2.0 ASSESSMENT

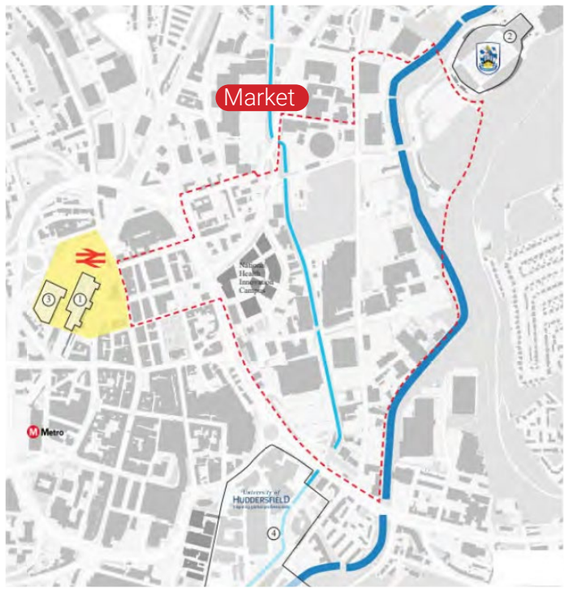
Understanding the site

2.1 Site and Contextual Analysis
2.2 Market and Commercial Context
2.3 Conservation Area & Heritage Assessment

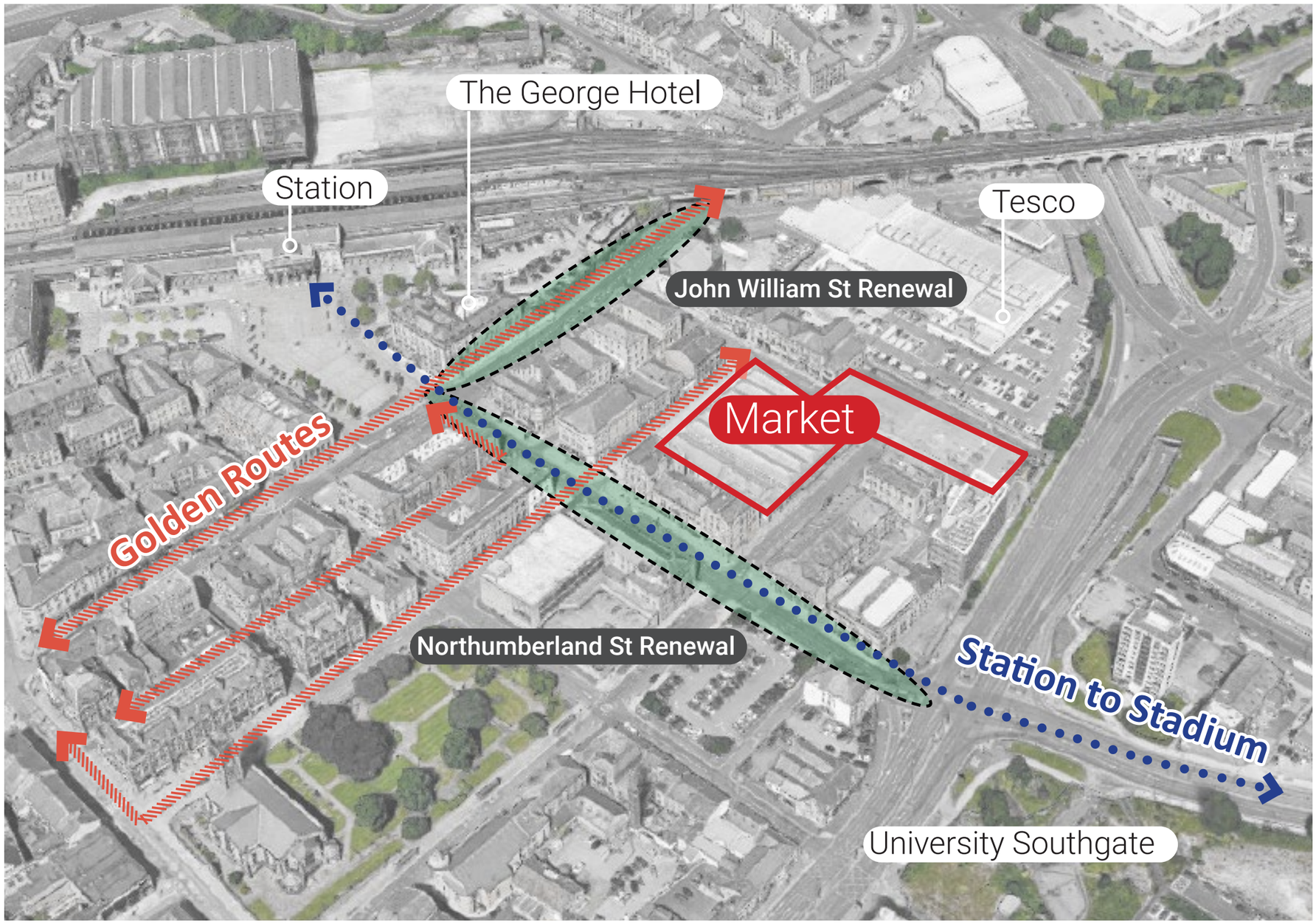
2.1 Site and Contextual Analysis

The market is located in a well-connected part of the town centre and there are a number of key opportunities to enhance the asset to ensure the site is being utilised to its full potential to serve many different groups within Huddersfield.

The market sits along the 'Station to Stadium' route, identified as a key investment route in Huddersfield. Also close by is the train station, the new University of Huddersfield Southgate site (National Health and Innovation campus) and is located close to two 'golden thread' streets of John William Street and Northumberland Street.



Station to Stadium Enterprise Corridor



Key routes close to the site

2.1 Site and Contextual Analysis

The site sits within the Huddersfield Town Centre Conservation area. There is currently no adopted appraisal of the conservation area (CAA is currently out for public consultation).

The heritage statement (Buttress Sept 2025) produced as part of this RIBA Stage 2 investigation looks at the character of the conservation area as the historic setting to the Grade II* listed heritage asset.

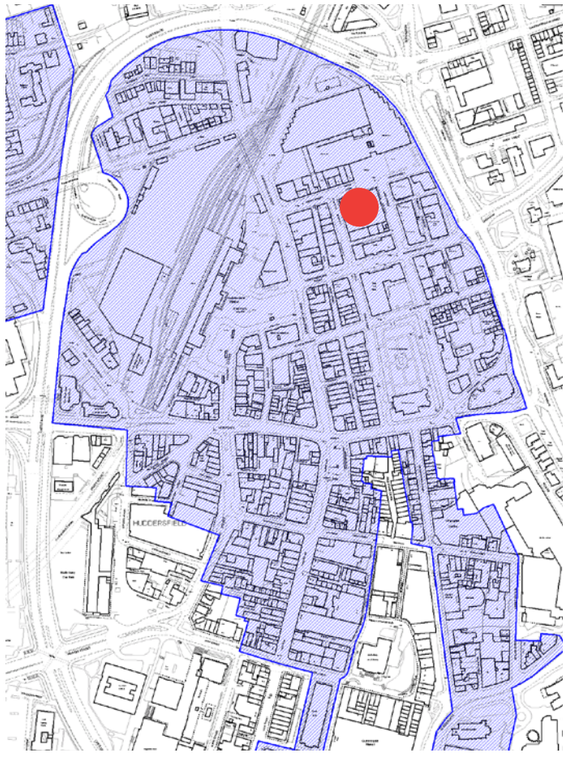
The conservation area is characterised by the use of buff coloured ashlar sandstone. This is the predominant material used throughout the town centre and is used in some contemporary late 20th century buildings as well as the numerous listed late 19th and early 20th century buildings.

The images opposite highlight examples of this, notable examples including the nearby train station, St George's Hotel, The Dugdale Bros Headquarters and adjacent buildings lining the vista of Northumberland Street Southgate up towards the train station.

