Town and Country Planning Act 1990

Town and Country Planning (General Development Procedure) Order 1995

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2026/64/90541/W

To: Louis Freeman,
Mitie
TSOC
Pacific House
Atlas Park
Simonsway
Wythenshawe
M22 5PR

For: Safia Rana-Jaswal, BT Telecommunications Plc

In pursuance of its powers under the above-mentioned Act and Order the KIRKLEES COUNCIL (hereinafter called "The Council**") as Local Planning Authority hereby refuses consent to:-**

ADVERTISEMENT CONSENT FOR ERECTION OF 2 DIGITAL 75INCH LCD ADVERT SCREENS (WITHIN A CONSERVATION AREA)

At: ADJ, 106, NEW STREET, HUDDERSFIELD, HD1 2UD

In accordance with the plan(s) and applications submitted to the Council on 24-Feb-2026. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

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.

Plans and specifications schedule:-

Plan Type	Reference	Date Received
Site Location Maps	001RevA	24th February 2026
Proposed Site Plan	002RevA	24th February 2026
Proposed BT Streethub Elevations	003RevA	24th February 2026
Existing and Proposed Elevations	003RevA	24th February 2026
BT Street Hubs Beyond Connection document		24th February 2026
ICNIRP Declaration of Conformity	HUD-01	24th February 2026
Screen Testing for Glare document	BT SH 3.0	24th February 2026
ILP Lighting guide 05/23		24th February 2026
Anti-social Behaviour Management Plan	Version 3	24th February 2026
Planning Statement dated 20th February 2026	HUD-01	24th February 2026
Application Form		24th 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.

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse this application, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

All advertisement appeals have to be submitted to the Secretary of State within 8 weeks of the date of issue of the Local Planning Authority's decision against which you are appealing.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://www.gov.uk/appeal-planning-decision. Further information on the Planning Appeal process can be found online at the Planning Inspectorate's website https://www.gov.uk/government/organisations/planning-inspectorate.

You must use the correct Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the type of application that the appeal relates to so they can send you the appeal form you require.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

An important part of improving our service is to review your feedback on the way that we have dealt with your planning application(s). Please take a couple of minutes to email your comments to dc.admin@kirklees.gov.uk so that we can work on continually improving our customer service. Thank you.

Dated: 20-Apr-2026

Signed: 

David Shepherd
Executive Director for Place

Application Plans

The decision notice indicates which plan/s relate to the decision.

Plans can be viewed on the Planning and Building Control web site:

http://www.kirklees.gov.uk/business/planning/planning.asp

If a paper copy of the decided plan is required please email:

dc.admin@kirklees.gov.uk

or telephone (01484) 414746 with the application number.

There may be a charge for this service.

Address to which all communications should be sent:

Kirklees Council
Planning and Development Service
PO Box 1720
Huddersfield
HD1 9EL
