

KIRKLEES METROPOLITAN COUNCIL INVESTMENT & REGENERATION SERVICE

DEVELOPMENT MANAGEMENT

Town and Country Planning Act 1990 (as amended) – SECTION 70

DELEGATED DECISION TO DETERMINE PLANNING APPLICATIONS

Reference No:	2026/62/90539/W
Site Address:	adj, 106, New Street, Huddersfield, HD1 2UD
Description:	Installation of 1 BT Street Hub, incorporating 2 digital 75inch LCD advert screen and associated BT Phone Kiosk removal (within a Conservation Area)
Recommending Officer:	John Holmes

DECISION – Refused

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 2026/90539

Site Description

This application relates to an existing BT call box which is located within land which forms part of the pedestrianised part of New Street, Huddersfield Town Centre. The street is very wide and surfaced mainly in concrete flags with some smaller areas of block paving, and also features street trees and permanent seating built of coursed stone. It is a location with a strongly commercial character, flanked by three- to four-storey buildings, which show a mix of ages and styles.

Description of Proposal

The proposal is for the removal of an existing BT phone box and the installation of a BT Street Hub. A Street Hub is a facility that offers free encrypted Wi-fi, USB ports for device charging, free phone calls, a direct dial emergency service button, and would also host two digital advertising screens. The applicant's supporting documents make the following statements in support:

- Speeds will be several times faster than that of typical fixed-line broadband.
- It is designed to provide access to local council services, British Telecom's phone book, local weather information, maps and wayfinding, and national charities, without allowing open web browsing.
- The speaker volume is automatically reduced at night, except for emergency calls.
- It is proposed that the sales team would work in partnership small and medium-sized local enterprises to allow them to promote themselves via the digital display screens, which may be also used to host public awareness messaging or general advertising.
- Call-blocking technology would be used to minimise anti-social behaviour, with the possibility of taking further measures on police recommendations.
- The Hub would contain sensors to monitor air quality, noise and traffic.

The Street Hub would be a free-standing structure with an overall height of just under 3m, 1.24m wide and 350mm deep with a footprint of 0.42sqm. It would be constructed of galvanised mild steel, with a powder-coated external grade aluminium exterior, displays fronted by tempered and laminated glass.

Another feature is a video camera, which the applicant states will not, in the short term, be connected or used, but may be in the long-term after consultation with stakeholders and the public.

The proposed Hub would be placed within the public footway facing north to south.

It is proposed that for all current BT Street Hub applications, one or more existing BT call-boxes would be removed. In this instance one call-box would be removed.

An ICNIRP certificate of conformity stating that the equipment is designed to be in full compliance with the requirements of the radio frequency (RF) public exposure guidelines of the International Commission on Non-Ionising Radiation Protection (ICNIRP) has been submitted with the application.

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:

2000/90223 - Telecommunications development for the prior approval of details for erection of 1 no. kx100 telephone kiosk. kx100 – Details Approved 7th February 2000

2022/93083 - Advertisement consent for two internally illuminated digital 75 inch LCD display screens (within a Conservation Area) – Advertisement Consent Refused 1st February 2023 for the following reason:

The proposed digital display screens, owing to their scale, prominent siting, means of illumination and the presence of other similar installations in the immediate vicinity, would be a visually intrusive feature that would cause harm to the visual amenities of the locality and less than substantial harm to the significance of the Huddersfield Town Centre Conservation Area. Having regard to the cumulative

impact of similar installations already in existence, including on New Street, Ramsden Street and High Street, the introduction of a further pair of digital display panels 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. Whilst the harm caused to designated heritage assets would be less than substantial, the public benefits associated with the proposed development would not outweigh the harm caused. The proposal is therefore contrary to Policies LP17(a), LP24(a), LP25 and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the National Planning Policy Framework, advice within Planning Practice Guidance regarding amenity considerations and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2022/93084 - Removal of existing BT phone box and installation of replacement BT street hub (within a Conservation Area) – Refused 1st February 2023 for the following reason:

