

<b>Application Reference Number:</b>	2025/1015
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<b>Application Type:</b>	Advertisement Consent.
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<b>Proposal Description:</b>	Installation of a multifunctional communication Hub including defibrillator and advertisement display. (Advertisement Consent).
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<b>Location:</b>	Pavement Outside 24-32 Cheapside, Barnsley, S70 1RR.
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<b>Applicant:</b>	In Focus Public Networks.
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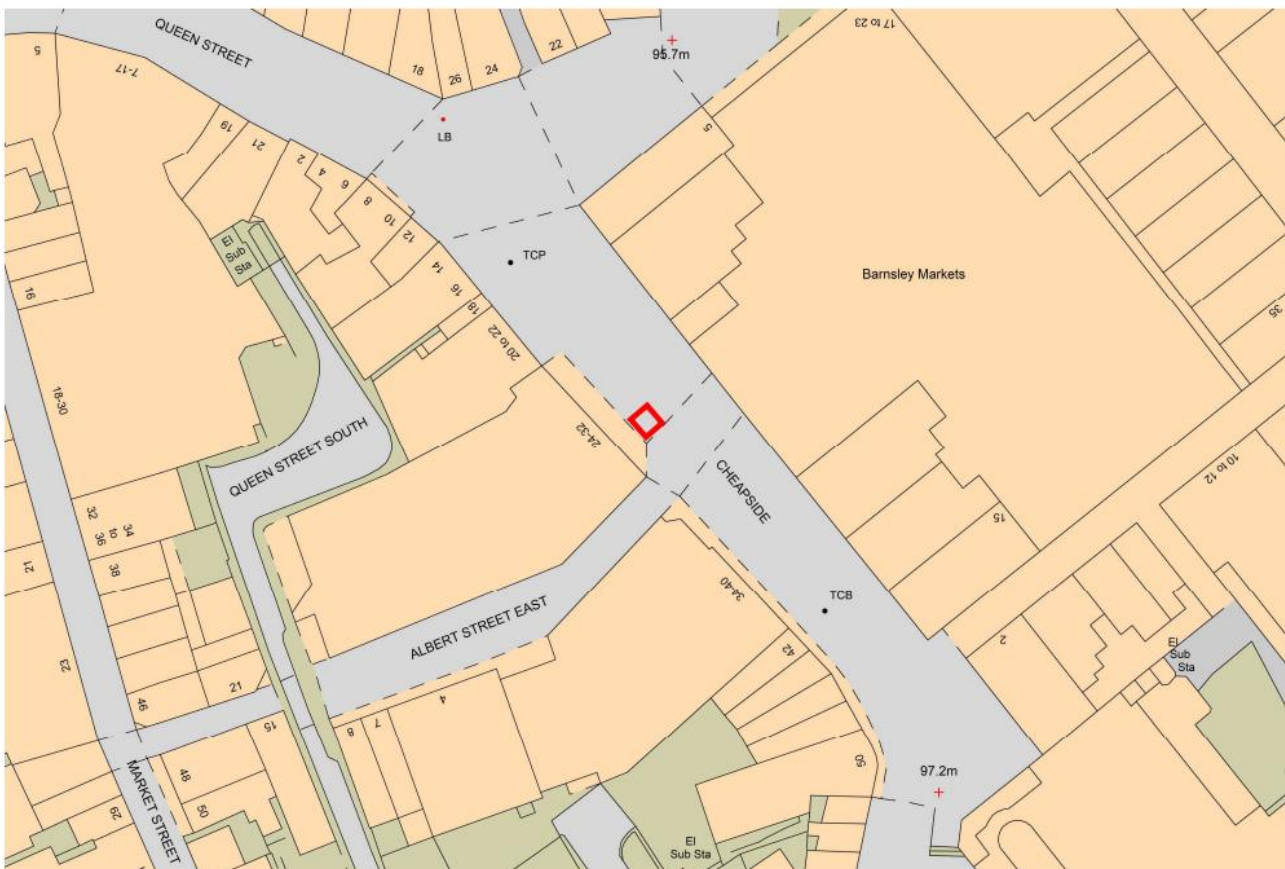
<b>Third-party representations:</b>	None.	<b>Parish:</b>	
		<b>Ward:</b>	Central.

