

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:	2026/64/90543/W
Site Address:	adj, 33-37, King Street, Huddersfield, HD1 2PZ
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: 17-Apr-2026

Officer report: 2022/93074

Adj 33 King Street, Huddersfield

Site Description

The site of the application is in King Street, a broad pedestrianised street within Huddersfield Town Centre, approximately 8m from the junction with the non-pedestrianised Cross Church Street, which lies to the west. King Street is partially within the Huddersfield Town Centre Conservation Area. The land that is the subject of this application is on, but just outside, the Conservation Area boundary, which lies to the north. The Packhorse Centre, which lies a short distance to the west, and the Piazza Centre, to the south of the site respectively, are outside the Conservation Area, but Cross Church Street and 33-37 King St (to north of the site) lie within it.

Description of Proposal

- The proposal is for the erection of two internally illuminated digital display screens.
- 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 Street Hub would be 7.1m and 4.9m from 33-37 King St (to the north) and the Plaza Shopping Centre (to the south) respectively.
- 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

2026/90542 - Installation of 1BT Street Hub, incorporating 2 digital 75inch LCD advert screens and associated BT Phone Kiosk removal (within a Conservation Area) – Under Consideration

2022/93085 – Removal of existing BT phone box and installation of replacement BT street hub (within a Conservation Area) - Refused 13th February 2023 for the following reason:

The proposed Street Hub would include illuminated 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, and means of illumination, would be a visually incongruous and intrusive feature that would cause harm to the significance of the adjacent 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 National Planning Policy Framework and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2022/93074 – Advertisement consent for two internally illuminated digital display screens. – Refused 13th February 2023 for the following reason:

The proposed 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 adjacent Huddersfield Town Centre Conservation Area and to the settings of adjacent Listed Buildings, in particular the Grade II Listed 33-37 King Street. The harm caused to designated heritage assets would be less than substantial. The public benefits associated with the proposed development would not however outweigh the harm caused. 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), LP25, and LP35 of the Kirklees Local Plan, Chapters 12 and 16 and paragraph 136 of the National Planning Policy Framework, and the Council's duty under Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

The 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 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 unnecessary street clutter and a new obstacle on the footway. They further detail that any future improvement schemes to the footway would be affected by the BT Street Hub's power connections.

In the consideration of application 2022/93074 the following consultation responses were received:

- KC Highways Development Management – No objection subject to conditions.
- KC Conservation & Design – Recommend refusal.

In addition, the following teams or services were consulted on the linked planning application (ref. 2022/93085):

- KC Police Architectural Liaison Officer – No objection.

- KC Major Projects Team – Recommend refusal.

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

Policy

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 site is within Huddersfield Town Centre on the Local Plan Proposals Map. The following policies are considered to be relevant to the consideration of this application:

Kirklees Local Plan (LP):

- LP 1 – Achieving sustainable development
- LP 2 – Place shaping
- 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 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 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. The site lies just outside the boundary of the Huddersfield Town Centre Conservation Area. Any advertising that would cause harm to the setting of a Conservation Area, even if outside its boundaries, should not be permitted. Furthermore, the proposed development would be seen in the context of the grade II Listed 33-37 King Street.

Amenity

The land that is the subject of this application is just outside the Huddersfield Town Centre Conservation Area boundary. It is also noted that there are several Listed Buildings close to the site and it is imperative that the likely impact upon their setting is fully assessed in determining the application.

33 King Street is part of a three-storey Grade II listed retail premises on the corner of King Street and Cross Church Street, described on the list description as 35-37 King Street, dating to the early 19th Century and constructed from ashlar stone with a hipped stone slate roof. At ground floor level are timber framed shop front windows set into ashlar stone surrounds, and a large modern fascia sign which wraps around two elevations. Further along King Street to the east many of the buildings along the terrace are Grade II listed, with simple vernacular detailing and ranges of timber frames sash windows on the upper floors, and high-quality shop fronts on the ground floor.

The proposed digital display screens, by reason of their scale, siting and means of illumination, would not preserve or enhance the character of the Huddersfield Town Centre Conservation Area nor that of the aforementioned Listed Buildings (in particular 33-37 King St). Whilst they would lead to less than substantial harm, it is considered that the purported public benefits would not outweigh the harm caused in this instance.

The Huddersfield Blueprint is a ten-year regeneration initiative to rejuvenate the Town Centre and enhance public spaces. King Street and the Kingsgate Centre forms one of the focus areas of this project and the Huddersfield Blueprint states that a high-quality and uncluttered public realm is one of the priorities. The Cultural Heart project includes the demolition of 20th Century buildings within The Piazza and the landscaping of this area to create an attractive open space. This area is linked to King Street via Cross Church Street. It is important that these initiatives can be achieved successfully. The proposed digital advertisement screens, by adding illuminated visual clutter, would not be conducive to delivering the above aims and would detract from the visual amenity of the Town Centre.

For the above reasons, the proposed digital screens would fail to accord with the aims of paragraph Chapter 16 of the NPPF, Policies LP17(a), LP24 and LP35 of the Local Plan, and the Council's duty under Sections 66 and 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

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 this instance, the unobstructed width of the pavement remaining after the installation of the Street Hub would be approximately 11m, far in excess of the standard minimum. It is noted that the Council's Major Projects Team objected to the previously refused proposal on the grounds that the creation of a new obstacle in a pedestrianised area would have a detrimental impact, the more so since pedestrian volume is likely to increase once the Cultural Heart scheme is delivered. It is considered that it would be difficult to substantiate a refusal on this basis.

Planning Practice Guidance on advertisements (2014, amended 2019) 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 now under consideration would clearly fall within more than one of these categories.

By their very nature, all advertising signs are a distraction to drivers. The severity of the distraction, the number of drivers that can be distracted and the location of the site can impact on the level of severity of the outcome of any distractions.

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

To conclude, it is considered that the proposed screens would not adversely affect the safety of highway users and would accord with the aims of LP21.

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). It is considered that increased crime, or fear of crime, would not provide a reason to refuse this particular application.

It is therefore considered that the proposed display screens would not be prejudicial to public safety and would be compliant with the aims of paragraph 136 of the NPPF above.

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
consent**

Refuse advertisement

Decision Authorisation - Delegated Powers

Application Number: 2022/93074

Officer Recommendation: Refuse advertisement consent

The proposed 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 adjacent Huddersfield Town Centre Conservation Area and to the settings of adjacent Listed Buildings, in particular the Grade II Listed 33-37 King Street. The harm caused to designated heritage assets would be less than substantial. The public benefits associated with the proposed development would not however outweigh the harm caused. 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), LP25, and LP35 of the Kirklees Local Plan, Chapters 12 and 16 and paragraph 141 of the National Planning Policy Framework, and the Council's duty under Sections 66 and 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-07	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

Plan Type	Reference	Date Received
Planning Statement dated 20th February 2026	HUD-07	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 plans because the planning concerns related to the principle of the development rather than details.