

**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:	2026/64/90545/W
Site Address:	adj, 42, New Street, Huddersfield, HD1 2BU
Description:	Advertisement Consent for erection of 2 digital 75inch LCD advert screens (within a Conservation Area)
Recommending Officer:	John Holmes

DECISION – ADVERTISEMENT CONSENT 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.

Emma Thompson

AUTHORISED OFFICER

Date: 17-Apr-2026

OFFICER REPORT - 2026/90545

SITE

The site of the application is a phone box to the front of 42, New Street, Huddersfield, HD1 2BU. The site is a pedestrianised street and one of the main pedestrian routes through the town centre. The street, whilst wide, features a lot of existing street furniture, trees and other associated paraphernalia.

The site is within a Conservation Area and also sits in close proximity to a number of listed buildings. The street is characterised by a historic character and wider appearance.

A number of fixed advertisements which are non illuminated are in place to the south and within the site itself upon the existing telephone box.

PROPOSED ADVERTISEMENTS

- 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 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)

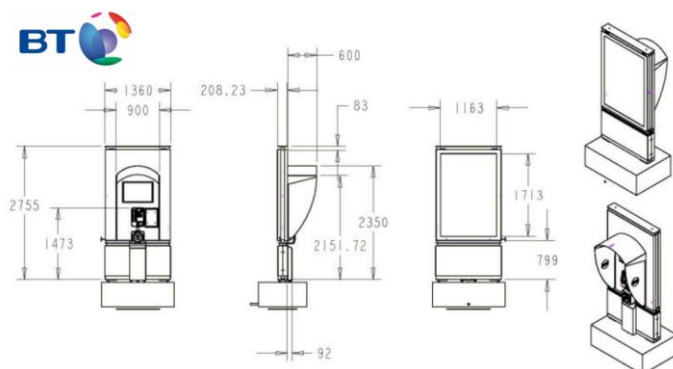
RELEVANT PLANNING HISTORY

There is a reasonably lengthy planning history for the site which is referenced to, where relevant, as follows:

2008/92778: Erection of illuminated advertising panel to kiosk: Advertisement Consent refused for the following reason:

The proposed advertisement, by virtue of its design, scale and illumination would neither preserve nor enhance the character of the Huddersfield Town Centre Conservation Area or preserve the historical character and setting of the surrounding listed buildings. As such, the proposed advertisement would be contrary to national guidance in PPG19 and PPG15, as well as Policy BE5 of the Kirklees Unitary Development Plan.

It is noted that these proposals sought a development whereby the phone box would be replaced by a large 'panel' with an externally sited and covered phone. This is demonstrated in the plans submitted for these applications detailed as follows:



Also of relevance in proximity to the site is the following application:

2019/91060: Advertisement Consent for erection of digital illuminated advertising panel (within a Conservation Area): Advertisement Consent Refused (a subsequent appeal was withdrawn) for the following reason:

The proposed advertisement, by reason of its visual prominence and cumulative impact alongside other advertisements within the vicinity, would add a visually unacceptable level of clutter within the public realm. This, along with the visual competition against adjacent heritage assets that would be introduced, would result in harm to the character and appearance of the Huddersfield Town Centre Conservation Area and detract from the setting of nearby Grade II Listed Buildings. The application is therefore contrary to Policies LP2, LP17(a), LP24 and LP35 of the Kirklees Local Plan and Chapters 12 and 16 of the National Planning Policy Framework.

This relates to a sign which is approximately 30m to the south of the site.

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

KC Transport have provided comments setting out that whilst they support the removal of the existing BT Telephone Booth they object to the installation of a new BT Street Hub on the basis that there is already another Clear Channel screen in close proximity and the new BT Street Hub would add to street clutter and detract from the public realm aesthetics.

The response provided by KC Transport is taken into account within the 'Assessment' section of this application.

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 located within the Primary Shopping Area of Huddersfield Town Centre and is within a Conservation Area as set out in the Kirklees Local Plan.

The site is approximately 3.8m from the nearest grade II listed buildings.

The site is within an Air Quality Management Area and also within an area identified as being at higher risk of ground movement as a result of former mining activity.

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 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 within the Conservation Area boundary and any development therefore has the potential to affect its setting. It is noted that there are several Listed Buildings in very close proximity to the site and it is imperative that the impact upon their setting is fully assessed in determining the application.

