Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) Regulations 2007

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Application Number: 2026/64/92446/E

To: Martin Brown,
Telent
Rutland House
5, Allen Road
Livingston
EH54 6TQ

For: Matthew Woods, BT Group Plc

In pursuance of its powers under the above-mentioned Act and Order the KIRKLEES COUNCIL (hereinafter called "The Council**") as Local Planning Authority hereby refuses consent to:-**

ERECTION OF ILLUMINATED SIGN

At: FOOTPATH AT, CENTRAL PARADE, DEWSBURY ROAD, CLECKHEATON, BD19 3RU

In accordance with the plan(s) and applications submitted to the Council on 11-Sep-2026. The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:-

1. The proposed digital advertisement displays, by reason of their scale, illumination, siting and prominence, would introduce a visually intrusive and incongruous form of advertising within the street scene. The advertisement panels would represent an additional advertising feature and, when viewed alongside existing signage, street furniture and commercial displays, would contribute to visual clutter and detract from the character and appearance of the town centre. Due to their size and prominent position, the displays would appear as dominant features within the public realm and would fail to integrate satisfactorily with their surroundings, causing unacceptable harm to visual amenity. The proposal is therefore contrary to Policy LP24 of the Kirklees Local Plan, policies within Chapter 14 of the National Planning Policy Framework and the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The proposed digital advertisement displays, by virtue of their illuminated and attention-seeking nature, scale and siting, would create an undue source of distraction to motorists in close proximity to a signal-controlled junction and opposite a vehicular access. The displays would have the potential to divert driver attention away from traffic signals, pedestrians and other highway users at a location where a high level of concentration is required. As a result, the advertisements would be detrimental to the safe operation of the highway network and would adversely affect public safety. The proposal is therefore contrary to Policy LP21 of the Kirklees Local Plan, the objectives of the National Planning Policy Framework and the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Plans and specifications schedule: -

Plan Type	Reference	Web ID	Date Received
Existing & proposed plans	-	1157406	11/09/2026
Existing & proposed plans	-	1156078	11/09/2026
Developers notice	-	1156085	11/09/2026
Photomontage	-	1156085	11/09/2026
Supporting statement	-	1156090	11/09/2026
Noise management plan	-	1156084	11/09/2026
Appeal decisions	-	1156087	11/09/2026
ICNIP	-	1156086	11/09/2026
Lighting guidance	-	1156080	11/09/2026
Anti-social behaviour management plan	-	1156079	11/09/2026
Product statement	-	1156081	11/09/2026

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. As the proposals were considered to be acceptable in their original form, no amendments were sought.

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse this application, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

All advertisement appeals have to be submitted to the Secretary of State within 8 weeks of the date of issue of the Local Planning Authority's decision against which you are appealing.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://www.gov.uk/appeal-planning-decision. Further information on the Planning Appeal process can be found online at the Planning Inspectorate's website https://www.gov.uk/government/organisations/planning-inspectorate.

You must use the correct Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the type of application that the appeal relates to so they can send you the appeal form you require.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted advertisement consent or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

An important part of improving our service is to review your feedback on the way that we have dealt with your planning application(s). Please take a couple of minutes to email your comments to dc.admin@kirklees.gov.uk so that we can work on continually improving our customer service. Thank you.

Dated: 06-Nov-2026

Signed: 

David Shepherd
Executive Director for Place

Application Plans

The decision notice indicates which plan/s relate to the decision.

Plans can be viewed on the Planning and Building Control web site:

http://www.kirklees.gov.uk/business/planning/planning.asp

If a paper copy of the decided plan is required please email:

dc.admin@kirklees.gov.uk

or telephone (01484) 414746 with the application number.

There may be a charge for this service.

Address to which all communications should be sent:

Kirklees Council
Planning and Development Service
PO Box 1720
Huddersfield
HD1 9EL
