

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:	2026/64/90572/W
Site Address:	Pavement o/s, utilita, Ramsden Street, Huddersfield, HD1 2BQ
Description:	Advertisement Consent for installation of 1 BT Street Hub, incorporating 2 digital 75inch LCD advert screens, and associated BT Phone Kiosk removal (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

Site Description

The site consists of land within the public footway on the northern side of Ramsden Street within Huddersfield Town Centre. This part of Ramsden Street exhibits a range of architectural styles, with a 1960s or 1970s shopping parade on the southern side and predominantly 19th Century development (although with modern display windows at ground floor) on its northern side.

Ramsden Street consists of a single one-way lane for motor vehicles and a parallel cycle path. The site is within Huddersfield Town Centre Conservation Area and is within close proximity to a number of Grade II listed buildings including 62/64 New Street, 71 New Street and Huddersfield Town Hall.

Description of Proposal

The proposal 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/m² (set out in the submitted application form)

Clarification Note: Submitted plan (ref 001RevA) includes two site location plans at scale 1:1250 which show different sites. This application is assessed on the basis of the top plan (E414438N416461) as this relates to the site with the same address upon the submitted form.

Relevant Planning History

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

2022/93077: Advertisement consent for two internally illuminated digital 75 inch LCD display screens (within a Conservation Area): Advertisement Consent Refused 31st January 2023 for the following reason:

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 causes detrimental harm to the visual amenities of the locality and less than substantial harm to the significance of the Huddersfield Town Centre Conservation Area as well as the nearby Grade II listed buildings of 71 New

Street, Huddersfield Town Hall, Queensgate Market and 62 New Street and their setting. Having regard to the cumulative impact of similar installations already in existence, including on Ramsden Street, High Street and New 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 LP24(a), LP25 and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the NPPF, advice within the PPG regarding amenity considerations and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2022/93080: Removal of existing BT phone box and installation of replacement BT street hub (within a Conservation Area): Refused 2nd 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, 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 as well as the nearby Grade II listed buildings of 71 New Street, Huddersfield Town Hall, Queensgate Market and 62 New Street and their setting. Having regard to the cumulative impact of similar installations already in existence, including on Ramsden Street, High Street and New Street, 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 harm caused to designated heritage assets would be less than substantial and 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), and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the NPPF and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2026/90571 – Installation of 1 BT Street Hub, incorporating 2 digital 75inch LCD advert screens, and associated BT Phone Kiosk removal (within a Conservation Area) - Associate Planning 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 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 a new obstruction to the safe and free flow of pedestrian movements along the footway and would create a distraction for drivers near a junction.

They point out pedestrian flows are anticipated to rise due to significant regeneration schemes and the fact the site is within a key route.

During the consideration of application 2022/93077 the following consultations were undertaken:

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

Insofar as they are relevant to the consideration of this application, the consultation responses received during the consideration of application 2022/93077 are referred to within this report.

Policy

The site is within the Primary Shopping Area 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 immediate north of the site (ref: HUD 3/939) this being 71 New Street, with the listing entry stating the following:

NEW STREET 1. 5113 (East Side) No 71 SE 1416 SW 3/939 II 2. 1897-8. Architect Alfred Waterhouse. Red brick and moulded terracotta. Pink marble plinth. Pitched slate roof. 3 storeys and attic. Moulded stringcourse above ground floor. Moulded eaves cornice. Large gabled bays break forward slightly on south side, and (diagonally placed) on corner: small gabled bay on west side, over doorway. Ground floor modern, apart from east bay of south front which has one arched window with moulded surround, and north bay of west front which contains doorway. This is of pink marble up to impost level, has paired columns taking moulded pointed arch with gable over. Door has traceried fanlight and moulded transom with "Prudential Assurance" in good contemporary lettering. All windows are casements with mullions and transoms (windows in gables have mullions only), in moulded oblong frames (windows in 2 large gables have moulded round-arched frames). Some windows are vertically linked with panelled zones in between. West front has statue in canopied niche, once taken on a buttress. South front has "Prudential Assurance Buildings" in good contemporary lettering.

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 17 – Huddersfield Town Centre
LP 21 – Highways and access
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 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.

Section 66 of the Planning (Listed Buildings & Conservation Areas) Act (1990) states that for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Section 72 of the Planning (Listed Buildings & Conservation Areas) Act (1990) requires that special attention shall be paid in the exercise of planning functions to the desirability of preserving or enhancing the appearance or character of the Conservation Area.

Sections 66 and 72 of the Planning (Listed Building & Conservation Areas) Act (1990) are mirrored in Policy LP35 of the Kirklees Local Plan and Chapter 16 of the National Planning Policy Framework. Furthermore, Policy LP35 states that:

“Development proposals affecting a designated heritage asset...should preserve or enhance the significance of the asset. In cases likely to result in substantial harm or loss, development will only be permitted where it can be demonstrated that the proposals would bring substantial public benefits that clearly outweigh the harm.”

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.