42 New Street is part of a three-storey Grade II listed premises, described on the list descriptions (refs: 1228388, 1228300, 1287277 & 1228385) as:

1228388: 42 – 48 New Street: Early C19. Rendered. Pitched stone slate. 3 storeys. Stone brackets to gutter. Rusticated quoins. 7 ranges of sashes. Modern shopfronts.

1228300: 40 NEW STREET 1. 5113 (West Side) No 40 SE 1416 NW 1/945 II GV 2. Early C20. Ashlar. One storey, but full height of adjacent houses. Dentilled eaves cornice. Parapet. Central round-arched window with moulded voussoirs, keystones and moulded impost. Flanking window and door in moulded surrounds, with cornices over on moulded consoles. Panelled door with fanlight and ornamental transom marked "Bank" in relief.

1287277: 36 New Street: 1850. [Deeds in possession of Yorkshire Bank Ltd]. Ashlar. 3 storeys. Deeply projecting eaves cornice with shallow paired modillions. Continuous sill band to 2nd floor. Modern shop front. 3 window ranges. 1st floor windows have plain raised surrounds, central one has moulded surrounds and cornice on brackets. Continuous wind band on 2nd floor, separated by broad piers with 2 deep horizontal grooves scored in each. Glaswegian in style.

1228385: 34 New Street: C18. Whitewashed stone. Pitched stone slate roof. 3 storeys. Modillion eaves cornice. 3 ranges of C19 windows in original plain raised surrounds. Modern shopfront. Elliptically headed archway to Hawksby's Court with fine mid C19 wrought iron gates.

Historic buildings with simple vernacular detailing and ranges of timber frames sash windows on the upper floors, and high-quality shop fronts on the ground floor characterise this part of New Street. Entrance to a historic arcade (Imperial Arcade) is in immediate proximity to the site.

The street accommodates a number of features which provide a level of street furniture in terms of landscaping features, street trees, planters, seats and installations that provide infrastructure.

In the determination of the 2008 refusal (detailed in the 'Planning History' section of this report) the Conservation Team set out their response to that proposal as being:

The proposed illuminated advertising panel's to the kiosk is completely inappropriate for a conservation area, especially one which demonstrates a wealth of high architectural and historical merit, with such a distinctive character.

I feel that the structure being proposed in this application to be far too imposing on the street scene and would unhelpfully contribute to the existing clutter witnessed along this important pedestrian route within the town. Focussing on the unit itself, I have concerns with both its width and height, and furthermore given its proposed illumination capability this also provides further concern for the reason that the illuminating qualities would be too harsh and brash, therefore disrespecting the surrounding listed buildings and the overall character of the conservation area.

Given these comments I feel that this application fails to satisfy policy BE1 and BE5 for the reasons that the unit is visually unattractive, fails to create or retain a sense of local identity, and does not contribute to the preservation or enhancement of the character of the Huddersfield Town Centre Conservation Area”.

Whilst there has been a change in policies, and policy BE1 and BE5 that are referred to have been superseded by policy LP35 of the Kirklees Local Plan it is considered this commentary about a proposal which had a similar design remains of relevance in the consideration of this application which is on the same part of New Street. The proposal the subject of the previous refusal sought a similar development, with one illuminated advertisement panel.

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. The Huddersfield Blueprint states that a high-quality and uncluttered public realm is one of the priorities. The installation of the proposed Street Hub and its digital screens would give rise to further illuminated street clutter and as such would not be conducive to delivering these objectives. The proposal would therefore conflict with the aims of improving the quality of the Town Centre, its cultural heritage, open spaces and connections to them, as set out in Policy LP17.

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 9m / 6m from the side to the front of the nearest premises opposite far in excess of the standard minimum. It is noted that the Council's Major Projects Team have previously objected to other similar proposals in the Town Centre 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. However it is concluded that it would be difficult to substantiate a refusal on the basis of this concern, especially since there is a minimal additional impact in this respect as a result of the replacement of the existing infrastructure. Therefore it is considered that the proposal would not undermine the aims of any recent or proposed traffic management schemes, new walking or cycling provision, or other highway improvement schemes, and as such would not conflict with the stated aims of LP19.

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.

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: 2026/90545

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. 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
Application form		24 th February 2026
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-05	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-05	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.