Context Appraisal

NatWest 8 Market Place, Huddersfield, HD1 2AL

Overview

This document should be read in conjunction with all drawings and information submitted in support of the advertisement consent application, as well as the 'NatWest Vision' document which outlines our wider approach to digital facilities.

Location: 8 Market Place, Huddersfield, HD1 2AL

Heritage Context:
- Building is within the Huddersfield Town Centre Conservation Area
- Adjacent to Market Cross (grade II listed monument)

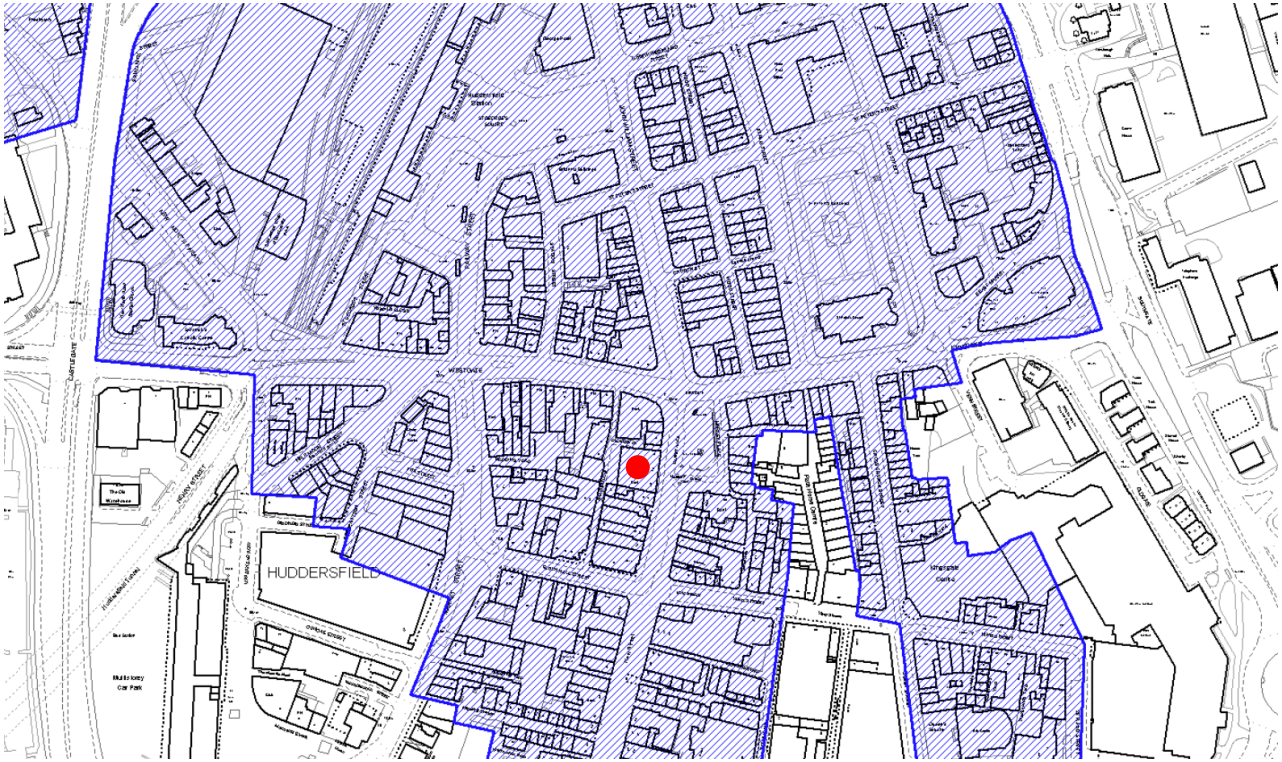
Relevant Guidance:
- Huddersfield Town Centre Conservation Area: Shopfront Design Guidance, October 2024

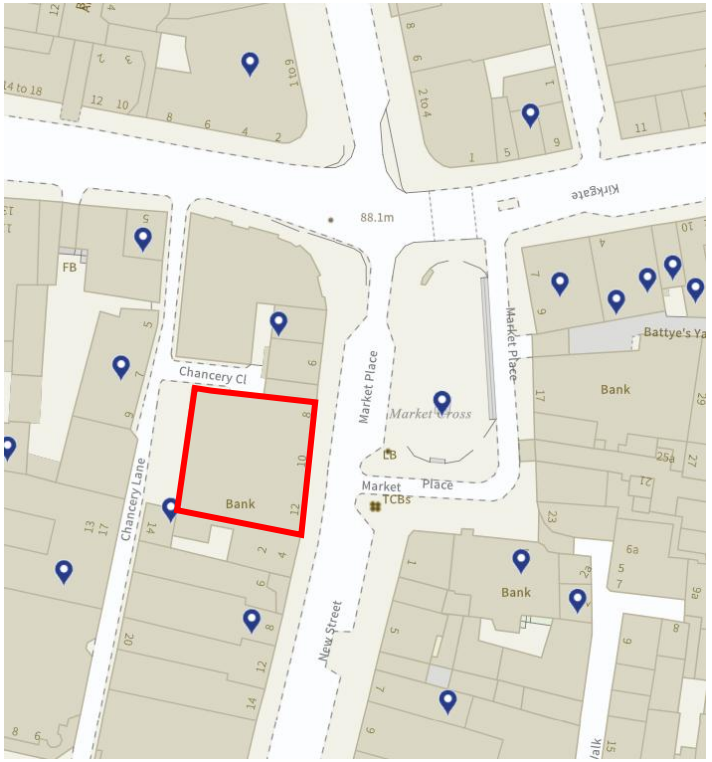
Application History:
- 2014/64/93274/W- (Granted) (internally illuminated signage)

Proposal: Display digital screens, (internally mounted).
Externally illuminated signage

Location

The NatWest branch is located on Market Place within Huddersfield Town Centre Conservation Area, which is an area with a high concentration of listed buildings but not directly adjacent to the bank.





Heritage Context

The importance of the building to the streetscape in terms of views/vistas is appreciated due to its relationship to the adjacent grade II monument (Market Cross).





Advertisement Context

As part of our assessment of the building's context we have reviewed other examples of advertisement and signage within windows of nearby properties at Market Place area. We have selected examples which are either of a similar building type or similar signage type, or both.



YORKSHIRE BUILDING SOCIETY, 22-24 New Street
Large digital screen within shopfront window.
Internally Illuminated signage.



LADBROKES, 4 New Street
Large digital screen within shopfront window.
Internally Illuminated signage.

Advertisement Context (cont.)



SKIPTON BUILDING SOCIETY, 50 New Street
Large digital screens within shopfront windows.
Externally and halo illuminated signage.



GREGGS, 39 New Street
Large digital screens within shopfront windows.
Internally illuminated signage.

Summary:

It is felt that the proposed installation of digital signage is respectful of the building's character and is in keeping with its wider streetscape

- **The digital screen will be of a similar scale and form to existing paper poster currently installed within the window of the building.**

- **Its installation will not have a detrimental impact upon street views, since it will not be visible until adjacent to, opposite or passing the building.**

- **Although no reference to digital signage is made within 'Huddersfield Town Centre Conservation Area: Shopfront Design' , it is our opinion that the proposals are in keeping with the principles of the guide.**

Please refer to 'NatWest Vision' supporting document for further information on proposed signage type and rationale for its installation.

- **Replacement of paper advertising with digital advertising aligns with NatWest Climate Positive goals, reducing paper usage and waste, and aligns with Kirklees Council's aims to support businesses and the national agenda.**

Proposed Elevation Visuals:



