigh the harm caused in this instance.

The proposed development would therefore be harmful to amenity and contrary to the aims of Policy LP24(a), LP25, LP35, and paragraph 136 and Chapter 16 the NPPF. Furthermore, it would conflict with the Council's duty under sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, which states that Local Planning Authorities shall pay special attention to the desirability of preserving or enhancing the appearance of buildings or land within a Conservation Area.

Safety

The Department for Transport document "Inclusive Mobility – A Guide to best Practice" dated December 2021 suggests that the width for a footway to allow two wheelchair users to pass would be 2m with an absolute minimum of 1.5m. Where there are higher-than-average pedestrian flows, such as those found in town centres and along certain desire lines, or areas adjacent to shops and services where browsing or waiting may occur, wider footway distances may be required.

In some locations, BT Street Hubs may give rise to increased interference with pedestrian flow and vehicle-pedestrian intervisibility, being wider and less visually permeable than the existing telephone kiosks they would replace. In this instance, the Hub replaces a single call box in a location with existing street clutter which restricts pedestrian flows. The proposal would be wider than the existing call-box.

Planning Practice Guidance on advertisements (2014, amended 2019) is mainly intended as a guide to determining applications for consent to display an advertisement. Since the two criteria to be taken into account in the determination of advertisement consent applications – amenity and public safety – are also material considerations in assessing applications for planning permission, the PPG can be deemed relevant and any advice it

contains, other than that relating to purely procedural matters, can be deemed relevant.

The PPG lists the main types of advertisement which may cause danger to road users. The list includes, amongst other things, those which would because of their size or siting, obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal. In addition, it also refers to internally illuminated signs (incorporating either flashing or static lights), including those utilising LED technology, where the means of illumination is directly visible from any part of the road and which are subject to frequent changes of display.

It is inevitable that the introduction of internally illuminated LED advertisement screen displays with changing of static images would draw the attention of road users and pedestrians to a significantly greater degree than the existing non-illuminated static signs displayed on the call box. These would draw the eye of road users at moments which require care and attention to safely negotiate a sharp bend which, whilst signalised, may cause confusion or distraction for drivers in relation to changing of the lights.

Whilst the further constriction of space for pedestrians to navigate the street would occur it is considered that the further impact of the Street Hub in replacement of the existing Call Box would be such that there would be no material increase in impact to pedestrian using this part of the highway in relation to the space between the existing buildings and the Street Hub and refusal on such grounds could not be substantiated in this case.

It is therefore considered that the proposed Street Hub would give rise to a material and unacceptable risk to the safety of highway users, which would be contrary to the aims of Policy LP21 of the Kirklees Local Plan.

Representations:

The representations received are considered to be addressed within the 'Amenity' and 'Safety' sections of this report.

Conclusion:

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 not constitute sustainable development and is therefore recommended for refusal.

Recommendation - Refuse advertisement consent

Decision Authorisation - Delegated Powers

Application Number – 2026/90538

Officer Recommendation - Refuse advertisement consent

1. The proposed Street Hub would include illuminated screens on both sides. These are an integral part of the development under consideration. The proposed Street Hub and digital display screens, owing to their scale, prominent siting, and means of illumination, would be a visually incongruous and intrusive feature that would cause harm to the significance of the Huddersfield Town Centre Conservation Area, in which there are several listed buildings close by. The public benefits associated with the proposed development would not outweigh the less than substantial harm caused to the significance of the Conservation Area. In addition, the proposal would add further illuminated street clutter which would detract from the character of the wider Town Centre, and would prejudice the aims of the Huddersfield Blueprint, a ten-year regeneration initiative to rejuvenate the Town Centre and enhance public spaces. The proposal is therefore contrary to Policies LP17(a), LP24(a), and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the NPPF and Sections 66 & 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.
1. The proposed Street Hub would include illuminated screens on both sides. These are an integral part of the development under consideration. The proposed illuminated screens, by virtue of their siting, illumination and the orientation of advertisements displayed, and by reason of conflicting with the clarity and effectiveness of a signalised junction, would create an unnecessary distraction to road users and pedestrians along a well-used vehicular and pedestrian route in Huddersfield town centre. This would be to the detriment of public and highway safety and the local highway network adjacent to the site, and thus contrary to Policy LP21 of the Kirklees Local Plan and policies contained within the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Date Received
Site Location Maps	001RevA	24 th February 2026
Proposed Site Plan	002RevA	24 th February 2026
Proposed BT Streethub	003RevA	24 th February 2026

Plan Type	Reference	Date Received
Elevations		
Existing and Proposed Elevations	003RevA	24 th February 2026
BT Street Hubs Beyond Connection document		24 th February 2026
ICNIRP Declaration of Conformity	HUD-03	24 th February 2026
Screen Testing for Glare document	BT SH 3.0	24 th February 2026
ILP Lighting guide 05/23		24 th February 2026
Anti-social Behaviour Management Plan	Version 3	24 th February 2026
Planning Statement dated 20th February 2026	HUD-03	24 th February 2026
Application Form		24 th February 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 2015 and otherwise actively engaged with the applicant in dealing with the application. The case officer did not request amended or additional plans since the planning concerns related to the principle of the development rather than details.