

Application Reference Number:		2026/0722.	
Application Type:		Full.	
Proposal Description:		The installation of a multifunctional communication Hub including defibrillator and advertisement display, as illustrated in the attached documentation (Advertisement Consent).	
Location:		Outside 22 May Day Green, Barnsley, S70 1SH.	
Applicant:		In Focus Public Networks.	
Third-party representations:	None.	Parish:	
		Ward:	Central.

Summary:

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

The proposed multifunctional communication hub would provide additional telecommunications infrastructure and therefore, being mindful of NPPF Policy CO1, substantial weight is attributed to the anticipated benefits that the hub would bring in this regard. Recent appeal decisions (6009866 and 6009867) have established that such weighting is appropriate.

This proposal is considered acceptable in respect of its potential impacts on flood risk, visual amenity, residential amenity, health and pollution control, highway safety, and biodiversity and geodiversity, in accordance with NPPF Policies F4, F5, F6, F7, DP3, P3, TR3 and TR3 and Local Plan Policies CC3, D1, GD1, POLL1, T3, T4 and BIO1, and is attributed substantial, significant, moderate and modest weight in favour, in accordance with national decision-making policies and planning judgement.

The anticipated benefits of approving this development would not be substantially outweighed by any adverse effects, when assessed against the national decision-making policies, to otherwise justify a refusal in accordance with NPPF Policy S4.

For the reasons given above, and taking all other matters into consideration, this proposal conforms with all relevant national and local planning policies and supplementary guidance.

Planning permission should therefore be granted subject to the necessary condition(s) without delay in accordance with NPPF Policy S3(1)(c).

Recommendation: **Approve subject to conditions.**

Site Description

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 22 May Day Green and near to where the street connects with Queen Street to the west and Cheapside to the south. 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 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 near The Lightbox Library.



Planning History

There are numerous planning applications associated with the development site, predominantly relating to town centre redevelopment and works to improve the public realm. There are also other relevant planning applications associated with the broader local area (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 advertising display (Amended Address and Plans).	Approved.
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.	Appeal Dismissed 6009866.
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).	Appeal Dismissed 6009867.

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 the Street Hub unit. (Advertisement Consent).	Approved.
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	Approved.

	the unit. (Advertisement Consent).	
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 of 1no. BT Street Hub with 2no. digital 75" LCD display screens, one on each side of the unit. (Advertisement Consent).	Refused.
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)	Appeal Dismissed 6006389.
2025/1013	Installation of a multifunctional communication Hub including defibrillator and advertisement display. (Advertisement Consent).	Appeal Dismissed 6006390.
2025/1014	Installation of a multifunctional communication Hub including defibrillator and advertisement display (Planning Consent).	Appeal Dismissed 6006392.
2025/1015	Installation of a multifunctional communication Hub including defibrillator and advertisement display (Advertisement Consent).	Appeal Dismissed 6006393.
2026/0310	Installation of a multifunctional communication Hub including defibrillator and advertisement display (Planning Consent).	Appeal Under Consideration 6013595.
2026/0311	Installation of a multifunctional communication Hub including defibrillator and advertisement display (Advertisement Consent).	Appeal Under Consideration 6013596.

2026/0312	Installation of a multifunctional communication Hub including defibrillator and advertisement display (Planning Consent).	Refused. (Appeal Invalid 6013596).
2026/0313	Installation of a multifunctional communication Hub including defibrillator and advertisement display (Advertisement Consent).	Refused. (Appeal Invalid 6013599).
2026/0721	The installation of a multifunctional communication Hub including defibrillator and advertisement display, as illustrated in the attached documentation (Full Consent).	Under Consideration.
2026/0723	The installation of a multifunctional communication Hub including defibrillator and advertisement display, as illustrated in the attached documentation (Full Consent).	Under Consideration.
2026/0724	The installation of a multifunctional communication Hub including defibrillator and advertisement display, as illustrated in the attached documentation (Advertisement Consent).	Under Consideration.

Proposed Development

This application is a resubmission of planning application 2025/1013 following dismissed appeals (6006389 and 6006390).

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 2.63 metres (H) x 1.34 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/m². 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.

