

**KIRKLEES METROPOLITAN COUNCIL
INVESTMENT & REGENERATION SERVICE**

DEVELOPMENT MANAGEMENT

Town and Country Planning Act 1990 (as amended) – SECTION 70

DELEGATED DECISION TO DETERMINE PLANNING APPLICATIONS

Reference No: 2020/62/94124/W

Site Address: Nationwide, 2-4, Kirkgate, Huddersfield, HD1 1QH

Description: External alterations to existing signage and fascia boards (Listed Building within a Conservation Area)

Recommending Officer: Lucy Taylor

DECISION – Conditional Full Permission

I hereby authorise the approval of this application for the reasons set out in the officer's report and recommendation annexed below in respect of the above matter.

Teresa Harlow

AUTHORISED OFFICER

Date: 26-Jan-2021

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Officer Report.

Reference: 2020/94124

Location: Nationwide, 2-4 Kirkgate, Huddersfield, HD1 1QH

Proposal: External alterations to existing signage and fascia boards.

Site Description.

2-4 Kirkgate (incorporating 7-9 Market Place) is a three-storey Grade II listed building situated on the corner of the historic marketplace within the Huddersfield Town Centre Conservation Area. The building dates to the 18th or early 19th century and is constructed in hammer dressed stone with a hipped slate roof. The upper floors have ranges of timber sash windows and blind windows, and the ground floor on the Market Place and Kirkgate elevations have been converted to shop fronts with an entrance door on Kirkgate. The current use of the building is as a Nationwide Building Society.

Description of Proposal

The applicant proposed minor alterations to the existing signage and fascia boards, with the redecoration of the shop fronts, on the Kirkgate and Market Place elevations of the buildings.

Signage and Fascia Boards:

Two internally illuminated projecting signs are proposed, fixed to the fascia boards and replacing the existing illuminated projecting signs which are fixed to the masonry at first floor level. In addition, a new illuminated ATM collar is proposed to replace the existing ATM collar erected at present.

These developments have been considered separately within application 2020/94126.

Redecoration of Shop Fronts:

The proposed alterations to the shop front will result in the existing framing around the windows changing from white to dark grey in colour, through the erection of dark grey vinyl. These alterations will occur on both the Kirkgate and Market Place elevation. In addition, the large feature pilasters that mark the end of each set of glazing will also become dark grey and the existing blue fascia boards above the windows will be infilled by power coated aluminium fascia panels. Furthermore, the access doors on the Kirkgate elevation will change from blue to grey however, the style will remain the same and the assisted access railings will change from blue to dark grey. Alongside these alterations around the existing glazing, two of the windows on the Kirkgate elevation will be semi-covered with graduated privacy film, verse applied vinyl also grey in colour and the same is proposed on the Market Street elevation, but to one whole window.

New graphics are proposed to be printed upon the glazing, with the wording 'Building society in Huddersfield' proposed on the Market Street Elevation, applied internally using white vinyl and new 'automatic door' and keep clear signage stickers are proposed to be erected on the access door on the Kirkgate elevation.

History of Negotiations.

No negotiations have taken place and no amended plans have been sought or submitted.

Relevant Planning History.

- **96/93049** - *Nationwide, 2-4 Kirkgate* - Installation of new shop front (Listed Building within Conservation Area). *Conditional Full Permission.*
- **96/93050** – *Nationwide, 2-4 Kirkgate* - Erection of illuminated fascia lettering and projecting sign (Listed Building within Conservation Area). *Advertisement Consent Granted.*
- **96/93051** - *Nationwide, 2-4 Kirkgate* – Listed Building Consent for installation of new shop front, internal alterations and erected of illuminated fascia lettering and projecting sign (within Conservation Area). *Consent Granted.*
- **2003/90508** - *Nationwide, 2-4 Kirkgate* – Erection of illuminated fascia and projecting signs (Listed Building within a Conservation Area). *Advertisement Consent Granted.*
- **2003/90705** - *Nationwide, 2-4 Kirkgate* – Listed Building Consent for Erection of illuminated fascia and projecting signs (within a Conservation Area). *Consent Granted.*
- **2011/90796** – *Nationwide, 2-4 Kirkgate* - Installation of illuminated sign. *Refused in 2011.*
- **2014/91609** – *Nationwide 2-4 Kirkgate* – Listed Building Consent for internal and external works. *Approved in 2014.*
- **2014/91608** – *Nationwide 2-4 Kirkgate* - Relocation of existing ATM machine and alterations. *Approved in 2014.*
- **2020/94125** – *Nationwide 2-4 Kirkgate* – Listed Building Consent for external alterations to existing signage and fascia boards. *Pending consideration.*
- **2020/94126** – *Nationwide 2-4 Kirkgate* – Advertisement Consent for external alterations to existing signage and fascia boards. *Pending consideration.*

