

**Consultation Response from KC, Conservation & Design****2024/92023 Alice In Groomingland, 7, Beast Market, Huddersfield, HD1 1QF****Listed Building Consent for erection and installation of signs (within a Conservation Area)****Date Responded: 28.08.2024****Responding Officer: S Pickles****Responding Ref:**

The application relates to the Grade II 7 and 9 Beast Market. The building is located just off a prominent thoroughfare through the Town Centre. As well as being Listed the site is within the Huddersfield Town Centre Conservation Area.

The site can be experienced off Beast Market from the east and west, but it can also be viewed on longer views off Kirkgate.

To the immediate south is the Grade Boyle and Barrel Inn, Grade II 6 Beast Market and just around the corner 33-35 Kirkgate and 37-41 Kirkgate.

7-9 Beast Market has seen a degree of change over time, with the main changes being the shop frontage directly facing Beast Market. It is understood that the site was formerly 'Armitages' which was a warehouse and garden centre, and this is evidenced by the archive images at the time of listing and the official list entry on the NHLE.

The submitted details state that there are to be no internal changes to the building and the alterations are purely focused on the external frontage on Beast Market.

While we are supportive of the site being brought back into use, we have concerns with proposed alterations/ additions to the frontage. We recognise that the previous occupants did have a small window vinyl to the left-hand side and right-hand side, however, the current proposals will see the entire window frontage covered in vinyl/ details. We consider that the amount of detailing on the windows needs to be considerably reduced if not entirely removed from the proposals.

We have no concerns with the detailing to the main door which provides necessary details, however, the main windows are overly cluttered and do not preserve or enhance the character of the building.

We are equally unconvinced by the signage on the fascia. The previous sign was what appears to be projecting metal lettering on a timber fascia board. The proposals are for a composite aluminium board with vinyl lettering. We consider that this needs to be amended to reflect the previous signage. The signage should have a timber backing board (make use of the existing fascia board) and the lettering should be projecting lettering. It could equally be painted directly onto the fascia board.

We note the comments in the supporting statement regarding lighting. We have concerns with the proposed lighting, which would add a negative detail and consider that this should be omitted from the proposals.

As set out, we consider that while supportive of the aim of bringing the building back into use there are amendments required to make the proposals acceptable and meet both local and national policies.

As proposed, we do not consider that the proposals accord with LP35 of the Local Plan, or 16(2) of the Planning (Listed Building and Conservation Area) Act. However, with the amendments as set out, subject to further review, the proposals could be supported.