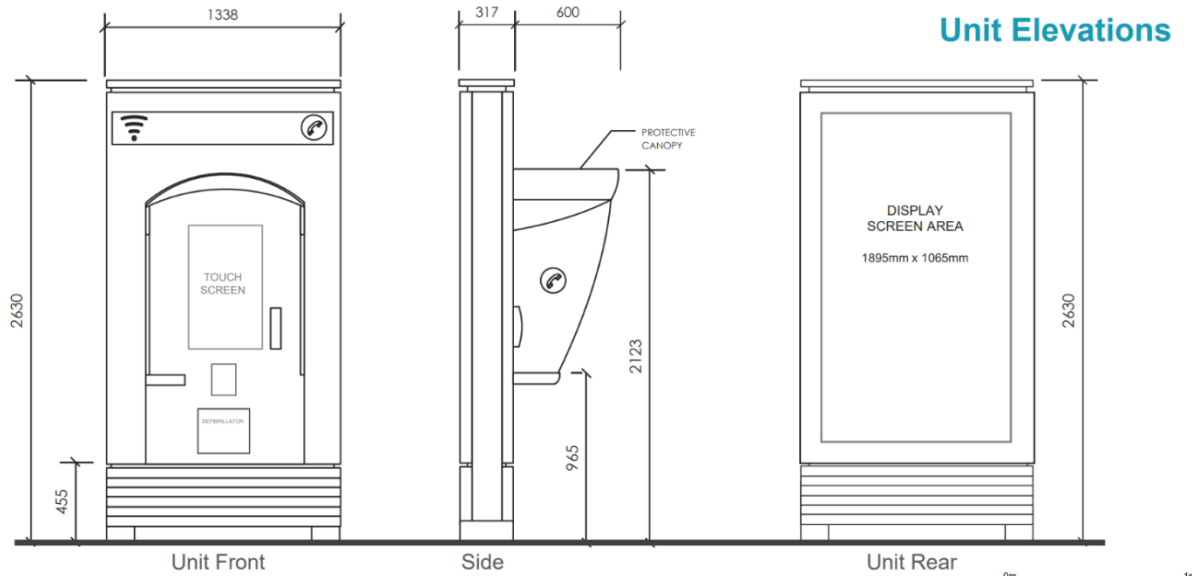
This application should be read in conjunction with application 2026/0721 for planning consent.



JCDecaux

Communication Hub

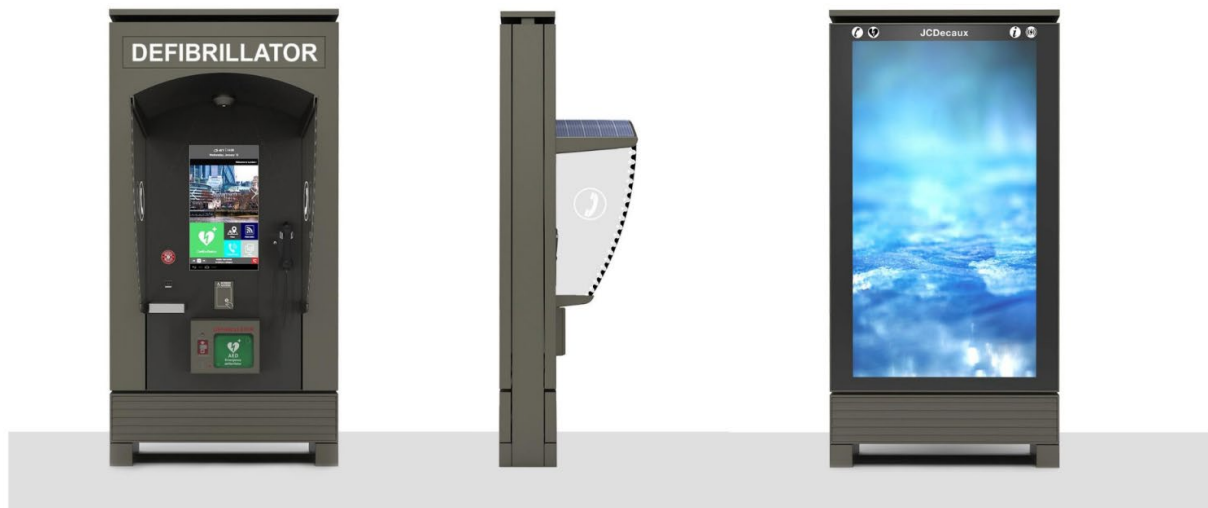
Unit Elevations



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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 was adopted in January 2019 and is accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

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.

