Address: 21, Croft House Lane, Huddersfield, HD14NY

About the application

Application number: 2026/64/91272/W	
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

I'm pleased to see new businesses coming to the area, and I have no objection to the roller rink itself. My concern is with the proposed signage and the impact it could have on the character of our high street.

Over the past few years, we've already seen a number of bright, visually intrusive signs appear nearby, and many local residents have expressed concern about the direction this is taking the area. Our high street isn't simply a commercial area; it's closely connected to surrounding residential streets and has traditionally had a more modest, welcoming character.

To me, the proposed signage feels like another step towards a more heavily commercialised streetscape. I'm concerned about the cumulative effect of adding even more bright illumination, and I would much rather see signage that is attractive, in keeping with its surroundings, and enhances rather than dominates the street.

I am also concerned about the unnecessary light pollution that this proposal would create. Excessive artificial lighting is increasingly recognised as an environmental issue, affecting wildlife, contributing to unnecessary energy use, and reducing the amenity enjoyed by local residents. This is particularly relevant for those living on nearby Syringa Street, where homes are in close proximity to the proposed illuminated signage. It seems unnecessary for a business of this nature to have such prominent illumination when more sympathetic alternatives are available. Sometimes it feels as though, if the environmental cost of light pollution carried a financial penalty, proposals like this might be designed with much greater restraint.

I support local businesses and want to see them succeed, but I also believe it's important to protect the character of our high street and to ensure that new developments are designed with the wider community in mind.

Thank you for taking the time to consider my comments.