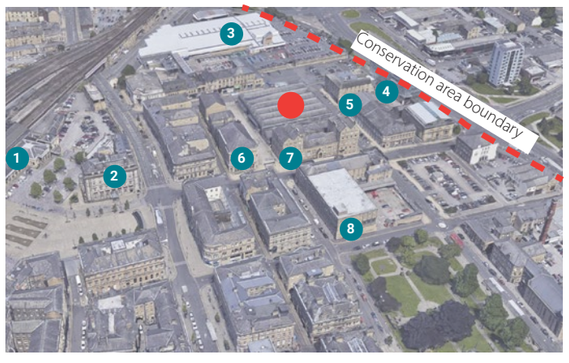
Typically the surrounding buildings have formal and grand elevations with decorative stonework such as rusticated ground floors, pedimented surrounds to fenestration, quoins and banded mouldings. Stonework is also used on contemporary buildings such as the Media Centre and nearby Huddersfield Mission at St. Peters.

The roof lines of surrounding building are typically pitched and hipped with some gable ends. Varying building types and heights have resulted in some Streets with a mix of roof lines with a dynamic silhouette.

The materials and form of the Market Hall has a unique character when compared to this setting. Some aspects of the current site are currently considered to exhibit a negative impact on the character of the conservation area including, Tesco superstore and the 'Glass Box'.

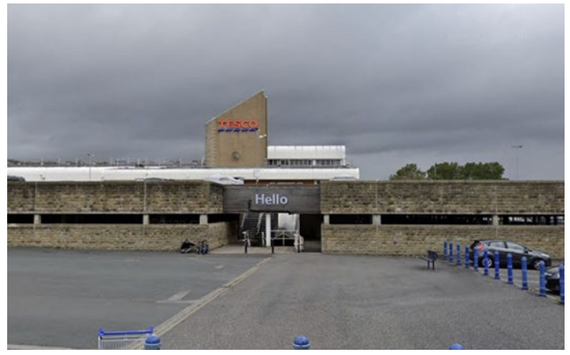


Conservation area map



1 - Railway Station

2 - The George Hotel



3 - Tesco superstore

4 - 'Glass box'

5 - Media Centre Lord Street

6 - 6 Northumberland Street

7- Dugdale Buildings

8 - Post Office

View from Northumberland Street with Market Arch

Stone Annexe elevation on Byram Street

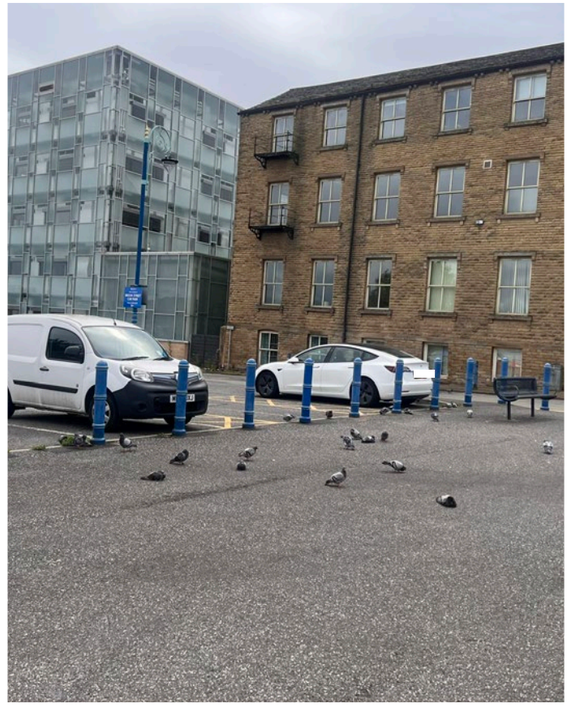
View from Byram street looking north

View from top deck of TESCO car park

View along Brook Street

View along Lord Street

Tesco car park



Hardstanding in front of Tesco

2.1 Site and Contextual Analysis

Market Hall

Building Form & Size

The Market Hall building is functional and uncompromising in form. It has 3 predominant elevations which are outward looking onto the respective streets, allowing for a perception from ground level of the complete structure. Coupled with the transparency of the façade this makes for a clear reading that the structure covers one large space. With a rational structural grid consisting of 6 bays or avenues, the building appears orthogonal. However, none of the surrounding streets are perfectly perpendicular resulting in a slightly trapezoidal plan form.

Internally, the space is one open volume punctuated by two rows of columns. The soffits to the pitched roofs are open, further increasing the perception of volume and shelter. The building is unapologetically functional in providing a shelter for the market trading. The façades are characterised by glazing set within the structural frame with an open base. This characteristic is lessened due to the installation of unsympathetic roller shutters, particularly during non-market days.

The structural grid of 6 bays has a hierarchy that includes two primary avenues highlighted on the East and West façades by the use of double height entrance ways with decorative metalwork spandrels.

The use of repeating bays and a simple ordered façade allows a cohesive along each elevation while also being flexible enough to deal with the change in topography across the site. This is done through the use of a consistent level roof line with a tiered façade that steps down with the ground level.

2.1 Site and Contextual Analysis

Materials and Decoration

The Market Hall has a cast iron primary structure which is expressed both internally and externally in the same way. The level of craftsmanship is visible and sets the building apart from other functional canopy typologies such as agricultural or industrial buildings.

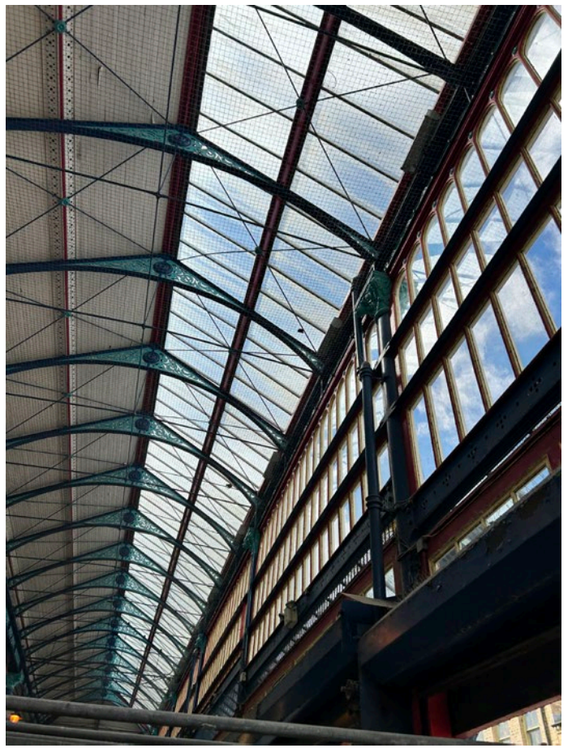
The Market Hall is relatively plain and functional in appearance, however there are elements or more decorative embellishments such as at foliate capitals to each of the columns and civic heraldry / armorial to the external frieze.

Between the cast iron frame are timber windows of differing styles and primacy. At high level there are sets or arched tiered fixed glazing panels. The number of tiers is reflective of the site topography with three tiers being present at the buildings tallest point. The tiered windows have narrow frames with thin mullions which maximise the transparency of the façade; below this is a row of much heavier glazing panels which are not part of the original 1879 design.

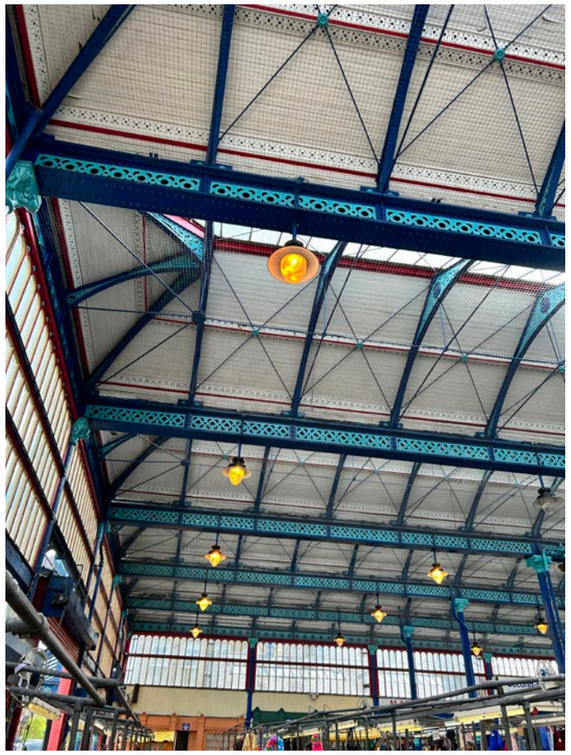
All the solid surfaces (except the roof covering) have a painted finish with an extant polychromatic red, blue, turquoise and cream scheme. Paint analysis has been conducted as part of the Stage 2 investigation to determine the paint archaeology, presence of toxic lead paint and to inform future conservation and redecoration approaches.