Development plan policies (or parts of those policies) which are materially inconsistent with national decision-making policies in the NPPF should be given very limited weight. The only exception to this is where they have been examined and adopted or made against the NPPF (August 2026). Other development plan policies should not be given reduced weight simply because they were adopted prior to the publication of the NPPF (August 2026).

The development site is located within the Urban Barnsley settlement within Barnsley Town Centre and is allocated as a priority site for public space improvement in the adopted Local Plan.

The following Local Plan policies are therefore relevant in this case:

- *Policy SD1: Presumption in favour of Sustainable Development.*
- *Policy TC1: Town Centres.*
- *Policy CC3: Flood Risk.*
- *Policy D1: High Quality Design and Place Making.*
- *Policy BTC3: Public Spaces.*
- *Policy GD1: General Development.*
- *Policy POLL1: Pollution Control and Protection.*
- *Policy T4: New Development and Transport Safety*
- *Policy BIO1: Biodiversity and Geodiversity.*

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).*
- *Biodiversity and Geodiversity (Adopted March 2024).*

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

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

Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework (NPPF, 2026) sets out the overarching planning framework for England. It has replaced the previous version published in December 2024 and introduced a revised structure comprising national decision-making policies organised by policy code rather than paragraph number in the main body of the NPPF. Paragraph 1 confirms that the NPPF is a material consideration of critical importance for making decisions on development proposals in England.

Paragraph 15 confirms that the purpose of the planning system is to contribute to the achievement of sustainable development, and NPPF Policy S3 sets out a presumption in favour of sustainable development, with paragraph 17 setting out the three overarching objectives of sustainable development: economic, social and environmental. Relevant policies have been taken into account throughout the assessment of this application according to the issues raised by the proposal.

The following NPPF sections and NPPF policies are relevant in this case:

Section 3: Decision-making policies

- *DM3: Determining development proposals.*
- *DM6: Use of planning conditions and obligations.*
- *DM7: Relationship with other regulatory regimes.*

Section 4: Achieving Sustainable development

- *S3: Presumption in favour of sustainable development.*
- *S4: Principle of development within settlements.*

Section 9: Supporting high quality communications

- *CO1: Proposals for telecommunications infrastructure.*
- *CO2: Supporting information for telecommunications infrastructure proposals.*

Section 14: Achieving well-designed places

- *DP3: Key principles for well-designed places.*

Section 15: Promoting sustainable transport

- *TR3: Locating development in sustainable locations.*
- *TR4: Street design, access and parking.*
- *TR6: Assessing transport impacts.*

Section 17: Pollution, public protection and security

- *P3: Living conditions and pollution.*

Section 18: Managing flood risk and coastal change

- *F4: Assessing flood risk for decision-making.*
- *F5: The sequential test.*
- *F6: Development in areas at risk of flooding from rivers or the sea.*
- *F7: Ensuring development is safe from flooding.*

Section 19: Conserving and enhancing the natural environment

- *N2: Improving the natural environment.*

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.

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).

These applications have been advertised on the Council website.

A site notice was posted nearby which expired 2nd October 2026.

No representations were received.

Consultations

Local Ward Councillors	<i>No comment(s) received.</i>
Conservation Officer	<i>No objection(s).</i>
Highways Development Control	<i>No objection(s).</i>
Pollution Control	<i>No objection(s).</i>
Urban Design Officer	<i>No comment(s) received.</i>

NPPF Policy DM3(1)(d) establishes that decisions on development proposals should not be delayed in order to secure advice from a statutory or internal consultee beyond their statutory deadlines unless there is insufficient information to make the decision, there are public safety risks from proceeding without advice, or more detailed advice may enable an approval rather than a refusal.

