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:	**2026/64/90570/W**
Site Address:	adj, 19-23, Market Street, Huddersfield, HD1 2EH
Description:	Advertisement Consent for installation 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.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 27-Apr-2026

Officer Report 2026/90570

Site Description

This application relates to an area within the footpath located upon Market Street, Huddersfield adjacent to nos. 19 – 23. No 21 is a grade II listed building.

The part of the pavement the application relates is approximately 6.6mm wide and in close proximity to a signalised junction, the part of Market Street the proposal is adjacent to is one way.

Description of Proposal

The application seeks advertisement consent for the following:

- 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/m^2 (set out in the submitted application form)

History of negotiations/amendments received

None.

Relevant Planning History

Within the red line boundary of the application site the following application constitute the planning history of the site that is considered to be of relevance:

2019/91616 – Telecommunications notification for installation of communications hub (within a Conservation Area) – Details Refused 8th July 2019 for the following reason:

> *The proposed communication hub, by reason of its siting and appearance (size, scale, colour), would be a visually intrusive feature that would give rise to unsightly street clutter within the local street scene. Furthermore, for the same reasons, the proposal would detract from the character and appearance of the Huddersfield Town Centre Conservation Area and the setting of 19-23 Market Street, a Grade II listed building. Consequently, the proposal would be contrary to Policies LP24 (a) and LP35 (3. a. & b.) of the Kirklees Local Plan and Paragraphs 127 and 190 of the National Planning Policy Framework.*

A subsequent appeal to this refusal was dismissed on 4th December 2019.

2026/90569 - Installation of 1 BT Street Hub, incorporating 2 digital 75inch LCD advert screens, and associated BT Phone Kiosk removal (within a Conservation Area) - Associated Planning Permission Application – Under Consideration

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

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, Councillor Sue Lee-Richards 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 the proposal would lead to unnecessary street clutter and a new obstacle on the footway, creating a distraction to drivers near a pedestrian crossing point which will be at it greatest outside of daylight hours. In addition the impact upon pedestrians egressing / accessing a vehicle is also raised as a concern as well as impact to possible future highway improvement schemes in the vicinity.

Policy

The site is within the Primary Shopping Area and a secondary shopping frontage within Huddersfield Town Centre on the Local Plan. The site lies within the Huddersfield Town Centre Conservation Area. A Grade II listed buildings is located to the east of the site (ref: HUD 1/907) this being 21 Market Street, with the listing entry stating the following:

MARKET STREET 1. 5113 (East Side) Exchange Buildings SE 1416 NW 1/907 II 2. C18 or early C19. Hammer-dressed stone. Hipped slate roof. 3 storeys and attic. 4 ranges of sashes to north; then gabled section with ball finial in which is one range of loading doors, now glazed, flanked by one C19 sash each: south end has one 2-light stone mullioned window over trabeated archway with ornamental cast iron gates.

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 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 21 – Highways and access
LP 17 – Huddersfield Town Centre
LP 24 – Design
LP 25 – Advertisements and shop fronts
LP 35 – Historic environment.

Legislation

When making a recommendation in respect of a planning application affecting a Listed Building or its setting, attention must be given to Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 which requires the Local Planning Authority to 'have special regard to the desirability of preserving the building or its setting or any features of a special architectural or historic interest which it possesses'.

Section 72 of the Town & Country Planning (Listed Buildings & Conservation Areas) Act 1990 requires Local Planning Authorities to pay special attention to the desirability of preserving or enhancing the character of appearance of Conservation Areas.

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 LP21 sets out that developments should ensure the safe and efficient flow of traffic.

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 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”

The site is located partly within the Huddersfield Town Centre Conservation Area. 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.

Amenity

Policy LP17 requires that new development proposals preserve and enhance the town's cultural and architectural heritage and open spaces. New Street is one of the focus areas of The Huddersfield Blueprint, a ten-year regeneration initiative to rejuvenate the town centre and enhance public spaces, which includes the reduction and improvement of street furniture. This major project includes substantial public realm improvements, and it is important that these initiatives can be achieved successfully.

The site is within Huddersfield Town Centre Conservation Area. Listed buildings are in close proximity to the site to the west. The listing details of the grade II listed buildings to the west are set out earlier in this report.

The locality benefits from a historic setting, and the proposal is in a prominent part of the street being close to the junction of Cloth Hall Street.