Annexe

Adjacent to the Market Hall is the 1930's market annexe. This is a stone building which is largely inward looking and performs an ancillary function the trading floor. This is characterised by load-bearing masonry elevation, a simple pitched roof form and punched window openings. It has a contrasting and subservient appearance to the main Market Hall of which it serves. The annexe is broken down into three forms, generally with trading space at Byram Street end, former market café to the centre and public WCs facing Lord Street.



Photograph inside the existing market hall



Photograph inside the existing market hall

Photograph inside the existing market hall

Photograph inside the existing market hall

Photograph inside the existing market hall

Photograph inside the existing market annexe

Photograph inside the existing market hall

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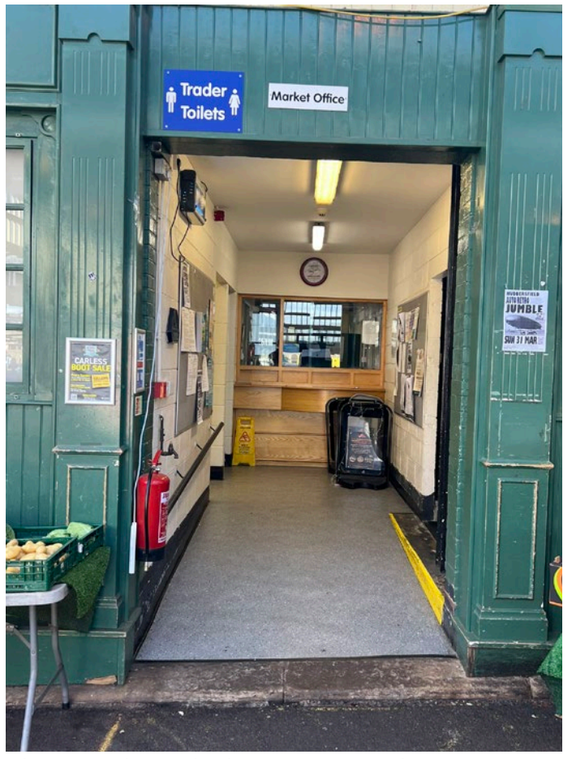
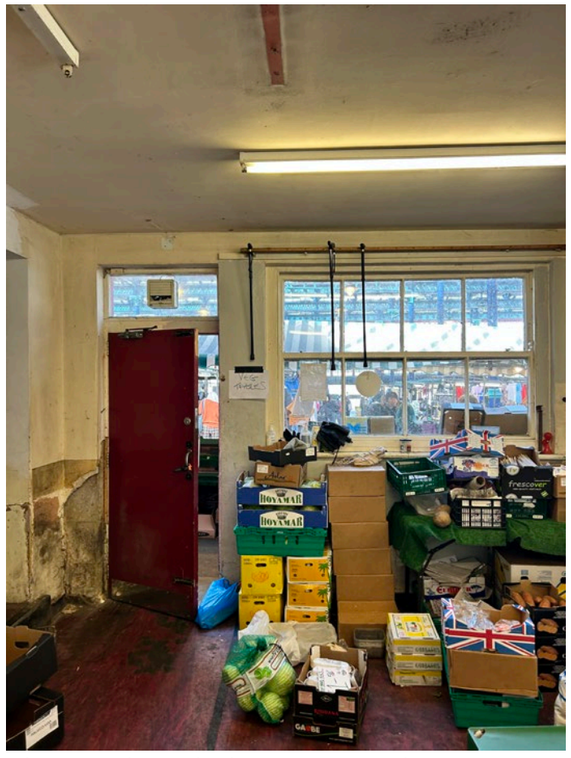
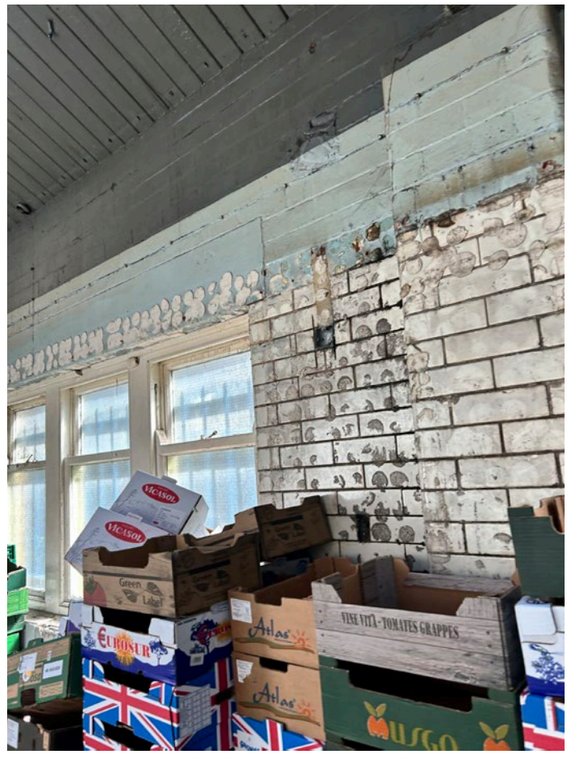


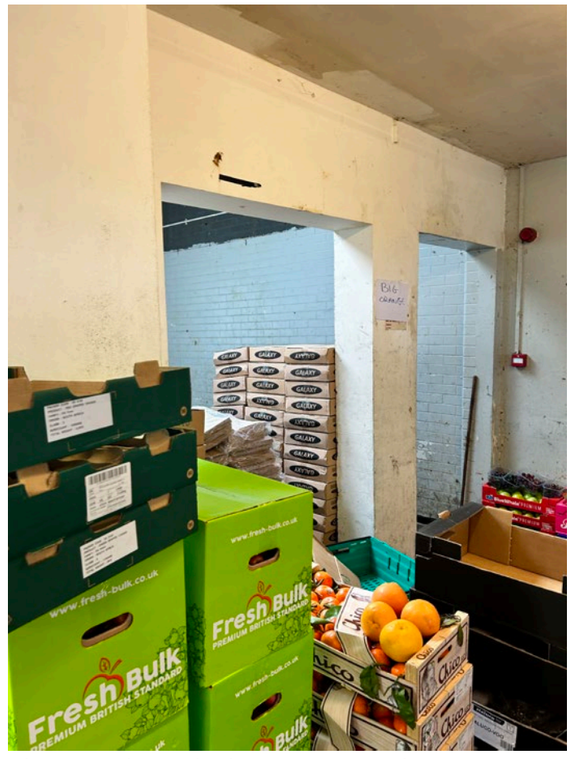
Photograph inside the existing market annexe



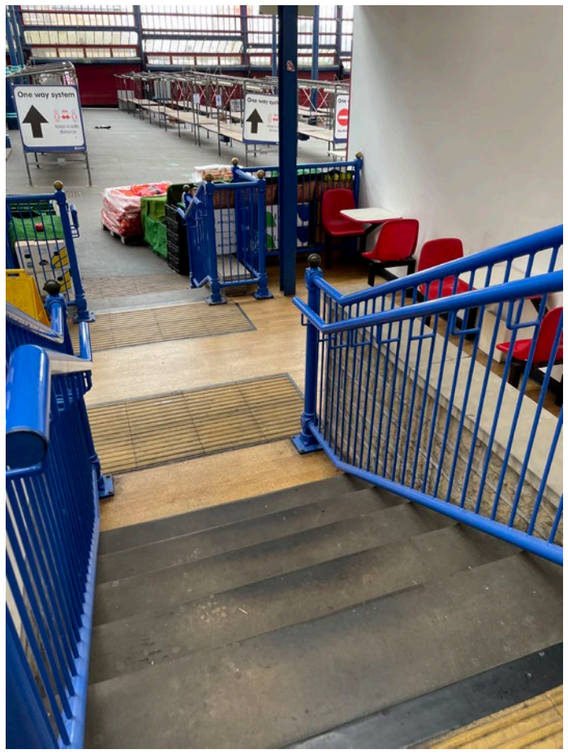
Photograph inside the existing market annexe