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 unless the NPPF establishes a specific weight:

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

Principle of Development

NPPF Policy S3(1): Presumption in favour of sustainable development establishes that decisions on development proposals should apply a presumption in favour of sustainable development. This means that NPPF Policy S4 should be applied when considering development proposals within settlements; and in all locations, development proposals that accord with both an up-to-date development plan and the decision-making policies in the NPPF should be approved without delay.

In this instance, the development site is located within the Urban Barnsley settlement, and therefore, NPPF Policy S4 is applicable.

NPPF Policy S4(1): Principle of development within settlements establishes: Development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects, when assessed against the national decision-making policies in this Framework (NPPF).

NPPF Policy CO1: Proposals for telecommunications infrastructure establishes that in considering proposals for the expansion or upgrading of electronic telecommunications networks, substantial weight should be given to the benefits of maintaining or improving network coverage, capacity, reliability and resilience. This includes, but is not limited to, providing for next generation wireless technologies (such as standalone 5G), gigabit capable broadband connections and supporting infrastructure such as fibre exchanges.

The proposed multifunctional communication hub would provide additional telecommunications infrastructure and therefore, being mindful of NPPF Policy CO1, substantial weight is attributed to the anticipated benefits that the hub would bring in this regard. Recent appeal decisions (6009866 and 6009867) have established that such weighting is appropriate.

NPPF Policy DP3: Key principles for well-designed places establishes that development proposals should respond to their context (the history, character and features of their site and its setting), so that they integrate with and enhance their surroundings. Development proposals should be refused if, without clear justification, they conflict with paragraph 1 of this policy or relevant aspects of the principles in paragraph 2, or with any explicit design standards set out in the development plan (including those in locally specific policies, guides, codes or masterplans). Substantial weight should be given to compliance with relevant development plan policies when assessing the design quality of proposals.

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

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.

Advertisements are acceptable in principle if proposals 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.

Considering the above, the principle of development is considered acceptable subject to an assessment of the following matters.

The principle of development is attributed substantial weight in accordance with national decision-making policies.

Impact on Flood Risk

The development site is located within Flood Zone 2 and is therefore at an increased risk of flooding.

NPPF Policy F4: Assessing flood risk for decision-making establishes that to inform the assessment of flood risk and, where relevant, appropriate mitigation, a site specific flood risk assessment should accompany all development proposals in Flood Zones 2, 3a, and 3b. Site-specific flood risk assessments should be appropriate to the scale, nature, and location of development and should, where relevant, support an assessment of whether a development proposal satisfies the sequential and exception tests set out in NPPF Policies F5 and F6.

NPPF Policy F5: The sequential test establishes that the sequential test should be used in areas known to be at risk now or in the future from any form of flooding, other than for stated exceptions.

The previous application (2025/1012) was refused for the following reason:

“In the opinion of the local planning authority, this application is not supported by the required site-specific flood risk assessment and therefore, it is considered that there is insufficient information to accurately consider potential flood risks impacts contrary to paragraph 176 and footnote 63 of the NPPF and Local Plan Policy CC3: Flood Risk.”

This decision was appealed (6006389 and 6006390) and the Planning Inspectorate found that the proposed development is subject to the sequential test as the proposed development does not fall within the defined categories of minor development established by paragraph 051 of the Planning Practice Guidance (PPG).

Given that this application is a resubmission of the previous refused application (2025/1012) the Local Planning Authority (LPA) sees no reason to deviate from this approach.

This application is supported by a Flood Risk Assessment (FRA), including an assessment against the sequential test.

NPPF Policy F6: Development in areas at risk of flooding from rivers or the sea establishes that development proposals should be refused if the use is incompatible with the risk from river or sea flooding, as set out in Annex F, table 3 of the NPPF. In certain other circumstances set out in Annex F, table 3, in addition to satisfying the sequential test in policy F5 where applicable, development will only be appropriate where an ‘exception test’ is satisfied. The application of the exception test should be informed by a site-specific flood risk assessment. The exception test does not need to be applied to those forms of development, or in those circumstances, where the sequential test is not required, as set out in policy F5.

In this instance, based on the submitted site-specific FRA, it is considered that an assessment against the exception test is not required and the proposed development would not be incompatible with the risk from river or sea flooding, as set out in Annex F, table 3 of the NPPF.

