

**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:	2026/64/90547/W
Site Address:	adj, 55, Westbourne Road, Marsh, Huddersfield, HD1 4LG
Description:	Advertisement Consent for erection of 2 digital 75inch LCD advert screens
Recommending Officer:	Joanna Rednall

DECISION – ADVERTISEMENT CONSENT GRANTED

I hereby authorise the approval 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: 18-May-2026

Site Description

The site comprises a section of pavement immediately outside 55 Westbourne Road. This part of the pavement is notably wide and sits to the south of Westbourne Road, which forms a Primary A-road. The surrounding area contains a mix of commercial and residential uses. Properties to the north of the site are predominantly commercial in character, while a greater concentration of residential properties is located further to the south.

The site is not within a Conservation Area and there are no Listed Buildings nearby. It is located within Marsh District Centre.

Description of Proposal

Advertisement Consent is sought for erection of 2 digital 75inch LCD advert screens

- Two 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)

History of negotiations/amendments received

No amendments have been sought in the processing of this application as it was considered acceptable as submitted.

Relevant Planning History

There is no planning history for the site which is considered relevant to the current proposal.

Representations

No publicity required

Representations received: None

Consultations

KC Highways Development Management: The proposed signage would not create a significant distraction, particularly given the high level of existing

advertisements in the surrounding area. The footway at this location is already wide, and the development would not introduce a meaningful pinch point. Any narrowing that occurs is comparable to the existing conditions created by the bus stop and other street furniture, and the proposal would not reduce the usable footway width to a level that would cause concern. In summary, no highway issues are anticipated by officers, and these matters will be addressed in further detail within the forthcoming 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 without notation on the Kirklees Local Plan.

Kirklees Local Plan (KLP):

LP 1 – Achieving sustainable development
LP 2 – Place shaping
LP 13 – Town centre uses
LP 19 – Strategic Transport Infrastructure
LP 20 – Sustainable travel
LP 21 – Highway and access
LP 24 – Design
LP25 – Advertisements and shop fronts

National Policies and Guidance:

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published July 2021, the Planning Practice Guidance Suite (PPGS) first launched 6th March 2014 together with Circulars, Ministerial Statements and associated technical guidance.

The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- Chapter 12 – Achieving well-designed places

A consultation draft of the National Planning Policy Framework (the Framework) was published on 16th 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.

Assessment

Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

Regulation 3(2a) of the Advertisement Regulations states that: factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Policy LP1 of the KLP states that when considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in chapter 2 of the National Planning Policy Framework.

Policy LP2 sets out that all development proposals should seek to build on the strengths, opportunities and help address challenges identified in the Local Plan. Policy LP24 of the KLP is relevant and states that "good design should be at the core of all proposals in the district".

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 LP24 of Kirklees Local Plan and Chapter 12 of the NPPF set out that development should be of an acceptable design.

Policy LP25 of Kirklees Local Plan details that new or replacement shop front units and display of advertisements will only be permitted if the design is consistent with the character of the existing building in terms of scale, quality and use of materials, respect the character of the locality and are designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

The application site occupies a prominent position on Westbourne Road within the Marsh District Centre. The surrounding streetscene is characterised by a mix of commercial and community uses and already contains a range of street furniture and infrastructure, including signage, seating, lighting columns, bus stops and telecommunications equipment. The surrounding buildings are characterised by active frontages incorporating a varied range of advertisements in differing scales, formats and designs, contributing to the visually active character of the streetscene.

The proposal seeks advertisement consent for erection of 2 digital 75inch LCD advert screens. The proposed illuminated digital display screens on either side of the structure. However, the site sits within a visually active urban corridor where illuminated signage, commercial frontages and associated street furniture already form part of the established character of the area.

It is not considered that the proposal would appear overly dominant, garish or incongruous within the wider streetscene. The scale, siting and appearance of the advertisement are reflective of modern communications infrastructure commonly found within district centres and urban areas. In this instance, the structure would be viewed in the context of the surrounding street activity and existing infrastructure rather than as an isolated feature.

Overall, whilst the proposal would introduce a modern and visually prominent feature into the street scene, it is considered that the surrounding urban context is capable of accommodating the development without resulting in unacceptable harm to visual amenity or the character of the area. On balance, the proposal is considered to comply with the broad aims of Policies LP13 and LP24 of the Local Plan and the aims of Chapter 12 of the NPPF. Given the character of the surrounding townscape and the established presence of street infrastructure within the locality, it is not considered that a refusal on visual impact grounds could be reasonably substantiated.

Public Safety:

Policies LP21 and LP22 of the Kirklees Local Plan and policies within chapter 9 of the NPPF relate to access and highway safety and are considered to be relevant to the consideration of this application.

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 2.4m from the side of

the hub to the front of the nearest premises opposite which would be in excess of the standard minimum.

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.

Kirklees Council Highway Development Management have been consulted (informally) on the proposal given the siting of the development adjacent to a Primary A Road and the inclusion of illuminated digital displays. Whilst it is acknowledged that the proposal would introduce an additional illuminated advertisement within the streetscene and therefore create some degree of distraction to passing motorists, the surrounding area is already characterised by a significant amount of commercial signage on both sides of the highway. The proposed displays would therefore be viewed within the context of an existing visually active environment and are not considered likely to result in a level of distraction materially above that which already exists within the locality. On this basis, the proposal is not considered to give rise to detrimental impacts on highway safety.

In terms of pedestrian movement, the proposed Street Hub would be positioned on an existing wide footway and is not expected to narrow the

pedestrian route to such an extent that access or movement would be compromised. Whilst there is some existing narrowing in the vicinity of the bus stop and through the presence of advertisement boards and other street furniture, the proposed structure would not create an unacceptable pinch point or materially worsen existing conditions. Overall, no highway safety or pedestrian accessibility concerns have been raised in relation to the proposal.

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.

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 constitute sustainable development and is therefore recommended for approval.

Recommendation

Grant advertisement consent

Decision Authorisation - Delegated Powers

Application Number: 2026/90547

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Site Location Maps	001	A	24/02/2026
Proposed Site Plan	002	A	24/02/2026
Existing and Proposed Elevations	003	A	02/03/2026
Proposed BT Streethub Elevations	003	A	24/02/2026
The Brightness of Illuminated Advertisements	-	-	02/03/2026
BT Street Hub ICNIRP Certificate	-	-	02/03/2026
BT Street Hub Planning Statement	-	-	02/03/2026
BT SH 3.0 Screen Testing for CCTV Overexposure & Glare - (March 2025)	-	-	24/02/2026

Plan Type	Reference	Version	Date Received
Street Hub Anti-Social Behaviour Management Plan Version 3	-	-	24/02/2026
Street Hubs Beyond connection	-	-	24/02/2026
Application form	-	-	24/02/2026

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 2024 and otherwise actively engaged with the applicant in dealing with the application. No amendments were sought as it was considered that the proposal was acceptable as submitted.

Report Dated:

13/05/2026
