

Address: 28, Cleveland Road, Huddersfield, HD1 4PW

About the application

Application number: 2026/91272	
What is the application for?:	Advertisement Consent for erection of 6 illuminated signs
Address of the site or building:	Playworld, 152, Westbourne Road, Marsh, Huddersfield, HD1 4LF
Postcode:	HD1 4LF

User comments

Type of comment: An objection	
Do you wish your comments to be published on the website anonymously?	No
The proposed signage is not in keeping with the design, appearance and layout of the area. It will have a negative effect on the character of an area that is primarily residential. The building, a former cinema, looms large over local houses. Once the building is covered in six brightly-lit LED signs it will have a negative effect on neighbouring properties. Parts of Marsh, particularly along the main A640 road, are already blighted with garish signs (The Vape Shop) and excessively bright shop fronts (Mr D's Mini Mart). These businesses installed excessively bright lighting without applying for planning permission. When former local Councillors were asked about these sites they seemed ambiguous whether planning permission should have been sought. They suggested that guidance from council officers was unclear. I have no way of knowing if this is true. It was disappointing to learn that Kirklees Council recently granted planning approval for a new BT Digital Hub to be installed in Marsh close to KFC . Significantly, the council refused permission for six identical BT Hubs in the town centre saying they were 'visually incongruous' and 'would add further illuminated street clutter'. Does this suggest one rule for the town centre and another rule for outlying areas? BT has appealed so they will continue to make their case. The council needs to take a clear and firm line on this type of illuminated signage. The development of LED lighting and digital technologies means that bright signage is cheaper and more readily available than ever. But it is inappropriate, particularly when in close proximity to residential housing. Please refuse this application.	