NPPF Policy F7: Ensuring development is safe from flooding establishes that development proposals should not present a risk from flooding to potential occupiers, users, or visitors, and should not increase flood risk elsewhere. Where development is proposed in a location known to be at risk from any form of flooding, now or in the future, it should be refused unless the proposed development meets the circumstances set out by paragraphs a-e.

The submitted FRA, including an assessment against the sequential test, establishes that this proposal comprises small-scale, non-habitable infrastructure located entirely within the existing adopted highway. It does not introduce a new building or a more vulnerable land use and its

occupation is limited to the transient presence of pedestrians who may stand adjacent to the hub for short periods while using its facilities.

It adds that the primary purpose of this proposal is to provide public communication, wayfinding and emergency defibrillator provision within Barnsley Town Centre. The hub must, by necessity, be located in a highly accessible public realm location where pedestrian footfall is concentrated and where 24-hour access is available for emergency equipment.

The Sequential Test requires consideration of reasonably available alternative sites within areas of lower flood risk (i.e. Flood Zone 1), taking into account both planning and operational constraints.

The submitted FRA establishes that a review of the town centre public realm has been undertaken, considering: existing pedestrianised streets, public squares and key movement corridors; land on unregistered adopted highways where installation can reasonably be accommodated as statutory undertakers; and locations that can host a free-standing unit without causing obstruction to footways, access to premises, or statutory undertakers' equipment.

The review identified that the main town centre streets and public realm suitable for a unit of this type are predominantly within Flood Zone 2, and therefore, there are very limited, if any, sequentially preferable locations within Flood Zone 1 that: are of comparable accessibility and visibility for emergency equipment; and can accommodate the required unit without conflicting with other critical infrastructure or causing highway or public safety concerns.

The submitted FRA concludes that the development site is considered to be an appropriate and justified location and that the installation of the hub is not anticipated to exacerbate flood risk. Its Design would minimise obstruction of water flow, and its siting on reinforced supports would prevent water displacement. There would be no substantial change in ground levels or increased impermeable surfaces that could affect local water drainage or increased flood risk.

The submitted FRA also establishes mitigation measures, including regular inspections put in place to ensure there is no debris accumulation around the unit that could affect water drainage, and non-permanent anchoring allowing for temporary removal during extreme weather events, if deemed necessary.

It adds that the hub will be powered by an electrical supply from the Distribution Network Operator (DNO) for this Region. The supply would feed into a fuse head position 300mm off the ground within the base of the hub. The power connections would be IP65 rated, which gives protection against water splashed or jets but not full immersion. Should that event occur then the RCB within the unit would trip and cut off the electrical supply.

A further protective measure would be provided by the DNO in the event of the supply feed being fully immersed or compromised, by which the LST fuse would blow, resulting in a dead supply. The hub itself and internal connections would be earthed to neutralize any residual current. The hub would therefore be completely safe and have no live connections in the case of the unit becoming fully immersed in water.

Considering the above, the LPA is satisfied by the case made by the Applicant and therefore, it is considered that this proposal addresses the previous reason for refusal in that it satisfies the sequential test and that this proposal is not anticipated to result in significant increased flood risk or residual impacts.

Considering the above, on balance, this is considered to weigh significantly in favour of this proposal and its approval.

This proposal is therefore considered to comply with NPPF Policies F4: Assessing flood risk for decision-making, F5: The sequential test, F6: Development in areas at risk of flooding from rivers

or the sea, and F7: Ensuring development is safe from flooding and Local Plan Policy CC3: Flood Risk and is considered acceptable regarding its potential impact on flood risk.

Impact on Visual Amenity

NPPF Policy DP3(1): Key principles for well-designed places establishes that development proposals should respond to their context so that they integrate with and enhance their surroundings. This should not preclude innovation or change where appropriate.

NPPF Policy DP3(3) establishes that development proposals should be refused if, without clear justification, they conflict with paragraph 1 of this policy or relevant aspects of the principles in paragraph 2, or with any explicit design standards set out in the development plan (including those in locally specific policies, guides, codes or masterplans). Substantial weight should be given to compliance with relevant development plan policies when assessing the design quality of proposals.