The proposed Street Hub would support digital display screens on both sides. These are an integral part of the development under consideration, as set out in paragraph 2.2 of the Planning Supporting Statement. The proposed Street Hub and digital display screens, owing to their scale, prominent siting, means of illumination and the presence of other similar installations in the immediate vicinity, would be a visually intrusive feature that would cause harm to the visual amenities of the locality and less than substantial harm to the significance of the Huddersfield Town Centre Conservation Area. Having regard to the cumulative impact of similar installations already in existence, including on New Street, Ramsden Street and High Street, the introduction of a further pair of digital display panels 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. Whilst the harm caused to designated heritage assets would be less than substantial, the public benefits associated with the proposed development would not outweigh the harm caused. The proposal is therefore contrary to Policies LP24(a), and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the National Planning Policy Framework, advice within Planning Practice Guidance regarding amenity considerations for advertisements and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2026/90541 - Advertisement Consent for erection of 2 digital 75inch LCD advert screens (within a Conservation Area) – Associated advertisement consent application - Under Consideration

In addition to the above listed planning history which forms that of the application site, other planning history is relevant in this case, specifically the following cases:

2025/93141 - Installation of 1 black digital communications kiosk with defibrillator (within a Conservation Area) – Refused 6th January 2026 for the following reason:

The proposed digital communications kiosk and defibrillator, due to its scale, prominent location, and illuminated displays, would constitute a visually incongruous and intrusive feature. It would harm the significance of the adjacent Huddersfield Town Centre Conservation Area, which includes several nearby listed buildings. The limited public benefits associated with the development do not outweigh the less-than-substantial harm to the heritage assets. Furthermore, the proposal would introduce additional illuminated street furniture, contributing to visual clutter and detracting from the character and appearance of the wider Town Centre. The proposal is therefore contrary to Policies LP17(a), LP24(a), and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the National Planning Policy Framework and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2025/93142 – Advertisement Consent for one internally illuminated sign (within a Conservation Area) – Advertisement Consent Refused 6th January 2026

The proposed advertisement, by virtue of its scale, illumination and prominent location, would form a visually jarring, intrusive and incongruous feature within the street scene, to the detriment of visual amenity and would fail to preserve the setting of Huddersfield Town Centre Conservation Area. The proposal would result in less than substantial harm to its significance of which sufficient public benefits have not been demonstrated to outweigh the proposed harm. To permit such development would be contrary to Policies LP24 (a), LP25 1 (a) and (b) and LP35 of the Kirklees Local Plan, Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and Policies within Chapters 12 and 16 of the National Planning Policy Framework.

These relate to a site which is 21m to the south of the application site.

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

Publication of the application has been undertaken in accordance with the Council's Development Management Charter by site notice and press advertisement. A precautionary approach to publicity was undertaken with the site notice setting out the development 'would affect the setting of a Listed Building and is either within a Conservation Area or affects its setting'. Whether the development does affect these setting(s) is discussed in more depth in the 'Assessment' section of this report.

Objections have been received from a local ward member, Councillor Sue Lee-Richards and also the Huddersfield Civic Society, 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
- Even outside a Conservation Area, they are unsightly, and allow for driver distraction.
- Surely it is possible to provide both Wifi and emergency phones without these ugly additions.

Consultation Responses

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 unnecessary street clutter and a new obstacle on the footway.

In the consideration of application 2022/93084 the following consultation responses were received:

- KC Major Projects Team – Recommend refusal.
- KC Conservation & Design – Recommend refusal.
- KC Police Architectural Liaison Officer – No objection.

In the consideration of application 2025/93141, KC Conservation and Design provided advice that the proposal would result in less than substantial harm.

Insofar as they are relevant to the consideration of this application they will be addressed in the 'Assessment' section of this report.

Policy

The site is within the Primary Shopping Area within Huddersfield Town Centre on the Local Plan. The site lies partly within the Huddersfield Town Centre Conservation Area. No Listed Buildings are close enough to be affected.

