

Consultation Response from KC, Conservation & Design**2023/92777 71, New Street, Huddersfield, HD1 2BQ****Listed Building Consent for alterations and signage (within a Conservation Area)****Date Responded: 23.10.2023****Responding Officer: Sue Brooks****Responding Ref: HUD 3/939**

71 New Street is a fine Grade II listed terracotta building on the corner of New Street and Ramsden Street, located within the Huddersfield Town Centre Conservation Area and constructed in 1897-8. Historically, the terracotta extended to ground floor level, with six arched windows and piers following the line of the upper floor windows and an arched doorway on the left-hand side of the New Street elevation. Five of these windows were removed and replaced with a modern shop front prior to listing in 1978. This has extensive glazing and a wrap-around fascia with overhead strip lights. One ground floor window survives on the west elevation.

The building has been vacant for some time and the application proposes alterations to the shop front and interior for the new retail use.

Internals

The internal space on the ground floor is a modern retail unit and therefore the proposals have no impact on significance.

Externals

No changes are proposed to the shop front itself, with the replacement of the blue painted fascia proposed with a white aluminium fascia with halo illuminated acrylic lettering, along with two projecting signs which replace the existing. The signage is also assessed in the accompanying application 2023/92644.

The existing fascia is a timber board with a beaded edging and overhead external strip lighting. Although the existing shop front is a modern intervention, it reflects the design of traditional late 19th century shop fronts within this conservation area.

To maintain the traditional character of the shop front, we would recommend that the fascia signage sits flush with the existing, without projecting beyond the depth of the pilasters, and the aluminium fascia panels to be in an eggshell finish rather than high gloss. We would also prefer the projecting signs to be externally illuminated as existing, and not internally illuminated as proposed.

We accept that there are clear public benefits in bringing this vacant retail unit back into use, and the signage could be removed in the future without any impact on the historic fabric. However, the introduction of modern halo lit fascia signage leads to slight harm to the significance of the listed building and character of the conservation area, and we would therefore recommend that the minor amendments above are made to the application.