<p><b>Summary:</b></p> <p>The applicant is seeking planning permission and advertisement consent for the installation of a new multifunctional communication hub including a defibrillator and an advertisement display.</p> <p>The proposal is considered acceptable regarding residential amenity and highway safety, but within the context of the character of the street scene and nearby street furniture, the proposed hub would introduce additional unnecessary clutter within an otherwise open area of high-quality public realm and could contribute to harmful cumulative impacts and an over-proliferation of similar advertisements within Barnsley Town Centre that could give rise to an increasingly aggressive commercial character to the detriment of visual amenity contrary with the principles of the Public Spaces Strategy, Local Plan Policy BTC3, Local Plan Policy D1, the Advertisements SPD, and paragraph 141 of the NPPF.</p> <p>Consequently, for the reasons given above, and taking all other matters into consideration, planning permission and advertisement consent should be refused.</p> <p>Recommendation: <b>Refuse.</b></p>
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## Site Description

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 24-32 Cheapside, close to the junction with Albert Street East and near to where the street connects with Queen Street to the west and May Day Green to the east. The immediate surrounding area is principally commercial characterised by illuminated and non-illuminated signage to shopfronts. The street is regularly used to host outdoor market stalls and is relatively open with limited street furniture.

There is one existing telecommunications kiosk in the immediate vicinity located approximately 37 metres to the north-west. There are further telecommunications kiosks located within the broader locality to the north-west end of Queen Street and to the north end of May Day Green near The Lightbox Library.



## Planning History

There are several planning applications associated with the application site. There are also other relevant planning applications associated with the broader locality (Town Centre):

2018/0279	Erection of permanent structures and associated public realm works.	Approved.
2025/0216	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display.	Approved.
2025/0217	Installation of 1 no. new communications Kiosk with integrated defibrillator and	Approved.

	advertising display (Amended Address and Plans).	
2025/0218	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Amended Address).	Appeal Allowed APP/R4408/W/25/3371275.
2025/0219	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display.	Under Consideration.
2025/0220	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Amended Plan).	Approved.
2025/0291	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Advertisement).	Approved.
2025/0292	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Advertisement Consent) (Amended Address and Plans).	Approved.
2025/0293	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Advertisement Consent) (Amended Address).	Appeal Allowed APP/R4408/Z/25/3371277.
2025/0294	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Advertisement Consent).	Under Consideration.
2025/0296	Installation of 1 no. new communications Kiosk with integrated defibrillator and advertising display (Advertisement Consent) (Amended Plan).	Approved.
2025/0854	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Planning Consent).	Approved.
2025/0856	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of	Approved.

	the Street Hub unit. (Advertisement Consent).	
2025/0857	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Advertisement Consent).	Approved.
2025/0858	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Planning Consent).	Approved.
2025/0859	Removal of associated BT payphones and the installation of 1no. BT Street Hub with 2no. digital 75" LCD display screens, one on each side of the unit. (Advertisement Consent).	Approved.
2025/0860	Removal of associated BT payphones and the installation of 1no. BT Street Hub with 2no. digital 75" LCD display screens, one on each side of the unit. (Planning Consent).	Refused.
2025/0861	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Planning Consent).	Approved.
2025/0862	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Advertisement Consent).	Approved.
2025/0863	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Planning Consent).	Refused.
2025/0864	Removal of associated BT payphones and the installation of 1no. BT Street Hub 2no. digital 75" LCD display screens, one on each side of the unit. (Advertisement Consent).	Refused.
2025/0876	Removal of associated BT payphones and the installation	Refused.

	of 1no. BT Street Hub with 2no. digital 75" LCD display screens, one on each side of the unit. (Advertisement Consent).	
2025/0878	Removal of associated BT payphones and the installation of 1no. BT Street Hub with 2no. digital 75" LCD display screens, one on each side of the unit. (Planning Consent).	Approved.
2025/1012	Installation of a multifunctional communication Hub including defibrillator and advertisement display. (Planning Consent).	Refused
2025/1013	Installation of a multifunctional communication Hub including defibrillator and advertisement display. (Advertisement Consent).	Refused

### **Proposal**

The applicant is seeking planning permission and advertisement consent for the installation of a new multifunctional communication hub including a defibrillator and an advertisement display.