Local Plan Policy D1: High Quality Design and Placemaking, establishes support would be given to development if proposals would achieve a high quality of design and would respect, take advantage of, and reinforce the distinctive local character and features of Barnsley.

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

The Barnsley Town Centre Public Spaces Strategy (2010) 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).

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 22 May Day Green and near to where the street connects with Queen Street to the west and Cheapside to the south. 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 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 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/m². 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 previous application (2025/1013) was refused for the following reason:

“In the opinion of the local planning authority, it is considered that 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 development 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 (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.”

This decision was appealed (6006389 and 6006390) and the Planning Inspectorate found that in respect of effects on character an appearance the proposal would not result in undue visual clutter or give rise to a harmful cumulative effect, even when considered alongside other kiosks and advertisement displays within the wider area.

It was stated that the proposed hub would be a relatively large structure within the street scene, although it would be primarily visible from two directions only due to its slim profile. Its colour palette would assimilate with existing street furniture and given the overtly commercial nature of area, the proposal would not appear incongruous, particularly in the context of other street furniture, including a tree, to which it would be closely located. The existing hub located to the north assimilates well with its surroundings and there is no reason to find that a similar structure at the appeal site would be any more harmful. It is acknowledged that the quality of the public realm, is, in part, due to the relative lack of clutter. However, the street is spacious, and some distance would remain between both structures, and more importantly the difference in orientation would mean that it would be unlikely that both would be fully visible to their maximum within the same view; the existing hub presents its slim profile when approached from the appeal site. As a result, they would not dominate the space or appear as excessive proliferation.

The LPA acknowledges the case made by the Planning Inspectorate which is relevant to this current application given that it is a resubmission of the previous refused application (2025/1013).

However, the LPA has experienced a recent influx of applications for similar development 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. The LPA maintains that 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 development remain capable of being implemented, it is felt this proposal could contribute to harmful cumulative impacts and an over proliferation of such development 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 located approximately 41 metres to the west of the development 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.

Despite the LPA's concerns, it is highly unlikely that a recommendation to refuse on such impacts would be upheld at appeal given recent outcomes under appeals 6006389 and 6006390, especially as there has been no material changes to the surrounding context of the development site since.

Reluctantly, considering the above, the LPA has no other option but to pursue an alternative recommendation in this instance. The proposed development would be of an appropriate type, scale and design for a commercial area, and whilst some moderate harm could be introduced through cumulative impacts, there would be limited appreciable intervisibility between existing and proposed hubs (including those under consideration under applications 2026/0723 and 2026/0724) within the context of a busy commercial street characterised by a variety of street furniture and visual activity and an adjacent street tree would provide a degree of visual containment, which would act as beneficial mitigation.

Consequently, on balance, this is considered to weigh significantly in favour of this proposal and its approval.

This proposal is therefore considered to comply with NPPF Policy DP3: Key principles for well-designed places and Local Plan Policy D1: High Quality Design and Placemaking and is considered acceptable regarding its potential impacts on visual amenity.

Impact on Residential Amenity, Health, Safety and Pollution Control

NPPF Policy P3(1): Living conditions and pollution establishes: Development proposals should be appropriate for their location, taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, whether these effects are on or off-site; and whether this is as a result of the development itself or the product of preexisting conditions in its vicinity. Within this context development proposals should accord with NPPF Policy P3(2) (a-f) where applicable.

Local Plan Policy GD1: General Development, indicates that support will be given to development if there will be no significant adverse impact on the living conditions and residential amenity of existing and future residents, and the development would be compatible with neighbouring land and will not significantly prejudice the current or future use of the neighbouring land.

Local Plan Policy POLL1: Pollution Control and Protection, establishes that support will be given to development if it is demonstrated that proposals would not be likely to result, directly or indirectly, in an increase in air, surface water and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

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

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 22 May Day Green and near to where the street connects with Queen Street to the west and Cheapside to the south. 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 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 near 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/m² 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, on balance, this is considered to weigh moderately in favour of this proposal and its approval.

This proposal is therefore considered to comply with NPPF Policy P3: Living conditions and pollution and Local Plan Policies GD1: General Development and POLL1: Pollution Control and Protection and is considered acceptable regarding its potential impact on residential amenity, health and pollution control.

