

Address: 21 Steep Riding Holmfirth HD9 7BH

About the application

Application number: 2022/93077	
What is the application for?:	Advertisement consent for two internally illuminated digital 75 inch LCD display
Address of the site or building:	adj, 25-27, New Street, Huddersfield, HD1 2AZ
Postcode:	EC1P 1PG

User comments

Type of comment: An objection	
Do you wish your comments to be published on the website anonymously?	No
Comments made on behalf of Huddersfield Civic Society. This objection also relates to other similar applications for illuminated digital display screens, namely 2022/93076, 2022/93077, 2022/93074, 2022/93083, 2022/93082, 2022/93086 These display units are not only contrary to the aim of protecting and improving Huddersfield town centre Conservation Area, but add unnecessary clutter to the street scene. At a time when improvements are being made to improve hard landscaping with appropriate materials, as has taken place along Dundas St, Half Moon St, St. George's St etc and plans are underway in connection with the town centre blueprint, such units would be both unsightly and inappropriate. Huddersfield Town Centre Conservation Area is already classed as at risk by Historic England which describes the area as 'very bad' and 'deteriorating'. Such signs can only exacerbate this issue and totally contradict the Council's recognition and efforts to visually improve perceptions of the town. These applications must be refused as part of a developing programme to eliminate clutter from the high street.	