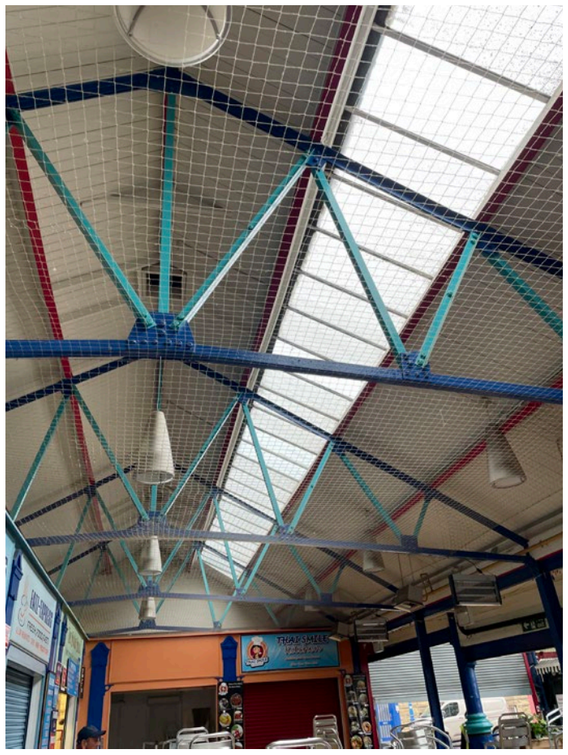
Photograph inside the existing market annexe



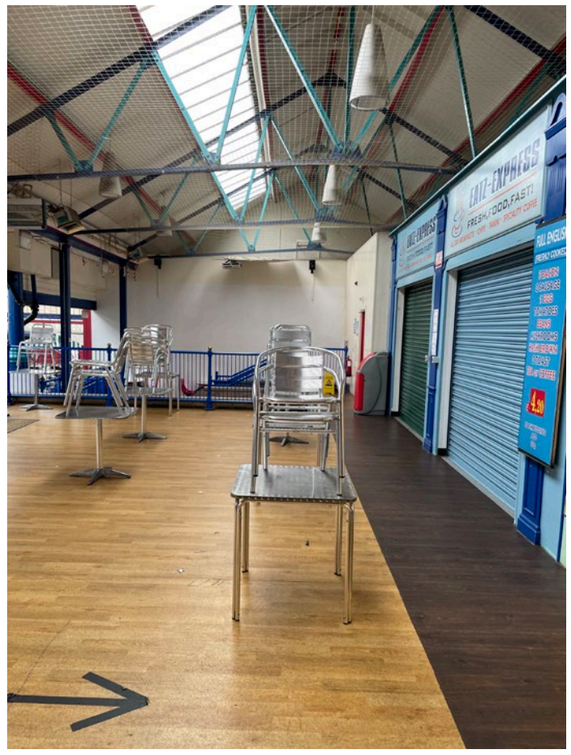
Photograph inside the existing market annexe



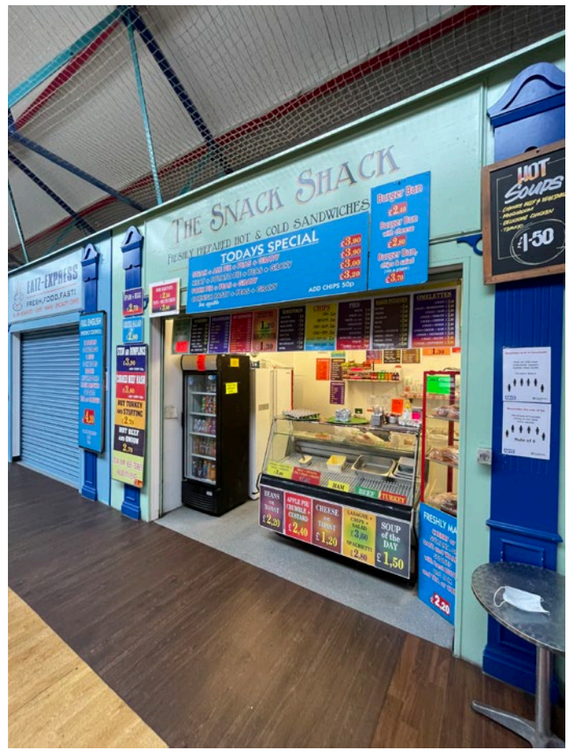
Photograph inside the existing market annexe



Photograph inside the existing market annexe



Photograph inside the existing market annexe



Photograph inside the existing market annexe

2.1 Site and Contextual Analysis

Building Uses

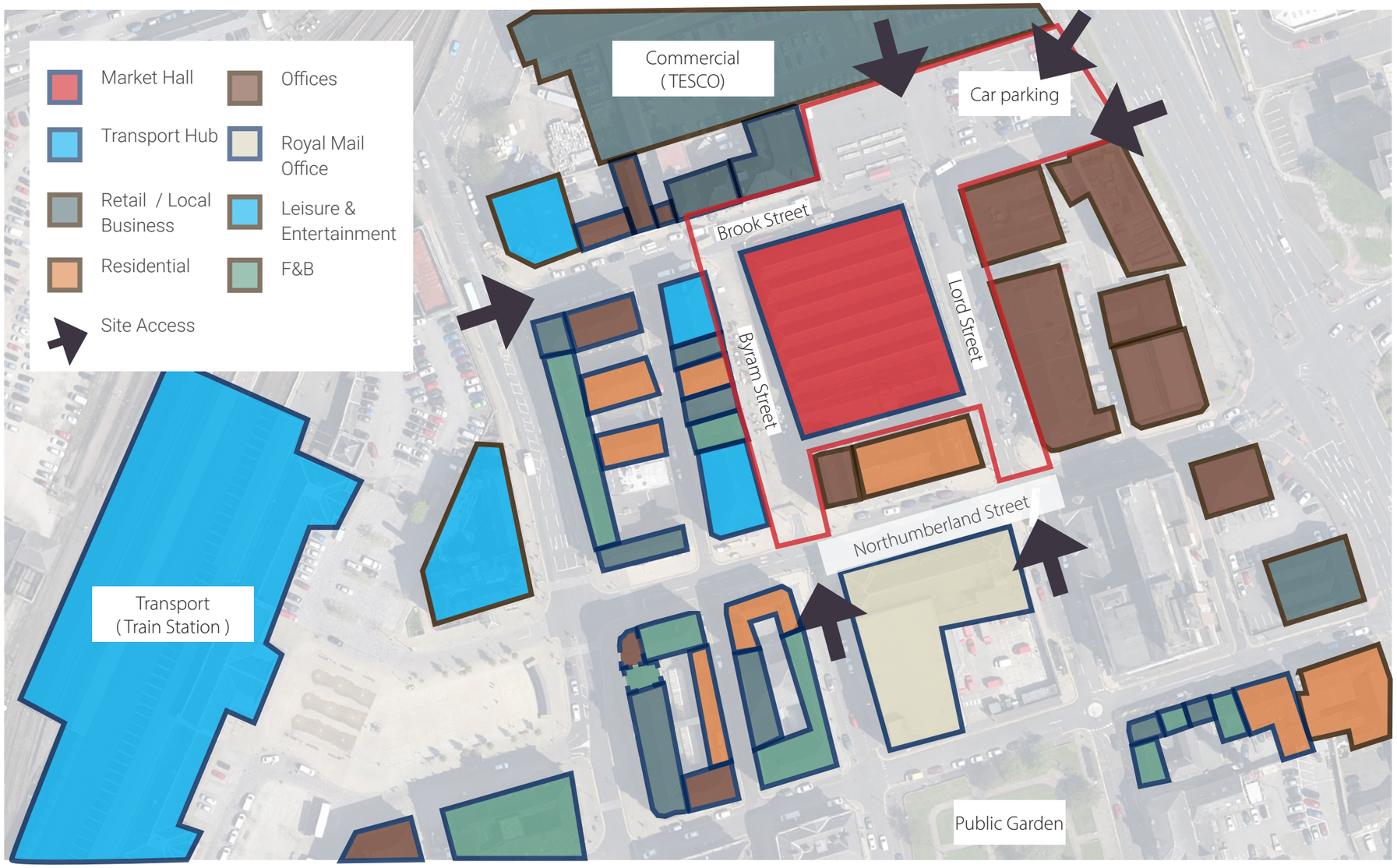
The market site is the location of Huddersfield Outdoor Market which has a timetable of Market days which offer different trading opportunities throughout the week. The current market days are:

Monday – *General Market*
Tuesday – *Second-hand Market*
Wednesday – *Non Market Day CLOSED*
Thursday – *General Market*
Friday – *Non Market Day CLOSED*
Saturday – *Second-hand Market*
Sunday – *Non Market Day CLOSED*

The dynamic nature of the market affects the character of the site which is generally highly populated during the market days and less so on non-market days. In the immediate surrounding area there is a mix of uses including local & national businesses (generally retail and office), creative/cultural uses and some residential uses.