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

Kirklees Local Plan

- LP 1:** Presumption in favour of sustainable development
- LP 17:** Huddersfield Town Centre
- LP 19:** Strategic transport infrastructure
- LP 20:** Sustainable transport
- LP 21:** Highways and access
- LP 24:** Design
- LP 26:** Renewable and low-carbon energy
- LP 35:** Heritage
- LP 48:** Community facilities
- LP 52:** Protection and improvement of environment quality

Supplementary Planning Documents:

- KC Highways Design Guide 2019
- Climate Change Guidance for Planning Applications

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.

- Chapter 2 – Achieving sustainable development
- Chapter 7 – Ensuring the Vitality of town centre
- Chapter 8 – Promoting healthy and safe communities
- Chapter 10 – Supporting high quality communications
- Chapter 12 – Requiring good design
- Chapter 14 – Planning for climate change, flooding and coastal change
- Chapter 15 – Conserving and enhancing the natural environment
- Chapter 16 – Conserving and enhancing the historic environment

Assessment

1 – Principle of development: There is no Local Plan policy that deals primarily with telecommunications infrastructure.

Chapter 10 of the NPPF, Supporting high quality communications, is applicable, which encourages a generally positive approach to new telecommunications proposals. Paragraph 119 states that “Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being”. Paragraphs 120-123 are mainly concerned with masts rather than ground-based facilities. However, under paragraph 123 it is set out that “Local planning authorities must determine applications on

planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure.”

Other chapters of the NPPF that are considered to be of relevance are:

- Chapter 7 – Ensuring the vitality of town centres. Local Planning Authorities should take a positive approach to their growth, management and adaptation.
- Chapter 8 – Promoting healthy and safe communities. Crime, and fear of crime, should not be allowed to undermine quality of life and well-being.
- Chapter 12 – Requiring good design. Development must function well and add to the overall quality of an area.

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”

In particular, paragraph 11.8 of the Policy Justification states that broadband provision is an important consideration throughout the district and that “All telecommunications infrastructure should be capable of accommodating changes in technological requirements, without having a negative impact on the streetscene”.

Under Policy LP17, all development within Huddersfield Town Centre must provide a safe, welcoming and inclusive destination, create opportunities for the economic development and expansion of the town, and retain and regenerate historic features.

The following transport-related policies are deemed to be relevant:

- LP19 – Proposals that may prejudice the future development of identified highway improvements, traffic management schemes or proposed public transport facilities, will not be permitted.
- LP20 – Development should be designed to encourage sustainable modes of travel and place pedestrians at the top of the user hierarchy
- LP21 – Development should ensure the safe and efficient flow of traffic.

The Street Hub and the existing call-box could both be considered a community facility or service, which under Policy LP48 is relevant insofar as it sets out such development should be provided in accessible locations and meet the needs of all members of the community. Removal of existing community facilities will only be permitted if it is no longer required or that an alternative of equivalent or better quality will be provided. It is considered on balance that the aims of LP48 would be fulfilled in this case.

LP52 states that proposals that have the potential to increase pollution (including from noise) must demonstrate that the impacts have been evaluated and methods incorporated to prevent it having an adverse impact on quality of life and well-being of people and the environment.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires 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. Section 66 places a similar obligation upon Local Planning Authorities with respect to the setting of Listed Buildings. In this context preservation means not harming the interests of the building as opposed to keeping it unchanged. In this case it is considered listed buildings are sufficient distance from the site that the development would not affect their setting.

Furthermore Chapter 16 of the NPPF states that in determining applications local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and that harm should not be permitted without a proportionate justification. This approach is also supported by Policy LP35 of the Local Plan.

2 – Impact on visual amenity:

One of the functions of the proposed Street Hub would be to display illuminated advertisements, which in general would be assessed separately, under an application for consent to display an advertisement. In this instance, however, the display screens are an integral part of the development under consideration. The likely visual impact of the screens and any images they are

likely to carry must therefore be assessed as part of this application so that the proposal's impact on visual amenity can be fully appreciated.