Representations.

We are currently undertaking statutory publicity requirements, as set out at Table 1 in the Kirklees Development Management Charter. As such, we have publicised this application via a site notice and a press notice which expired on 14th January 2021 – no representations were received.

Consultation Responses.

Conservation and Design – it was concluded that the proposed developments would not detrimentally impact the historic fabric of the building and would enhance the overall appearance of the listed building.

Policy/Legislation.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019).

The site is located in the Huddersfield Town Centre Conservation Area.

Kirklees Local Plan:

- **LP1** – Achieving sustainable development
- **LP2** – Place shaping
- **LP24** – Design
- **LP25** – signage and shop fronts
- **LP35** – Historic environment

National Policies and Guidance

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published February 2019, together with Circulars, Parliamentary Statements and associated technical guidance. The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- **Chapter 12** – Achieving well-designed places
- **Chapter 16** - Protecting and enhancing the historic environment

Assessment.

The Following matters that will be considered as part of the assessment of the proposal are set below. These considerations will be looked at in detail individually:

- 1) Principle of development
- 2) Impact on visual amenity
- 3) Impact on residential amenity
- 4) Impact on highway safety
- 5) Other matters
- 6) Representations
- 7) Conclusion

1. Principle of Development:

The site is located within the Huddersfield Town Centre Conservation Area. Therefore, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that Local Planning Authorities pay special attention to preserving or enhancing the character and appearance/setting of buildings or land within a Conservation Area. In addition, the host building is Grade II listed. Section 66 of the aforementioned Acts states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. This is reflected in the general thrust of Policy LP35 of the Local Plan and Chapter 16 of the National Planning Policy Framework regarding the historic environment.

In detail, LP35 states “development proposals affecting a designated heritage asset...should preserve or enhance the significance of the asset. In cases likely to result in substantial harm or loss, development will only be permitted where it can be demonstrated that the proposals would bring substantial public benefits that clearly outweigh the harm”. This harm, if any is deemed to occur, will be assessed and discussed later in the report.

Alongside this, LP1 of the KLP states that when considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the NPPF. Policies LP24 and LP25 of the KLP are also relevant and states that (LP24) “good design should be at the core of all proposals in the district” and LP25b ‘proposals [will only be permitted which] respect the character of the locality and any features of historic, architectural, cultural or other interest’. LP25 (2) specifically relates to shop fronts on a listed building/within a conservation area. It details the expectations to ‘preserve or enhance’ and for development to be of a high standard of design and appropriate to the building and its setting.

1. Impact on Visual Amenity, including Huddersfield Town Centre Conservation Area and the setting of the listed building:

In terms of visual amenity, general design considerations are set out in Policies LP24, LP35 and LP25 of the Local Plan and Chapters 12 and 16 of the NPPF, which seeks to secure good design in all developments by ensuring that they respect and enhance the character of the townscape, protect amenity and consider the significance of heritage assets.

The proposal is for the installation of new powder coated aluminium fascia panels, set within the existing surrounds and with a 50mm decorative trim around each panel and minor redecoration of the existing shop front. The proposed signage is considered separately under application no 2020/94126.