Kirklees Council has ownership or is a stakeholder in some of the adjacent properties and land including; Units 22a and 23 Byram Street, Brook Street Car park, Media Centre (Glass Box) and 19 Brook Street - Leasehold

To the north of the site there is a large Tesco supermarket and associated multi-storey car park which forms the majority of the northern edge of the site. Alongside the market itself this represents one of the largest draws of footfall to the area.



Brook Street is the location of a number of smaller local business, notably the Headrow Furnishers Furniture store and public outreach uses such as the Link training centre and Citizens' advice Bureau. The area is also popular for taxi pick up and drop off for Tesco and the local mini cab firm. The east part of Brook Street has a council owned pay and display car park.

Byram Street has a number of small retail and cafe business at ground floor level. There is some residential use above these units. Units 22a and 23 are under council ownership and are to be considered as potential supporting use in New Market proposal. The street itself has limited vehicle use and is used for market traders during market days.

Lord Street is mainly occupied by the market and the Media Centre. The media centre use is currently inward looking with the main entrance off Northumberland Street and Knight St.

Back Street is a backed onto by the Market Annexe 5 and 5a Northumberland Street which currency houses the headquarters of historic textile manufacturer Dugdale Bros and Student accommodation.

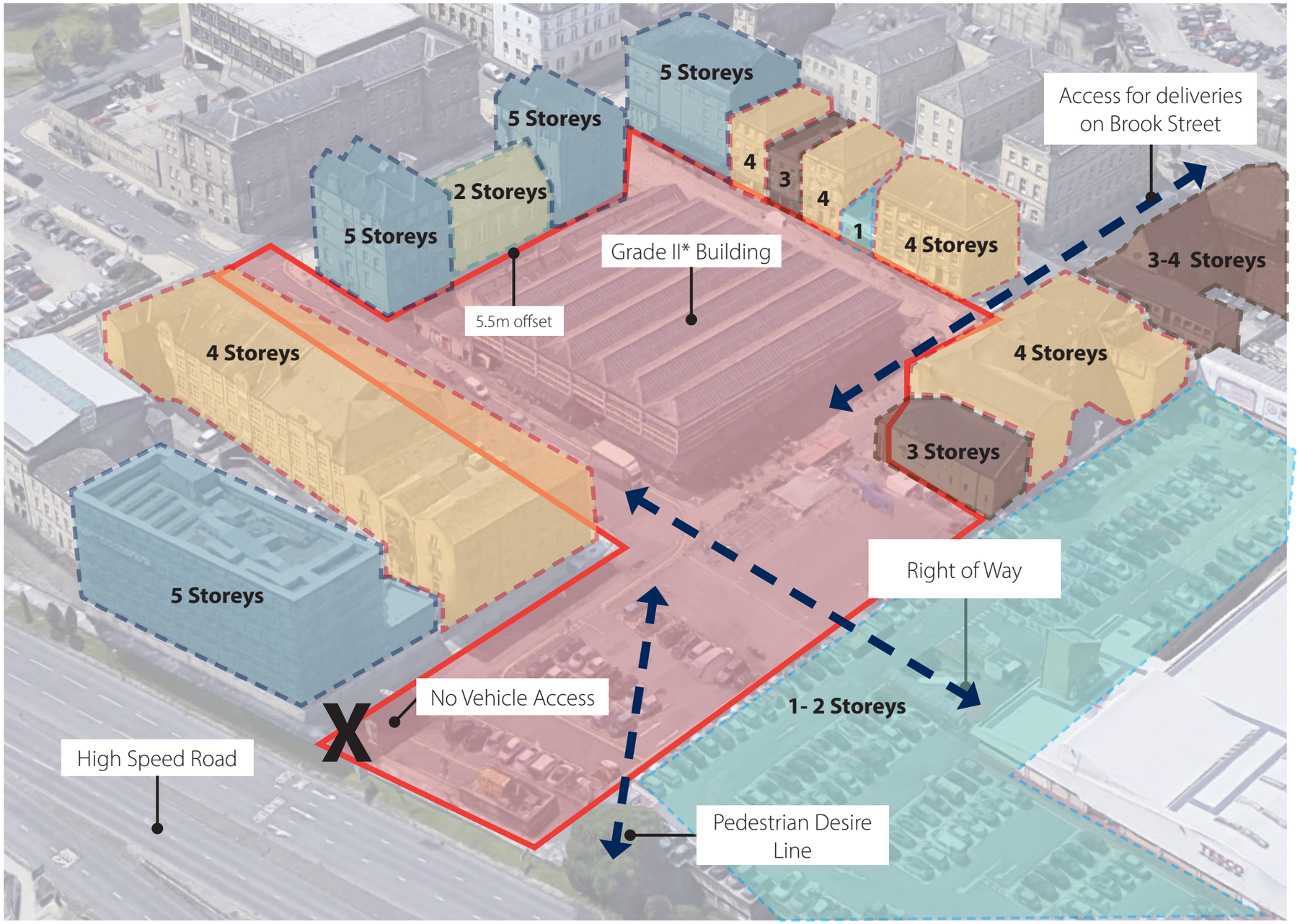
2.1 Site and Contextual Analysis

Constraints and Opportunities

To inform the concept design proposals for the New Market an appraisal of constraints and opportunities of the site was carried out.

Constraints

- Careful consideration of intervention with the Grade II* listed Market Buildings.
- The site is within a designated Conservation Area.
- Access for deliveries to local business is required at the western end of Brook Street.
- Access to be maintained off Lord St to the Media Centre.
- The access to Tesco car park is via a pedestrian route from Lord Street across the open market site adjacent to Brook Street car park. This should be retained for access.
- There is a site gateway to the north east of the site providing pedestrian links to the wider Fartown district.
- The site is bound on the eastern edge by the ring road which is a source of traffic (noise and pollution) but with no current connection to the site. Consideration to be made for potential future connection / gateway to the site here.
- The site is predominantly surrounded by buildings of 3-4 storeys, similar in scale to that of the Market Hall.
- There is little active frontage provided by the surrounding uses of the Media Centre, ring road and Tesco car park at the eastern portion of the site.
- Pedestrian desire lines cut across the site through the Market Hall as a well as routes around it.