The proposed hub would measure approximately 2.6 metres (H) x 1.3 metres (W) x 0.92 metres (D) and would be constructed of steel and powder coated aluminium with tempered and laminated glass for the LCD digital display panel and touchscreen.

The digital display panel would be internally illuminated with a proposed maximum illuminance level of 600cd/m<sup>2</sup>. It is proposed that the display would be turned off between 11:59pm – 06:00am.

The proposed hub would also feature an integrated defibrillator, USB charger and wireless charging shelf, phone handset, accessible touchpad, emergency call button, all partially enclosed by a curved canopy with solar panel top and glazed sides.

This application should be read in conjunction with application 2025/1014 for planning consent.

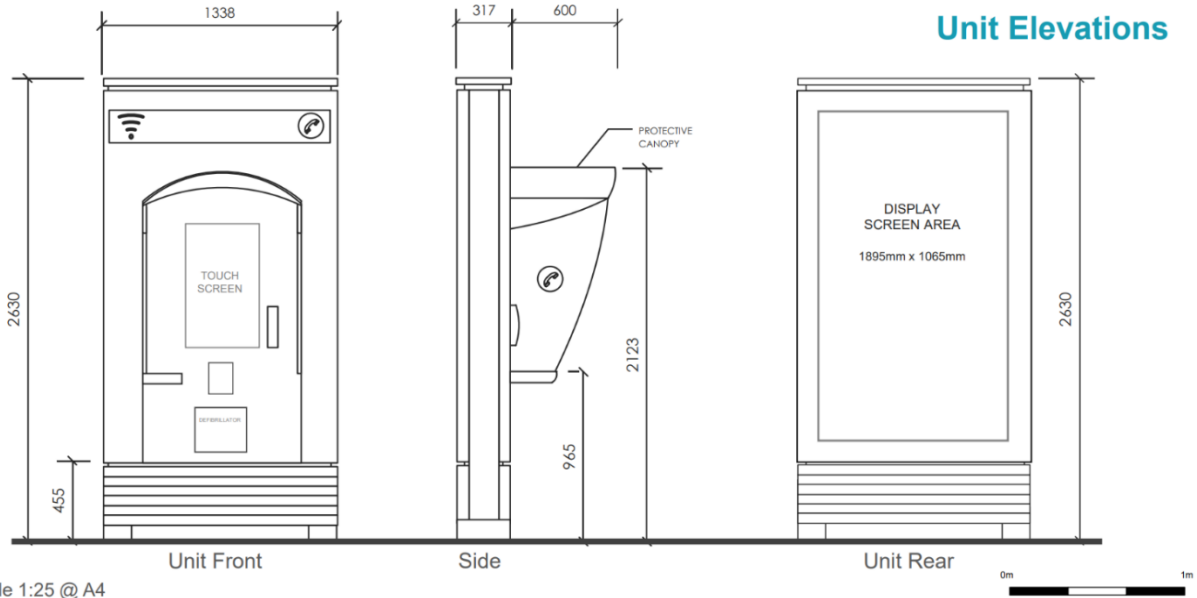
Proposed street views



JCDecaux

## Communication Hub

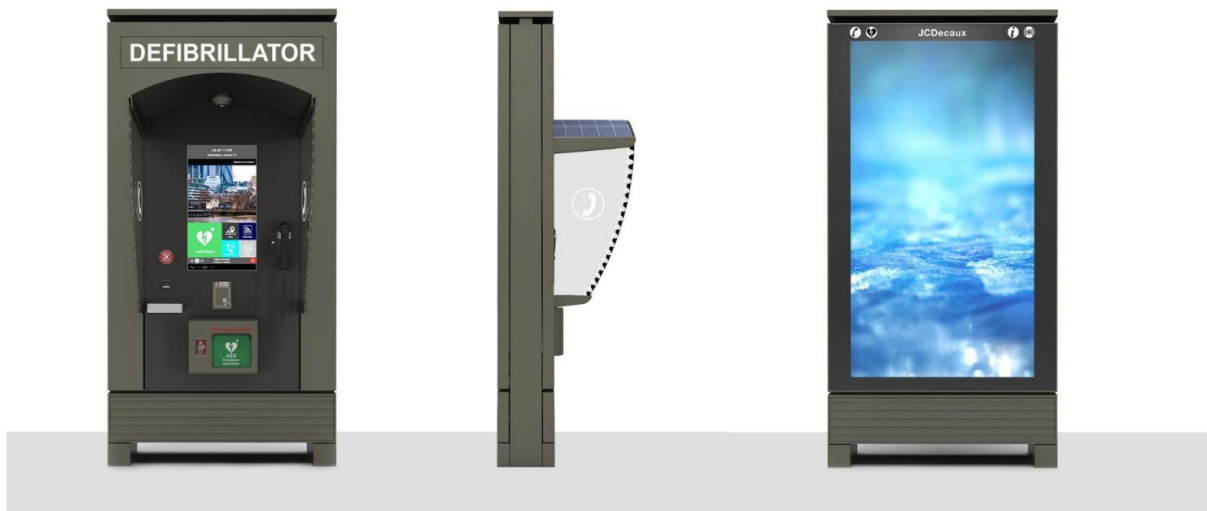
### Unit Elevations



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## Communication Hub

### Visual Imagery



### Relevant Policies

#### The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires development proposals to be determined in accordance with the development plan unless material considerations indicate otherwise. The Development Plan for Barnsley consists of the Barnsley Local Plan (adopted January 2019).

The Local Plan review was approved at a full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering on its objectives. This means, no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review, which is due to take place in 2027, or earlier, if circumstances require it.

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

The application site is allocated as a priority site for public space improvement within the adopted Local Plan and is located within Barnsley Town Centre. The following Local Plan policies are relevant in this case:

- Policy SD1: Presumption in favour of Sustainable Development.
- Policy GD1: General Development.
- Policy T4: New Development and Transport Safety.
- Policy D1: High quality design and place making.
- Policy TC1: Town Centres.
- Policy BTC3: Public Spaces.
- Policy POLL1: Pollution Control and Protection.

#### National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, the Government published a revised NPPF which is the most recent revision of the original Framework, first published in 2012 and updated several times, providing the overarching planning framework for England. The NPPF sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. The revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). There are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The following NPPF sections are relevant in this case:

- Section 2: Achieving sustainable development.
- Section 4: Decision-making.
- Section 8: Promoting healthy and safe communities.
- Section 10: Supporting high quality communications.
