

**Consultation Response from KC,  
Highways Development Management**

**2024/92029 Alice In Groomingland, 7, Beast Market, Huddersfield, HD1 1QF**

**Erection of illuminated and non-illuminated signs (Listed Building within a Conservation Area)**

**Date Responded: 18/09/2024**

**Responding Officer: CNB**

**Responding Ref: K5-7NE/23**

This application is for the erection of illuminated and non-illuminated signs to an existing commercial premises fronting on to Beast Market, a 30mph two-way single carriageway town centre access cul-de-sac of approximately 5m width adjacent to the premises. There are No Waiting at Any Time TRO marking on the side of the site and No Waiting Mon – Sat 8am – 6pm TRO markings opposite.

Beast Market is a short cul-de-sac that serves as access to a few commercial properties and a hotel car park, and as such is expected to be very lightly trafficked.

The site is located within a sustainable town centre location with public transport links and parking within a short walk.

All advertising boards by their very nature cause some level of distraction, however in this case the proposals would have a negligible impact on road safety due to the low number of vehicles that may see it, the location within a town centre where shop frontages are expected to be lit and the existing sign lighting already in place on the street (The Boy And Barrel pub opposite the site has several lights on the frontage).

With this we consider that the application is acceptable on highways grounds, and we would have no wish to object.