The attachment of new fascias boards within the existing surrounding and the redecoration of the shop front in dark grey, is considered to enhance the

existing shop front of Nationwide and the listed building as a whole. It would refresh the property and help to retain it in full use. The new window graphics, which do not require permission, are also considered acceptable from a visual amenity perspective, simple in design and fully reversible. The existing, well-established shop fronts are clearly modern interventions, but these draw on the traditional detailing of the building and therefore, none of the proposed minor alterations to these shop fronts will harm the significance of the listed building or the wider character or appearance of the Conservation Area.

Therefore, the proposed development at Nationwide would adhere to the aesthetic appearance of the surrounding area both spatially and visually and resultantly, adhere to the appearance of the Huddersfield Town Centre Conservation Area. In turn, appropriately according with Policies LP35, LP25 and LP24 of the Local Plan and Chapters 12 and 16 of the NPPF.

2. Impact on Residential Amenity

Due to the nature of the proposal, the proposed developments at Nationwide will not impact residential amenity.

3. Impact on Highway Safety

KC Highways Development Management were consulted about the erection of the proposed signage with regard to application 2020/94126 and no objections were made, given that the proposed signage is very similar to existing. In addition, due to the nature of the proposal, the proposed alterations to the shop front of Nationwide would have no impact upon highway safety.

4. Other Matters

Climate Change

On 12th November 2019, the Council adopted a target for achieving 'net zero' carbon emissions by 2038, with an accompanying carbon budget set by the Tyndall Centre for Climate Change Research. National Planning Policy includes a requirement to promote carbon reduction and enhance resilience to climate change through the planning system and these principles have been incorporated into the formulation of Local Plan policies. The Local Plan predates the declaration of a climate emergency and the net zero carbon target; however, it includes a series of policies which are used to assess the suitability of planning applications in the context of climate change. When determining planning applications, the Council will use the relevant Local Plan policies and guidance documents to embed the climate change agenda.

In this case, due to the nature of the proposal it is not considered reasonable to require the applicant to put forward any specific resilience measures.

5. Representations

No representations were received.

6. Conclusions

The NPPF has introduced a presumption in favour of sustainable development. The policies set out in the NPPF taken as a whole constitute the Government's view of what sustainable development means in practice.

This application has been assessed against relevant policies in the development plan and other material considerations. It is considered that the development would constitute sustainable development and is therefore recommended for approval.

Recommendation: Approve

Decision Authorisation - Delegated Powers

Application Number: 2020/94124

Officer Recommendation: Approve

Conditions and Reasons:

1. The development hereby permitted shall be begun within three years of the date of this permission.

Reason: Pursuant to the requirements of Section 91 of the Town and Country Planning Act 1990.

2. The development hereby permitted shall be carried out in complete accordance with the plans and specifications schedule listed in this decision notice, except as may be specified in the conditions attached to this permission, which shall in all cases take precedence.

Reason: For the avoidance of doubt as to what is being permitted and so as to preserve the significance of the host listed building and the Huddersfield Town Centre Conservation Area and to accord Policies LP24, LP25 and LP35 of the Kirklees Local Plan.

NOTE: the hereby approved planning permission should be read in conjunction with listed building consent 2020/94124 and advertisement consent 2020/94126.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Plans – Existing Elevations	PLEX.01.E2	-	2.12.20
Plans – Existing Elevations	PLEX.01.E1	-	2.12.20
Plans – Existing Floor Plans	PLEX.00.00	-	2.12.20
Plans – Grouped Plans and Elevations	PL.01.E2	-	2.12.20
Plans – Grouped Plans and Elevations	PL.01.E1	-	2.12.20
Plans – Grouped Plans and Elevations	PLEX.OS Location plan/Block plan	-	2.12.20
Supp Info – Conservation/Heritage Assessment	NBS Huddersfield Heritage Statement	-	2.12.20

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2015 and guidance in the National Planning Policy Framework, the Local Authority have, where possible, made a pre-application advice service available, complied with the Kirklees Development Management Charter 2015 and otherwise actively engaged with the applicant in dealing with the application. No amendments were sought.

Report Dated:

26.1.21