- Section 12: Achieving well designed places.

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take this guidance into account when taking decisions.

#### Supplementary Planning Guidance

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019. The following SPDs are relevant in this case:

- Advertisements (Adopted May 2019).

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

## Other Material Considerations

- Barnsley Town Centre Public Spaces Strategy (September 2010).

## **Representations**

Whilst there is no statutory requirement for local planning authorities (LPA) to publicise applications for advertisement consent, an LPA should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application. Both applications have been advertised in accordance with Article 15 of the Town and Country Planning Development Management Procedure (England) Order 2015 (as amended).

The applications have been advertised on the Council website, and site notices were posted nearby, expiring 24<sup>th</sup> December 2025.

No representations were received.

## **Consultations**

Local Ward Councillors	No comments received.
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## **Planning Assessment**

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

## Principle

Paragraph 141 of the National Planning Policy Framework (NPPF) establishes that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy BTC3: Public Spaces, establishes that new development must make a positive contribution to public spaces through its design, siting and use of materials.

Advertisements are acceptable in principle if they would not be harmful to amenity, would be appropriate in scale and respectful of local character and would demonstrate that it would not be likely to result, directly or indirectly, in an increase in light or other pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people; and where the proposal would not be prejudicial to public safety.

## Impact on Visual Amenity

The Barnsley Town Centre Public Spaces Strategy aims to create calming, cohesive and clutter free spaces. Cheapside and the surrounding streets have been refurbished with works undertaken to improve the public realm. This work was aligned with the principles of the strategy which includes a section dedicated to street furniture. It states that street furniture will be a key feature in Barnsley and will have a functional role helping to create a distinctive sense of place. A single style of furniture will unite the inner and outer core areas creating a cohesive town centre. Within this style it may be appropriate to vary the quality of finish depending on location (i.e. stainless steel vs. powder coated).

Policy BTC3: Public Spaces, establishes that new development must make a positive contribution to public spaces through its design, siting and use of materials.

