

Consultation Response from KC, Conservation & Design**2024/92056 200, Manchester Road, Thornton Lodge, Huddersfield, HD1 3JF****Advertisement Consent for erection of 48-sheet LED illuminated advertisement****Date Responded: 29.08.2024****Responding Officer: S Pickles****Responding Ref:**

The application is for a digital advertisement sign to be located in the gable end on of 200 Manchester Road.

The site is clearly visible from the east along Manchester Road.

To the south of the 200 is the Grade II Works Belonging to Messers Fred W Davis adjacent to Number 181. While the site is close to the proposed signage, we do not consider the proposals will have a significant impact on the setting of the building. While there will be a change from the existing signage it will not significantly impact on the way in which the building can be experienced.

In addition, further to the west and north west is the Grade II Paddock Railway Viaduct. There are some views of the Viaduct when looking along Manchester Road. However, there is a sufficient distance between the site and the Viaduct and even with the change of signage from the existing static sign you will still be able to experience and view the Viaduct and it will not physically impact on the Listed Viaduct itself.

We are therefore satisfied that in this instance the proposed change from the existing static sign to the digital sign will not have an adverse impact on the stated Listed assets.

