

**Consultation Response from KC,
Conservation and Design**
2021/90060 adj, 9, Station Road, Marsden, Huddersfield, HD7 6BS
Erection of take-away food outlet (within a Conservation Area)
Date Responded: 26.02.21 Responding Officer: NG Responding Ref: CA05
Context.

The proposed development is to erect a free-standing small commercial unit in the service yard of former public house which fronts onto Station Road and the river. The single-storey unit would be a prominent contributor to the streetscape. It is located within the Marsden Conservation Area which was designated in January 1974 which was one of the first such designated areas in the district. The conservation area is a 'designated heritage asset' and therefore, the proposal must be considered in terms of its direct and indirect on its heritage significance.

Consequently, the development must be considered in the context of section 72 of the Planning (LB & CA) Act 1990 which requires that the Council pays special attention to the preservation or enhancement of the special character and appearance of the conservation area. The legislative requirement is reflected in Local Plan policy LP35 which also requires the avoidance of harm to the character and appearance of the designated area.

The topography of the town (and the conservation area) creates a compact character with a strong sense of enclosure, embraced by the backdrop of steep slopes. The town is characterised by its vernacular, domestic and commercial stone architecture. The premises lining Station Road broadly conform to the architectural character of the conservation area, which is dominated by its origins as a former industrial town and tight-packed rows of terrace housing. Station Road leads onto Peel Street which is the nucleus and the principal commercial street in Marsden, characterised by two and three storey, well-proportioned stone buildings rising to pitch roofs and the heart of the designated area.

The development should, therefore, be considered in the context of its contribution to both the architectural character and economic sustainability of the conservation area.

The proposal.

The proposed building would be located in the former garden/service yard of the adjacent terrace and is a flat roof, partially stone-faced cabin. The proposal does not include any details of how the unit would be serviced, including its ventilation, storage and disposal of refuse, or the means of lighting, signage, times of operation or even how the adjacent commercial units would be managed/serviced following the loss of the yard-space.

The scale and design form of the building is approximately that of a large garage. It would be located in a prominent location on the street corner presenting a jarring visual contrast to the streetscape which would adversely impact on the stone terrace and riverside location. The proposed building would also obscure streetscape views of the stone gable of the adjacent terraced property and thus have a disproportionately intrusive and adverse visual impact on the character of the building group and wider townscape.

Furthermore, the erection of this building would have an adverse impact on the operational use of the adjacent former public house which has been adapted for alternative commercial uses, compromising the potential to access the service areas of the building group and limiting access to the communal refuse storage area. The proposed use would also conflict with the need to focus viable commercial

activity along the historic commercial focus of Peel Street.

Consequently, the proposed development is considered to neither preserve or enhance the character and appearance of its context or the wider conservation area and would conflict with the objective of preserving the sustainable use of the historic commercial core.

Despite its modest scale, the proposed development would have a disproportionately adverse impact on the character and appearance of the designated conservation area, contrary to the requirements of NPPF paragraph 196 and Local Plan Policy LP35. The proposal offers no public benefits which could be considered to outweigh the identified harm to the designated heritage asset. Therefore, the proposed development is not supported, and it is recommended that this proposal is refused Planning permission.