Impact on Highways

NPPF Policy TR3: Locating development in sustainable locations supports development that is located where it can support sustainable patterns of movement, enable good accessibility for different users and make the most of existing and proposed transport infrastructure.

NPPF Policy TR4: Street design, access and parking establishes that to contribute to creating well-designed places, transport considerations should be integral to the design of development, proposals for which should: give priority first to walking, wheeling and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating easy access to high quality public transport, with layouts and densities which maximise the catchments for bus or other public transport services. Proposals should also provide a suitable number of parking spaces for a range of transport modes where appropriate, reflecting the location and nature of the development (including its connectivity), any locally-set standards in the development plan.

NPPF Policy TR6(4): Assessing transport impacts establishes that development proposals should be refused if they would have a severe adverse impact on the transport network (in terms of capacity and congestion, including cumulative impacts), or an unacceptable impact on highway safety; taking into account any mitigation measures proposed as well as any wider network improvements, including measures to support sustainable patterns of movement. This applies both during the construction phase and following completion.

This application relates to a section of pedestrianised street within Barnsley Town Centre outside 22 May Day Green and near to where the street connects with Queen Street to the west and Cheapside to the south.

Highways Development Control colleagues were consulted; and it was stated that the proposed hub would be positioned away from the access route through the precinct and would not

impede pedestrian movements with ample width being retained, and therefore, is considered acceptable from the perspective of Highways Development Control.

The LPA has no reason to disagree with the professional opinions of Highways Development Control colleagues in this instance. It is not considered that this proposal would have a severe impact on the transport network (in terms of capacity and congestion, including cumulative impacts) or an unacceptable impact on highway safety to otherwise justify a refusal in accordance with NPPF Policy TR6.

Considering the above, on balance, this is considered to weigh moderately in favour of this proposal and its approval.

This proposal is therefore considered to comply with NPPF Policies TR3: Location development in sustainable locations and TR4: Street design, access and parking, and Local Plan Policies T3: New Development and Sustainable Travel and T4: New Development and Transport Safety and is considered acceptable regarding its potential impact on highway safety.

Impact on Biodiversity and Geodiversity

In England, Biodiversity Net Gain (BNG) became mandatory from 12 February 2024 under Schedule 7A of the Town and Country Planning Act 1990 (as inserted by Schedule 14 of the Environment Act 2021) and means developers must deliver a BNG of 10%. This proposal is not subject to the BNG requirement and falls within one of the listed exemptions.

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

This proposal is therefore considered to comply with Local Plan Policy BIO1: Biodiversity and Geodiversity and is considered acceptable regarding its potential impact on biodiversity and geodiversity.

Planning Balance and Conclusion

In accordance with the provisions of NPPF Policy S3 and Local Plan Policy SD1 this proposal is considered within the context of the presumption in favour of sustainable development.

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

The proposed multifunctional communication hub would provide additional telecommunications infrastructure and therefore, being mindful of NPPF Policy CO1, substantial weight is attributed to the anticipated benefits that the hub would bring in this regard. Recent appeal decisions (6009866 and 6009867) have established that such weighting is appropriate.

This proposal is considered acceptable in respect of its potential impacts on flood risk, visual amenity, residential amenity, health and pollution control, highway safety, and biodiversity and geodiversity, in accordance with NPPF Policies F4, F5, F6, F7, DP3, P3, TR3 and TR3 and Local Plan Policies CC3, D1, GD1, POLL1, T3, T4 and BIO1, and is attributed substantial, significant, moderate and modest weight in favour, in accordance with national decision-making policies and planning judgement.

The anticipated benefits of approving this development would not be substantially outweighed by any adverse effects, when assessed against the national decision-making policies, to otherwise justify a refusal in accordance with NPPF Policy S4.

For the reasons given above, and taking all other matters into consideration, this proposal conforms with all relevant national and local planning policies and supplementary guidance.

Planning permission should therefore be granted subject to the necessary condition(s) without delay in accordance with NPPF Policy S3(1)(c).

RECOMMENDATION: Approve subject to conditions.

Justification

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

It has not been necessary to make contact with the applicant to request amendments to the proposal during the consideration of the application, as it was deemed acceptable.

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.