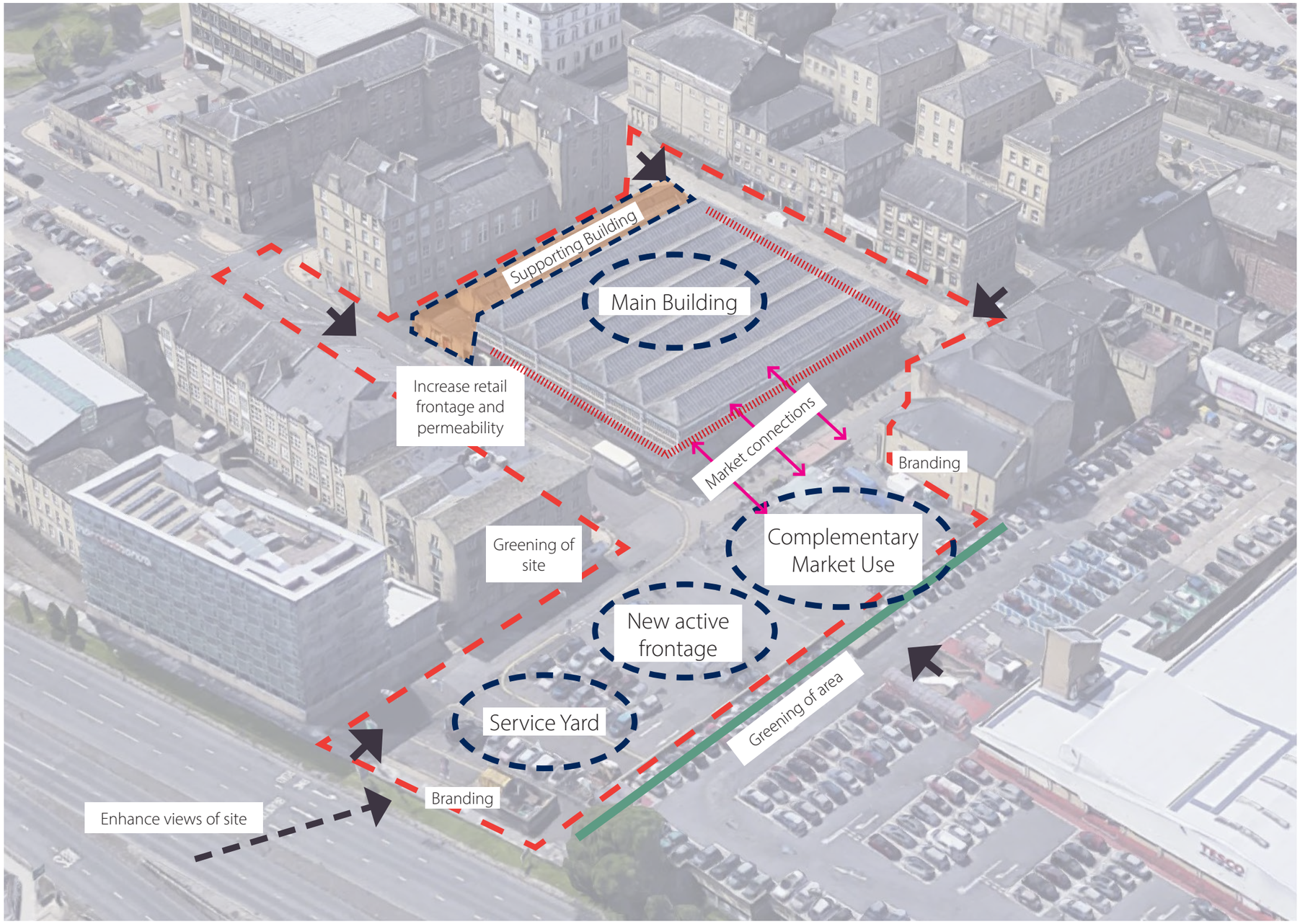


Site Constraints and building height diagram

2.1 Site and Contextual Analysis

Opportunities

- There are established key gateways into the site which can address the differing characters of the market uses and site surroundings.
- Maximisation of commercial opportunity by locating the prime retail spaces adjacent to the existing Market Hall and areas of higher existing footfall such as Byram Street and Lord Street.
- Key pedestrian route from Tesco to Lord Street. Potential for active frontage along existing route and location of anchor tenants to further drive footfall.
- Opportunity for focal hub between new 'Market Yard' and existing canopy. Creating spaces for temporary outdoor trading within the public realm.
- Utilisation of existing annexe for ancillary spaces to maximise the trading floor of the market.
- Enhancement of Byram Street and Lord Street by increasing activity of the Market Hall along these façades.
- Create more desirable space for pedestrians via traffic management.
- Increase footfall and activity with strategic location of physical infrastructure to aid safe and secure management of wider public realm.



Site Opportunities diagram

2.1 Site and Contextual Analysis

GSA reviewed the current building in terms of market operations and physical infrastructure. A number of observations and potential opportunities were made.

Annexe under utilised with very little used for retail. Many level changes make public access difficult and parts of the building is in poor condition.

The shutters present an uninviting entrance to the site. This reduces the quality of the customer experience and is defensive in character.

Byram street has very high quality buildings and public realm material finishes. The entrance from the market does not reflect this, particularly the gable end of the annexe which is very closed off.

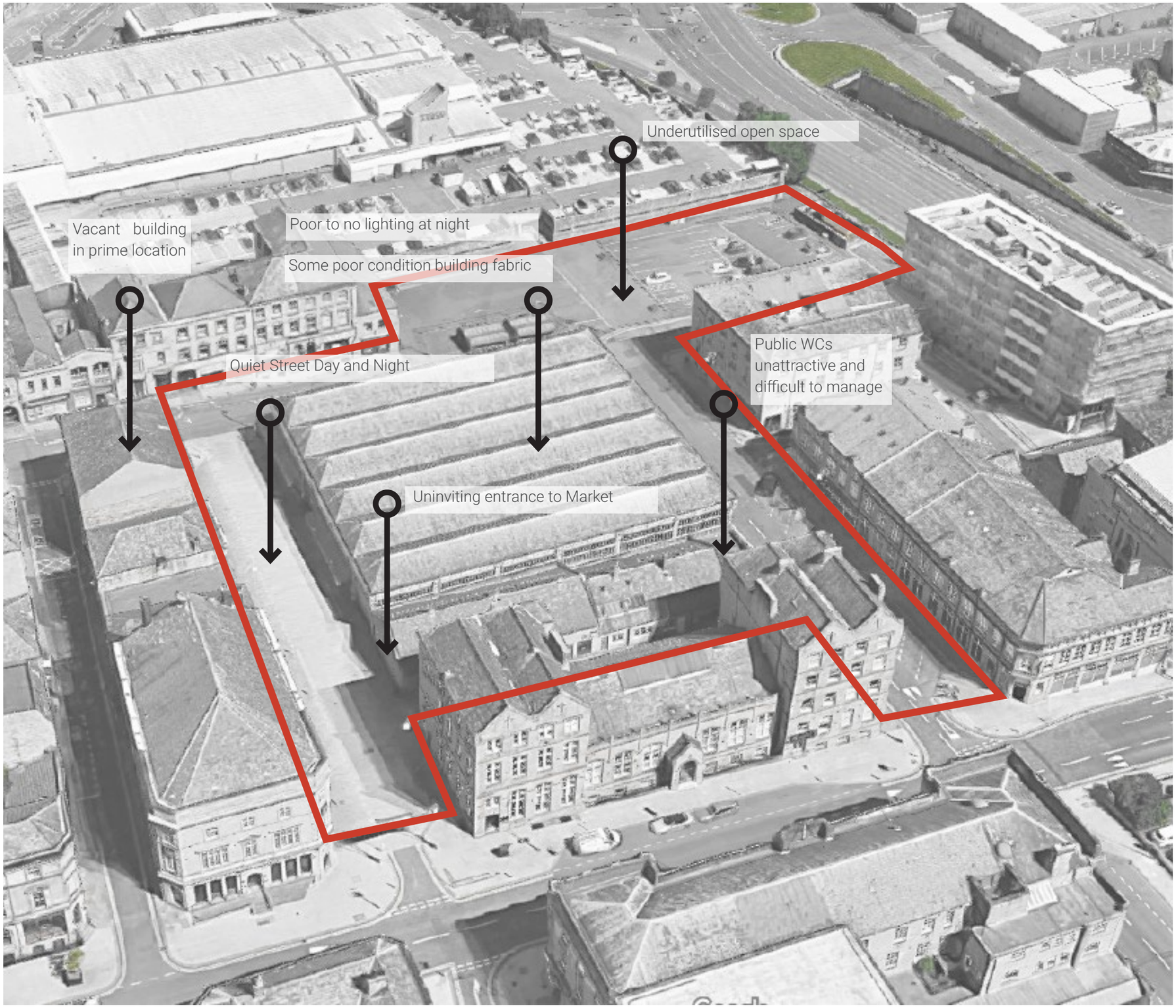
Little active frontage on Byram street

Activity of the market is inward looking, which results in a quiet feeling of the area. This is especially the case when the market is closed in the evening or on non-market days.

The setting is an undesirable place to dwell, especially when considering a feeling of safety for all and passive surveillance.