The site of the proposed display screens is within the Huddersfield Town Centre Conservation Area and in a busy part of the town. Directly adjacent to the proposal site on the north side of the street is the Grade II listed former Prudential Assurance building at 71 New Street, a three-storey commercial building on the corner of Ramsden Street and New Street, dating to 1897-8 and constructed from red brick with terracotta moulded detailing. At ground floor level is a modern shop front which wraps around two elevations. To the south east of the site is the charming Grade II listed Huddersfield Town Hall and beyond this the Grade II listed Queensgate Market, with the spire of the Grade II listed St Paul's Hall (former Church of St Paul) further afield in the background, whilst to the west of the site is the Grade II listed 62 New Street. Thus, as well as being viewed as part of the setting of No.71, the signage would also be viewed in the setting of Huddersfield Town Hall, Queensgate Market and No.62 New Street.

The proposed signage would be a maximum height of ~3m high and would be highly visible within the street scene as it is sited in a prominent location on the footway. This prominence would be compounded by the advertising display on each side of being internally illuminated. The Conservation Officer considered that the introduction of prominent internally digital display screens would be a visually intrusive and unattractive feature that would not harmonise well with the character of this part of the Conservation Area, and would neither preserve or enhance its significance in the consideration of the previous refusal at the site. It is also considered that the signage would be discordant to the setting of the Grade II listed buildings of 71 New Street, Huddersfield Town Hall, Queensgate Market and 62 New Street and would therefore cause harm to their significance.

The visual impact of the display screens upon the visual quality of the Town Centre more generally must be given consideration, having regard to the cumulative impact of similar installations already in existence. An existing advertising unit, illuminated on the west side, is situated around 8m away on the opposite side of Ramsden Street, albeit outside the Conservation Area. In addition to this, on High Street to the west are three more digital advertisement display units around 80m away (again, outside the Conservation Area), along a further one on New Street. Given this, the Council's Conservation Officer and Officers hold the view that the proposal would add further illuminated street clutter which would detract from the character of the area and cause cumulative harm.

It is pertinent to note that, 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. The Piazza is located to the east of the proposed hub and is another major regeneration area included in the Huddersfield Blueprint, known as The Cultural Heart, which incorporates Queensgate Market and the area of public realm to the north which is directly in context with Ramsden Street. This major project includes substantial public realm improvements, and it is important that these initiatives can be achieved successfully.

The removal of a single phone box would be a modest enhancement to the Conservation Area and the wider Town Centre. However, the introduction of a further 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. It would thereby conflict with both Huddersfield Blueprint initiatives mentioned above.

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.

In conclusion, the proposed illuminated display panels would cause detrimental harm to the visual amenities of the locality and less than substantial harm to the significance of nearby Grade II listed buildings and the Huddersfield Town Centre Conservation Area. The proposal is therefore contrary to the aims of Policies LP24(a), LP25 and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the NPPF, advice within the PPG regarding amenity considerations and 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, and the setting of any Listed Building.

Safety

Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.

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 Practice 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.

By their very nature all 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 Street Hub and its display screens would be adjacent to a one-way street that is also designated for buses and taxis only between 10am and 4pm. It is considered that in the proposed location, the risk of driver distraction is minimal. The proposed hubs would not affect visibility splays or interfere with the interpretation of any traffic sign or signal.

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. A lower width of 1m can be accepted providing that the narrowing is no longer than 6m in length. However, in the case of 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, then wider footway distances may be required. The northern side of Ramsden Street is likely to experience high pedestrian flows at most times of the day. In this instance, the existing footway width is approximately 7.1m. The proposal would therefore leave a footway width of 5.0m available for passage. Whilst this might at times be reduced further by the presence of a Hub user, it would still leave a footway of considerably more than the recommended minimum width.

Furthermore, it is considered that in this location, there are no existing issues of crime or anti-social behaviour of a degree that would justify a refusal (on the grounds of, for example, potential vandalism).

It is noted that in the consideration of applications 2022/93080 & 2022/93077 no objections were raised in relation to highway safety by the Highways Team subject to conditions in relation to no moving images, the control of the transition of images and cycle time of image, the luminance level, a fail-safe mechanism and a lighting sensor. These could be conditioned should consent be granted.

For the reasons set out above, the proposed display screens would not be harmful to public safety, and would accord with the aims of Policy LP21 of the Kirklees Local Plan and Chapter 9 of the NPPF.

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 – 2026/90572

Officer Recommendation - Refuse advertisement consent

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 causes detrimental harm to the visual amenities of the locality and less than substantial harm to the significance of the Huddersfield Town Centre Conservation Area as well as the nearby Grade II listed buildings of 71 New Street, Huddersfield Town Hall, Queensgate Market and 62 New Street and their setting. Having regard to the cumulative impact of similar installations already in existence, including on Ramsden Street, High Street and New 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 LP24(a), LP25 and LP35 of the Kirklees Local Plan, Chapters 12 and 16 of the NPPF, advice within the PPG regarding amenity considerations and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

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Plans and specifications schedule:-

Plan Type	Reference	Date Received
Site Location Maps	001RevA	2 nd March 2026
Proposed Site Plan	002RevA	2 nd March 2026

Plan Type	Reference	Date Received
Existing and Proposed Elevations	003RevA	2 nd March 2026
BT Street Hubs Beyond Connection document		2 nd March 2026
ICNIRP Declaration of Conformity	HUD-09	2 nd March 2026
Screen Testing for Glare document	BT SH 3.0	2 nd March 2026
ILP Lighting guide 05/23		2 nd March 2026
Anti-social behaviour Management Plan	Version 3	2 nd March 2026
Planning Statement dated 20th February 2026	HUD-09	2 nd March 2026
Application Form		2 nd March 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.