The site straddles the boundary of the Huddersfield Town Centre Conservation Area. Those buildings on the eastern side of the highway, including 103 New Street, are within its boundary. No. 103 – formerly occupied by Wilkinson's at ground floor – is a building of some architectural merit and distinctiveness, although it has modern display windows and stall risers at street level. Opposite – and outside the Conservation Area boundary – is a modern shopping parade that has little architectural merit. Whilst the proposed Street Hub would be visually subordinate to no. 103, it would be placed much closer to it than to the modern shopping parade. It is considered that, in this context, the addition of a visually intrusive structure with twin digital display screens would have an adverse upon the character of the Conservation Area.

It is noted that there is already one other free-standing structure with changing digital displays, positioned some 50m away close to the junction of New Street with Princess Street and Buxton Way. It is considered that the proposed Street Hub and display screens would, both individually and cumulatively, add further visual clutter to the street and would therefore undermine the aims of the Huddersfield Blueprint.

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. 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 section 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. 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.

3 – Impact on residential amenity:

The submitted documents include a Noise Management Plan which proposes different volume settings for different times of day. The Street Hub would in any case be placed within a mainly commercial setting and in a location in which there would normally be significant noise and activity on the street at all times of day. It is therefore anticipated that any noise associated with the proposed Street Hub would not significantly affect residential amenity, thereby according with the aims of LP24(b) and LP52.

4 – Impact on highway 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.

It is noted that during the consideration of the previous scheme there was objection to the proposal from the Council’s Major Projects Team. The response of the Council’s Highways Team received during the processing of this application is also noted.

In this instance, the Street Hub would be placed within a broad, pedestrianised street and would leave an unobstructed pavement width either side (9.2m and 4.5m respectively) far in excess of the recommended minimum recommended, even allowing for the fact that a Street Hub user might temporarily increase the width of the obstruction and thereby diminish pavement width. It is acknowledged that this street has higher than average pedestrian flows, but it is considered that the width of the street is such that it would not be possible to substantiate a refusal based on possible interference

with pedestrian flows, or that it would unacceptably impede passage or navigation for people with disabilities. Since the site is not close to a junction used by vehicular traffic, possible interference with sight lines – raised as a planning concern in some other recent applications of this type – is not considered to be a concern here.

Whilst, in general, planning permission for development and consent to display an advertisement are separate concepts with separate regimes of control, in this instance the proposed advertising screens are an integral part of the Street Hub and its future viability, as set out in part 2.2 of the Planning Supporting Statement. It would therefore be unreasonable to determine this application without regard to the impact of the proposed digital advertisements. 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.

Planning Policy Guidance on advertisements 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.

The advertisements proposed here would be exactly the types of advertisement referred to above. However, the guidance in the PPG relating to advertisements in terms of public safety does not, in itself, mean that all internally illuminated signs utilising LED technology would be harmful to highway or pedestrian safety. The individual circumstances of the site and surroundings of each of the LED advertisement screen displays are, therefore, necessarily considered.

In this instance, the proposed Street Hub is in a pedestrianised zone and therefore the potential for driver distraction is minimal. Since it would not be located on or near a junction of roads used by vehicular traffic, nor a signalised pedestrian crossing, it would neither affect sight lines nor interfere with signal interpretation.

In conclusion, it is considered that the proposed development would not cause harm to the safe or convenient use of the highway, accessibility or sustainable transport objectives, and would thereby accord with the aims of LP19-21 of the Local Plan.

5 – Other matters:

Supporting high quality communications:

Chapter 10 of the NPPF, as previously stated, encourages a positive approach to new telecommunication development and requires that Local planning authorities must determine applications on planning grounds only. This approach has been followed here. Whilst it is acknowledged there may be public benefits in the development, it is considered that these are in this instance not sufficient to outweigh the highway safety and other planning concerns set out above.

Crime and disorder:

The applicant has submitted an Anti-Social Behaviour Statement which states that they will encourage feedback from the Police and local stakeholders, and sets out possible measures designed to limit the chances of crime or anti-social behaviour occurring, including blocking calls to specific numbers (only when agreed with the police, in addition to those captured under automatic anti-social call restriction) and disabling the USB port to discourage loitering. Furthermore, each Street Hub will be remotely monitored for service compliance 24 hours a day and will be physically inspected and cleaned at least every two weeks. The measures set out in the Anti-Social Behaviour Statement, it is expected, would prevent or severely limit criminal misuse (such as the Street Hub being used to conduct drug deals). The Police Architectural Liaison Officer did not express any concerns over the previously refused similar proposal and it is therefore considered that increased crime, or fear of crime, would not provide a reason to refuse this application either.