Car park under utilised

Varied with some poor condition elements to Market Hall structure



2.1 Site and Contextual Analysis

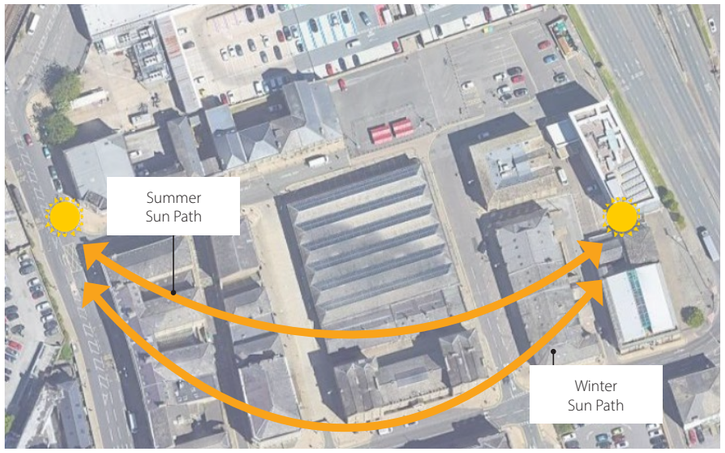
The diagram opposite illustrates the constraints and opportunities for movement across the site.

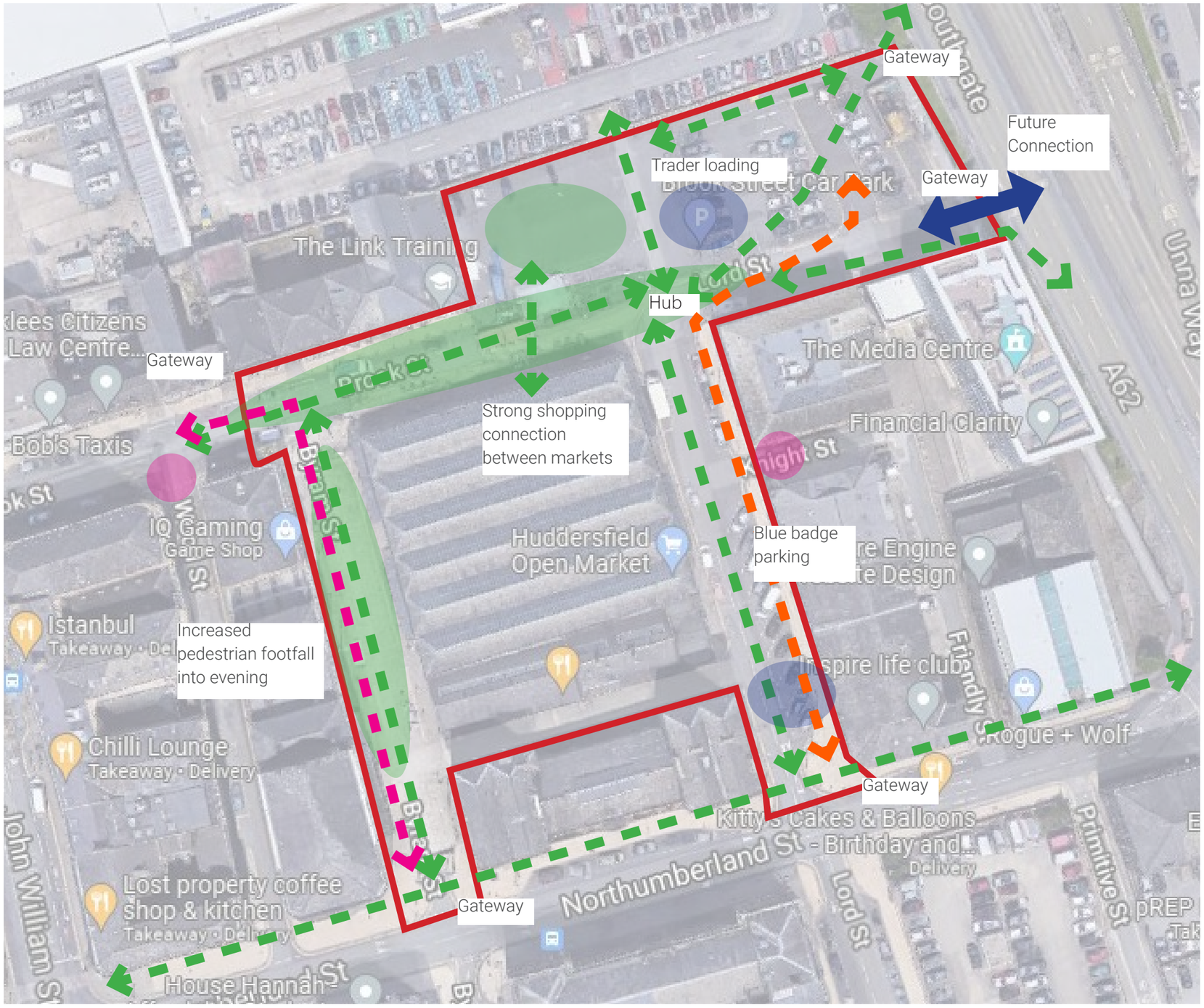
There is an opportunity to shift the predominance away from vehicular traffic and towards pedestrian, walking and cycling. The opportunity for this is on the three main trading elevations of the Market Hall.

By locating the functional trader loading and waste management spaces to the north east of the site this allows for vehicular traffic to be focused to Lord Street, further enhancing pedestrian permeation to the other parts of the site. This also makes use of the area of site that have lesser opportunity for active frontage of surrounding uses. This can maximise potential for consequential redevelopment of surrounding business and enhancement of the public realm.

There are key junctions with Wood Street and Knight/Friendly Street which require access to be maintained.

Opportunity for strong footfall links between the development site and the Market Hall. This will enhance the character and cohesion of the markets, in turn building on the site as a Market Quarter.





Footfall and Vehicle Movement Opportunities

- Pedestrian & Cycle route
- Pedestrian / Crowd
- Market Loading / Traffic Routes
- Blue Badge Spaces
- Out of hours loading route to surrounding businesses Connection to be maintained

2.2 Market and Commercial Context

Early in the concept stage (RIBA Stage 2) a brief and proposals a Market Consultancy report was commission by Kirklees and completed by Market Place Europe. This gave data and comments regarding the level of provision to inform the business case for the project proposals. The proposals are in response to the brief by Kirklees and informed by this research and business case. GSA also undertook a review of the current market utilisation against the potential utilisation that is seen on other market projects.

Opportunities to increase the diversity of the offer were identified such as introducing more community led offers and activities, providing space for new business incubation and providing space for large capacity events.

The diagrams here shows how by introducing more uses or inputs (arrows into the market), there can be a mix of gains and consequential benefits (arrows out of the market).

Market not always at capacity.

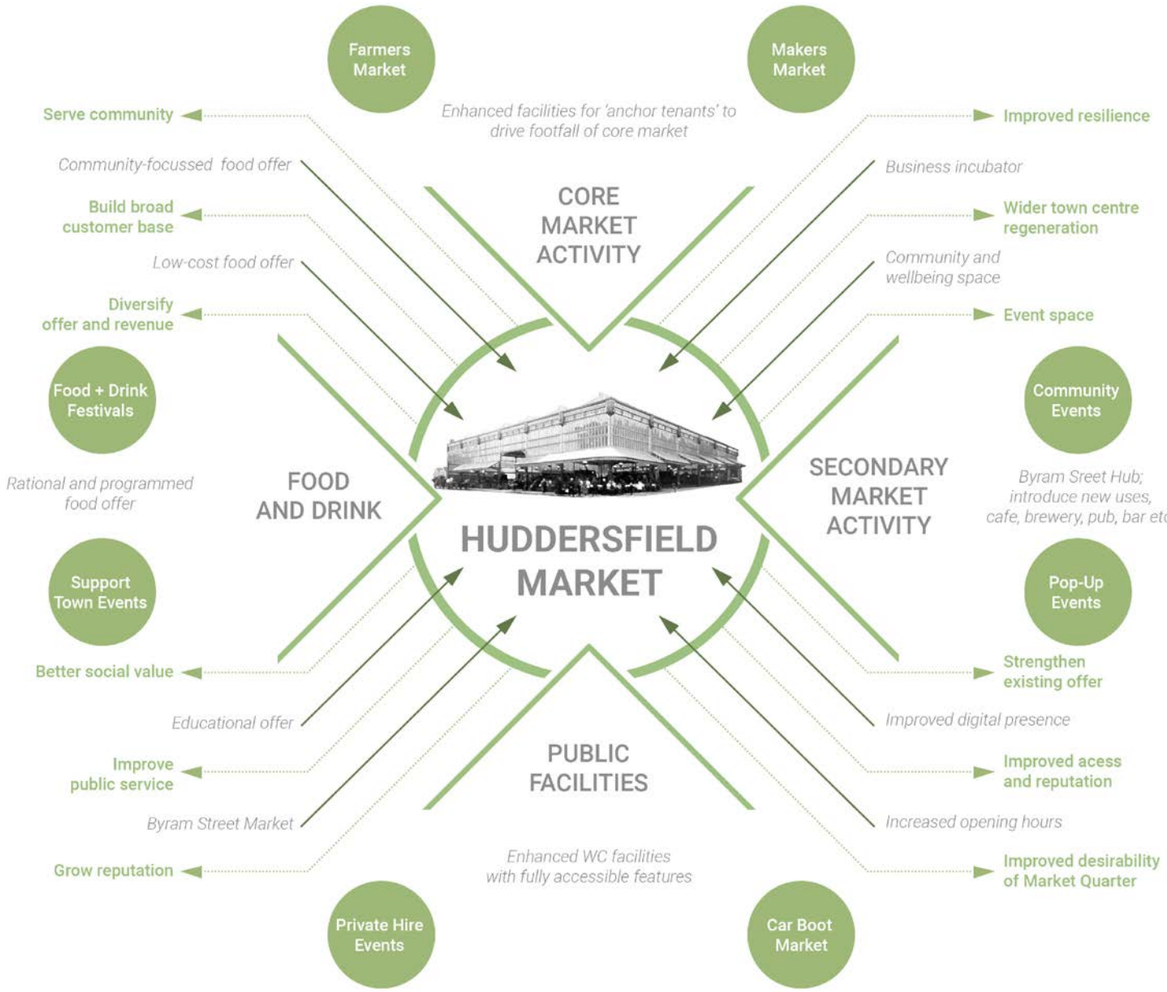
Current traders offer has limited customer reach

