

Heritage Statement

Virgin Media: Number 35. New Street. Huddersfield. HD1 2BQ

Number 35. forms part of a 18th century property of three stories which is constructed from smooth, dressed local stone. The property at number 35. is one of a variety that make up the diverse architectural style of New Street.

Number 35 is separated from its neighbour to the left hand side by a passage way known as Market Avenue which leads to a further area of shops to the rear of the property.

The shop front is of a sympathetic style which fits in with the architecture of the building it occupies. Constructed with a moulded timber frame, the shop front has a centrally positioned double door entrance with flanking display windows to either side. There is a further shop front to the side of the property on Market Avenue and another to the rear of the property which has a curved frontage.

Virgin Media first occupied the site at number 35. New Street in 2009. At the time of formulating the designs for the store we worked very closely with the landlords agents, Kirklees Council and Virgin Media so that we were able to submit a shop front design that all parties were happy with. This is a procedure we are very keen to follow again.

We are now in 2016 and the store has served Virgin Media well but in the intervening seven years that have passed since its opening Virgin Media's approach to business has evolved along with its corporate identity. As a result of the changes and a demonstration of Virgin Media's commitment to the town of Huddersfield, VM are planning and internal refit to the store and would also like to update the fascia signage so that it reflects the current corporate logo and specification.

The existing timber frame which is painted in line with the landlords specification will be retained on all three elevations. The only major element to change is the Virgin Media corporate logo on the front and rear elevations which is illustrated on the accompanying shop front drawings. We feel confident that the new proposals for the shop fronts are in keeping and is retaining the sensitivity of the previous shop front.

Internally, the existing fixtures are being removed and replaced with new and up to date fixtures which are in line with the current Virgin Media design. The interior refit also involves two new stud wall structures at the back of the store. The first is a simple straight wall structure up to the ceiling which closes off the back of the store and sits in front of the curved rear window. The second is a stud enclosure, built up to the ceiling creating a lobby with a door to the right hand side. Virgin Media would like to carry out this work to improve security at the site. None of the internal refit works will have any effect on the internal value of the building.

At the present time we have consulted with the landlords managing agents have viewed the proposed shop front drawings and approved the intended scheme.