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 24-32 Cheapside, close to the junction with Albert Street East and near to where the street connects with Queen Street to the west and May Day Green to the east.

The surrounding area is principally commercial and is characterised by various illuminated and non-illuminated signage to shopfronts. Cheapside and the surrounding streets are regularly used to host outdoor market stalls and are relatively open with limited street furniture comprising streetlights, bollards, bins and benches. There is an existing multifunction communications hub in the immediate vicinity located approximately 30 metres to the south-west. There are further similar hubs within the broader locality to the north-west end of Queen Street and to the north end of May Day Green near The Lightbox Library.

Works have been undertaken to refurbish Cheapside and the surrounding area to provide high quality public realm, approved under application 2018/0279. As part of the refurbishment works new paving and new street furniture was installed. The pedestrianised street is now relatively open with minimal street furniture comprising streetlighting, bollards, bins and benches that adopts a relatively slim profile and materiality intended to complement and lift the cool tones of surfacing materials. This work was aligned with the principles of the Barnsley Town Centre Public Spaces Strategy (2010).

The proposed hub would measure approximately 2.6 metres (H) x 1.3 metres (W) x 0.92 metres (D) and would be constructed of steel and powder coated aluminium with tempered and laminated glass for the LCD digital display panel and touchscreen.

The digital display panel would be internally illuminated with a proposed maximum illuminance level of 600cd/m<sup>2</sup>. It is proposed that the display would be turned off between 11:59pm – 06:00am.

The proposed hub would also feature an integrated defibrillator, USB charger and wireless charging shelf, phone handset, accessible touchpad, emergency call button, all partially enclosed by a curved canopy with solar panel top and glazed sides.

The proposed hub would adopt a scale and appearance similar to other existing hubs within Barnsley Town Centre including one located approximately 37 metres to the north-west. As such, the design of the proposed hub could be viewed favourably. However, the LPA has experienced a recent influx of applications for similar advertisements and while it is acknowledged that some have resulted in grant of planning permission, approvals have generally been for replacement hubs or a limited number of new hubs in more strategic locations located away from the main core of the town centre such as to serve the newly-constructed Base71 Youth Zone and activity park on Schwabisch Gmund Way. This proposal for a new hub would introduce additional unnecessary clutter within an otherwise open area of high-quality public realm, and given that several approved schemes within the locality for similar advertisements remain capable of being implemented, it is felt the proposal could contribute to harmful cumulative impacts and an over proliferation of such advertisements within Barnsley Town Centre that could give rise to an aggressively commercial character to the detriment of visual amenity.

Furthermore, it is acknowledged that appeals were recently allowed (APP/R4408/W/25/3371275 and APP/R4408/Z/25/3371277) for similar development and advertisements located approximately 41 metres to the west of the application site on land outside 23 Queen Street. However, applications must be considered on their own merits, and these appeal outcomes do not set a precedent for other similar schemes to be allowed.

Consequently, it is considered the proposal would introduce additional unnecessary clutter within an otherwise open area of high-quality public realm and could contribute to harmful cumulative impacts and an over proliferation of similar advertisements within Barnsley Town Centre that could give rise to an aggressively commercial character to the detriment of visual amenity contrary with the principles of the Public Spaces Strategy, Local Plan Policy BTC3, Local Plan Policy D1, and paragraph 141 of the NPPF.

It is acknowledged that several benefits of the proposed development have been put forward by the applicant such as a defibrillator, improved wayfinding and access to telecommunications equipment amongst others. However, Barnsley Town Centre is well-served by existing defibrillators, including one located within Barnsley Markets approximately 33 metres to the south-east that is available 24/7 and evidenced online: <https://www.defibfinder.uk/>.

It is also acknowledged that submitted details indicate that the proposed hub would receive bi-weekly inspections, cleaning and maintenance to ensure the hub remains in good working order. Anti-vandal measures are also incorporated. While these are welcome elements, the anticipated public and other benefits of the proposal are attributed limited weight in this instance due to existing provisions within the locality. Such benefits are also not considered to outweigh the anticipated harm regarding visual amenity should this proposal be allowed.

Considering the above, on balance, this is considered to weigh significantly against the proposal.