Biodiversity:

The site is in an urban area lacking significant green infrastructure. It is considered that the proposed development has no biodiversity implications and there would be little, if any, opportunity for ecological enhancement, if officers were minded to approve.

In terms of Biodiversity Net Gain as set out by the statutory framework introduced by Schedule 7A of the Town and Country Planning Act 1990 (inserted by the Environment Act 2021). The development is considered to

benefit from the de-minimus exemption as set out by The Biodiversity Gain Requirements (Exemptions) Regulations 2024 and there is no required for BNG to be provided in respect of the aforementioned legislation.

Drainage and flood risk:

The site is not in an area known to be at risk of flooding and the proposal does not create additional hardstanding. It is therefore considered to have no drainage implications.

Climate Change:

On 12th November 2019, the Council adopted a target for achieving 'net zero' carbon emissions by 2038, with an accompanying carbon budget set by the Tyndall Centre for Climate Change Research. National Planning Policy includes a requirement to promote carbon reduction and enhance resilience to climate change through the planning system and these principles have been incorporated into the formulation of Local Plan policies. The Local Plan pre-dates the declaration of a climate emergency and the net zero carbon target; however it includes a series of policies which are used to assess the suitability of planning applications in the context of climate change. When determining planning applications the Council will use the relevant Local Plan policies and guidance documents to embed the climate change agenda.

According to the applicant's supporting statement, the Street Hub would be powered by 100% renewable energy. Further details of this could be sought if officers were minded to approve. The proposal is in principle deemed to be in accordance with the aims set out above, and set out in NPPF Chapter 14 and Policy LP26 of the Local Plan.

6 – Representations:

The representations received are copied below here again for completeness and a response to each provided in italics.

- 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

Officer response: These are addressed in sections 2 and 4 of this report.

- Even outside the Conservation areas, they are unsightly, and allow for driver distraction.

Officer response: This matter is addressed in section 4 of this report.

- Surely its possible to provide both Wifi and emergency phones without these ugly additions.

Officer response: This application is assessed on the basis of its own merits and the development proposal as applied for.

7 – Conclusion:

The NPPF has introduced a presumption in favour of sustainable development. The policies set out in the NPPF taken as a whole constitute the Government's view of what sustainable development means in practice.

This application has been assessed against relevant policies in the development plan and other material considerations. It is considered that the adverse impacts of granting permission would significantly and demonstrably outweigh any benefits of the development when assessed against policies in the NPPF and other material considerations.

Recommendation - Refusal

Decision Authorisation - Delegated Powers

Application Number - 2026/90539

Officer Recommendation - Refuse permission

Reason for refusal

The proposed Street Hub would support digital display screens on both sides. These are an integral part of the development under consideration, as set out in paragraph 2.2 of the Planning Supporting Statement. The proposed Street Hub and digital display screens, owing to their scale, prominent siting, means of illumination and the presence of other similar installations in the immediate vicinity, would be a visually intrusive feature that would cause harm to the

visual amenities of the locality and less than substantial harm to the significance of the Huddersfield Town Centre Conservation Area. Having regard to the cumulative impact of similar installations already in existence, including on New Street, Ramsden Street and High Street, the introduction of a further pair of digital display panels 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. Whilst the harm caused to designated heritage assets would be less than substantial, the public benefits associated with the proposed development would not outweigh the harm caused. The proposal is therefore contrary to Policies LP24(a), and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the National Planning Policy Framework, advice within Planning Practice Guidance regarding amenity considerations for advertisements and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

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 Elevations	003RevA	24 th February 2026
Existing and Proposed Elevations	003RevA	24 th February 2026
BT Street Hubs Beyond Connection document		24 th February 2026
ICNIRP Declaration of Conformity	HUD-01	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-01	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.