The proposal would be viewed in this context with a backdrop of historic buildings and their setting within the Wider Conservation Area. There is currently a number of structures and other street furniture in this part of the street, the proposal would see the usable width of the pavement narrowed at this point. The proposal would incorporate a structure of increased size and prominence which would be further exacerbated by the intention to illuminated signage upon the structure. The nature of the street is such that it would be highly prominent from a number of locations to the north and south. The presence of an existing free standing illuminated sign located in the street, to the north and on the other side of Market Street would lead to an increased impact in terms of this part of the street becoming cluttered and dominated by illuminated signage. Signage upon the bus stop on the opposite side of the street would mean the proposal would add a further signage scheme in close proximity to two existing signs.

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 to the conservation Area and also the setting of nearby listed buildings. It would thereby conflict with both Huddersfield Blueprint initiatives mentioned above and the aims of Policies LP17(a), LP24(a), LP25 and LP35, and also those of Chapter 16 of the NPPF, and the Council's duty under sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990,

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.

The proposed development would therefore be harmful to amenity and contrary to the aims of Policy LP24(a), LP25, LP35, and paragraph 136 and Chapter 16 the NPPF. Furthermore, it would conflict with the Council’s duty under sections 66 and 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.

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 some locations, BT Street Hubs may give rise to increased interference with pedestrian flow and vehicle-pedestrian intervisibility, in this case the width of the footpath would be reduced and visibility / a distraction created in proximity to a signalised junction. The ability to access vehicles from the parking area which the proposal would be adjacent to would be impeded to some extent.

Planning Practice Guidance on advertisements (2014, amended 2019) is relevant as a guide to determining applications for consent to display an advertisement.

The PPG 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.

It is inevitable that the introduction of internally illuminated LED advertisement screen displays with changing of static images would draw the attention of road users and pedestrians to a significantly greater degree than the open and unimpeded view over this part of the highway. These would draw the eye of road users at moments which require care and attention to safely negotiate this part of the highway which, whilst signalised, may cause confusion or distraction for drivers in relation to changing of the lights.

Furthermore, this part of the highway is heavily trafficked in terms of pedestrian flows, the bus stop to the west of the site is heavily used as well as users of the Sainsburys store to the west. Distractions are already high at busy times of the day given vehicle parking manoeuvres are being undertaken, pedestrian crossing either at the dedicated signalised crossing or at other parts of the highway, as well as other distractions existing signage in place. Pedestrians distracted by the signs / having their view impeded would also raise the potential for pedestrian and vehicular conflict in this part of the street. Whilst vehicular speeds are likely to be low, there remains a conflict which would lead to an unacceptable impact for pedestrian users of this part of the street.

This part of the street experiences high flows of pedestrian traffic given the fact it forms a key route through the town particularly for those seeking to access the Railway Station to the north.

Whilst the further constriction of space for pedestrians to navigate the street would occur, it is considered that there would be no material increase in impact to pedestrians being able to safely utilise and navigate this part of the highway in relation to the space between the existing buildings and the Street Hub and refusal on such grounds could not be substantiated in this case.

Notwithstanding this point, it is considered that the proposed Street Hub would give rise to a material and unacceptable risk to the safety of highway users, which would be contrary to the aims of Policy LP21 of the Kirklees 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 - Refuse advertisement consent
Decision Authorisation - Delegated Powers
Application Number – 2026/90570
Officer Recommendation - Refuse advertisement consent

1. The proposed Street Hub would include illuminated screens on both sides. These are an integral part of the development under consideration. 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 Huddersfield Town Centre Conservation Area, and listed building 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 and listed building. 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 of the NPPF and Sections 66 & 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

1. The proposed Street Hub would include illuminated screens on both sides. These are an integral part of the development under consideration. The proposed illuminated screens, by virtue of their siting, illumination and the orientation of advertisements displayed, and by reason of conflicting with the clarity and effectiveness of a signalised junction, upon a busy section of Market Street which experiences high flows of pedestrians would create an unnecessary distraction to road users and pedestrians along a well-used vehicular and pedestrian route in Huddersfield town centre. This would be to the detriment of public and highway safety and the local highway network adjacent to the site, and thus contrary to Policy LP21 of the Kirklees Local Plan.

Plans and specifications schedule:-

Plan Type	Reference	Date Received
Site Location Maps	001RevA	26th February 2026
Proposed Site Plan	002RevA	26th February 2026
Proposed BT Streethub Elevations	003RevA	26th February 2026
Existing and Proposed	003RevA	26th February 2026

Plan Type	Reference	Date Received
Elevations		
BT Street Hubs Beyond Connection document		26th February 2026
ICNIRP Declaration of Conformity	HUD-04	26th February 2026
Screen Testing for Glare document	BT SH 3.0	26th February 2026
ILP Lighting guide 05/23		26th February 2026
Anti-social behaviour Management Plan	Version 3	26th February 2026
Planning Statement dated 20th February 2026	HUD-04	26th February 2026
Application Form		26th 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.