The proposal is therefore considered to be contrary to paragraph 141 of the NPPF, the Advertisements SPD, Local Plan Policies BTC3: Public Spaces and D1: High Quality Design and Placemaking and the principles of the Barnsley Town Centre Public Spaces Strategy and is considered unacceptable regarding visual amenity.

#### Impact on Residential Amenity, Health, Safety and Pollution Control

The proposed hub would not contribute to significant increased levels of overshadowing, overlooking and loss of privacy or reduced outlook.

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 24 to 32 Cheapside, close to the junction with Albert Street East and near to where the street connects with Queen Street to the west and May Day Green to the east. The street and the immediate surrounding area is regularly used to host outdoor market stalls. There is an existing telecommunications kiosk in the immediate vicinity located approximately 30 metres to the south-west. There are further telecommunications kiosks located within the broader locality to the north-west end of Queen Street and to the north end of May Day Green nearby to The Lightbox Library. Within this context the proposed illumination and any potential noise impacts would unlikely be detrimental to residential amenity.

The proposal includes an integrated defibrillator. While normally welcome, Barnsley Town Centre is well-served by several existing defibrillators and therefore, this element is considered to present a limited public benefit. It is acknowledged that submitted details indicate that the proposed hub would receive bi-weekly inspections, cleaning and maintenance to ensure the hub remains in good working order. This should also extend to the defibrillator to ensure the equipment remains in good functional order and in date. This could be secured by condition should this application be approved.

The proposed hub would include an integrated LCD digital display panel, which would be internally illuminated with changeable static images. The display would adopt a relatively restrained maximum illuminance level of 600cd/m<sup>2</sup> and would be turned off between 11:59pm – 06:00am. The maximum illuminance level could be conditioned should this application be approved.

Considering the above, this is considered to weigh moderately in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding residential amenity. Nevertheless, a scheme that is considered acceptable regarding residential amenity does not justify the approval of a scheme that is considered unacceptable regarding visual amenity.

### Impact on Highways

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 24-32 Cheapside, close to the junction with Albert Street East and near to where the street connects with Queen Street to the west and May Day Green to the east.

Highways Development Control were consulted, and it was stated that the proposed hub would be positioned away from the access through the precinct and would not impede pedestrian movements with ample width being retained. As such, the proposal is considered acceptable from a perspective of highway development control. The Council's Highway Network Co-ordination team would require a street works permit application for the installation and may raise their own concerns at this stage. The LPA has no reason to disagree with the professional opinions of Highway Development Control colleagues and therefore, the proposal is not considered prejudicial to highway safety.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding highway safety. Nevertheless, a scheme that is considered acceptable regarding highway safety does not justify the approval of a scheme that is considered unacceptable regarding visual amenity.

### Planning Balance and Conclusion

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

The proposal is considered acceptable regarding residential amenity and highway safety, but within the context of the character of the street scene and nearby street furniture, the proposed hub would introduce additional unnecessary clutter within an otherwise open area of high-quality public realm and could contribute to harmful cumulative impacts and an over-proliferation of similar advertisements within Barnsley Town Centre that could give rise to an increasingly aggressive commercial character to the detriment of visual amenity contrary with the principles of the Public Spaces Strategy, Local Plan Policy BTC3, Local Plan Policy D1, the Advertisements SPD, and paragraph 141 of the NPPF.

Consequently, for the reasons given above, and taking all other matters into consideration advertisement consent should be refused.

### **RECOMMENDATION: Refuse.**

- 1. The proposed advertisements would introduce additional unnecessary clutter within an otherwise open area of high-quality public realm and could contribute to harmful**

**cumulative impacts and an over-proliferation of similar advertisements within Barnsley Town Centre that could give rise to an increasingly aggressive commercial character to the detriment of visual amenity contrary to the principle of the Public Spaces Strategy (2010), Local Plan Policy BTC3: Public Spaces, Local Plan Policy D1: High Quality Design and Placemaking, the Advertisements SPD and paragraph 141 of the NPPF.**

## **Justification**

### **Statement of compliance with Article 35 of the Town and Country Development Management Procedure Order 2015.**

In dealing with the application referred to above, despite the Local Planning Authority wanting to work with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application, in this instance this has not been possible due to the reasons mentioned above.

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering representations, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.