

Consultation Response from KC, Conservation and Design
2020/90819 The Warehouse, 12, Zetland Street, Huddersfield, HD1 2RA
Advertisement Consent for erection of illuminated LED sign (within a Conservation Area)
Date Responded: 20.5.20
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.

This retrospective proposal is for the erection of a 2m high mannequin with an illuminated blue LED outline and applied plaques, situated on a raised bed around half a metre above ground level at the front boundary of the site.

Although this blue LED sign causes slight harm to the character of the conservation area, I am comfortable that the removal of the previous signage ensures that there is no additional clutter. The slight public benefits of providing roadside signage to advertise the business, which is set back from the road, outweighs the slight harm.