

Head of Planning and Development Consultation Response from KC, Conservation and Design
2019/94083 The Warehouse, 12, Zetland Street, Huddersfield, HD1 2RA
Advertisement Consent for installation of 7 illuminated and non-illuminated signs (within a Conservation Area)
Date Responded: 15.01.20 Responding Officer: Sue Oakley Responding Ref:

The Warehouse pub is an unlisted building within the Huddersfield Town Centre Conservation Area, located directly in front of the rear of the Grade II* listed Lawrence Batley Theatre, a former Wesleyan Methodist Chapel. To the south of The Warehouse is the Grade II listed 20 Zetland Street.

The proposal is for the following illuminated and non-illuminated signage to the front of the building:

Items 1 and 2 - fascia signs, 1m high with a timber background and foamex lettering, externally illuminated with LED trough lights and replacing an existing sign.

Item 3 - window graphics within the arched windows on the front elevation.

Item 4 - replacement aluminium sign on the existing post, 1.2m high by 0.9m wide with a bullnose edging bead and externally illuminated with 2no LED trough lights, replacing an existing sign.

Item 5 – 2m high mild steel blue cut out mannequin with a neon outline and applied plaques. The application states that this is 2m high from ground level although it appears from the proposal image that it is set onto a low brick wall on the site boundary.

I have no objections to the proposed signage 1 to 4 as I do not consider them to harm the character of the conservation area or the setting of the surrounding listed buildings. I have concerns about the proposed neon outline mannequin as this area is already cluttered with street furniture and I would consider this to add to the clutter and harm the character of the conservation area. I would prefer this to be omitted from the proposal.