Dining experience is not welcoming and doesn't encourage people to stay within the market

Currently low number of seasonal or programmed events.

Difficult to manage and access WC facilities
Facilities at end of lifespan.

Current Utilisation



Potential Utilisation

2.2 Market and Commercial Context

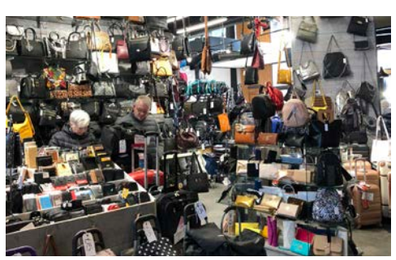
The open nature of the market, as a singular volume, with the surrounding external space make it suitable to host a number of different uses.

The market has potential to have a varying programme of activities and traders which make the site a dynamic and interesting place to visit on multiple occasions for different reasons.

The diagram and precedent images show the types of offers which could make up the market as a whole.

With the core and flexible market at its heart, the proposals can look to diversify the offer to provide a ‘critical mass’ of traders which work together to increase footfall, provide a unique customer experience and increase dwell time on site.

Core Market Traders
Trading every market day as a consistent offer

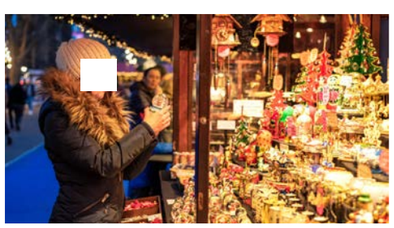


Varying Market Traders

Rotational Core Market
Regular market traders on specific days

Casual Day Traders
General Dry Goods

Themed Market / Events
Tapping into the market knowledge

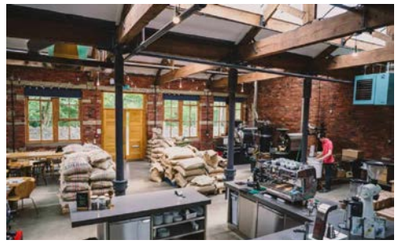


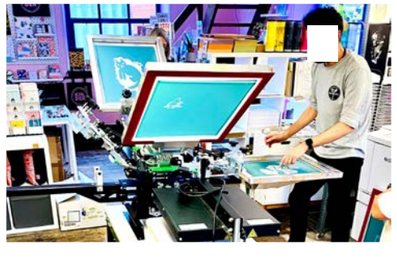
2.2 Market and Commercial Context

Further uses and opportunities can be introduced within the existing market. This will make use of the existing council asset and promote social cohesion and encourage new and existing businesses to flourish.

Service Retailers
Well-being and service uses; hair dressers, treatment rooms, tattoo parlours, florists, nail bar etc.

Business incubation
The market provides the ideal testing bed for new businesses and products. The existing spaces within the market could support entrepreneurs and new enterprises.





Community Use, Education and Well-being
Community outreach or interface, opportunity for partnership with charity or operator

Commercial Food & Beverage
Occasional Food offer vs. provision for on site food offer. Complementary uses also for core market traders to sell pre-prepared food to consume on site

2.2 Market and Commercial Context

To support the mix of traders, events and activities within the market careful and engaged planning and management is required by the Markets operations team.

The diagram here shows potentially how a typical month may look for the market.

Public relations and information, both physically and digitally, will be critical to the ongoing success of a programme of activities such as this.

With the core market at its heart, wider programme of market-led events and activities can support the ongoing success of the site as a whole. The proposals include changes to the building to help it function in a more diverse way. This will facilitate flexible use for which the market can adapt and grow as tastes and retail landscape change.

Market Use Types

TYPICAL MONTH

	MON	TUE	WED	THUR	FRI	SAT	SUN
W1		Core Market General Knitting Club	Core Market Second Hand	Core Market General Community Lunch	Core Market General Cooking Demo	Core Market General Farmers Market	Core Market Second Hand Makers Market
W2		Core Market General	Core Market Second Hand	Core Market General Yoga	Core Market General	Core Market General	Core Market Second Hand Car Boot Bric a Brac
W3		Core Market Knitting Club	Core Market	Core Market Start up Market Place Community Lunch	Core Market Foodie Friday Cooking Demo	Core Market	Core Market Second Hand
W4		Core Market	Core Market	Core Market General Yoga	Core Market General Cultural Event Market	Core Market General	Core Market Second Hand
		Service Retailers potentially open all week					
		Commercial Food & Beverage potentially open all week					

Market Calender for the rotation aspects of the Market hall

2.3 Conservation Area and Heritage Assessment

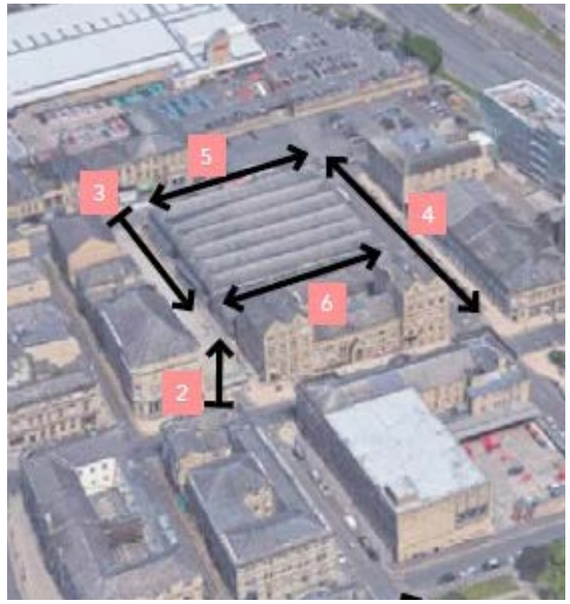
Key views have been established which show the Grade II* listed heritage asset within the site setting. Further detailed information can be found in heritage statement by Buttress.

The key views place the market site within the wider town centre context. Longer views from St Peter's gardens have been selected for an appreciation of how the proposals may impact the character of the town centre at a larger streetscape scale.

Key gateways to the site such as the two junctions of Lord Street and Byram Street with Northumberland St, respectively. These will be important visual links to the site from footfall towards the market but also that from other areas of the town centre such as the route from the train station to the stadium.

There is opportunity to enhance the key views through considered and sensitive redevelopment, particularly views 4, 5 and 6 where edges to the streetscape have been lost or do not terminate.

Key view 1



Key view 3 - Byram Street

Key view 4 - Lord Street

Key view 5 - Brook Street

Key view 6 - Back Street

Key view 2 - Byram Street

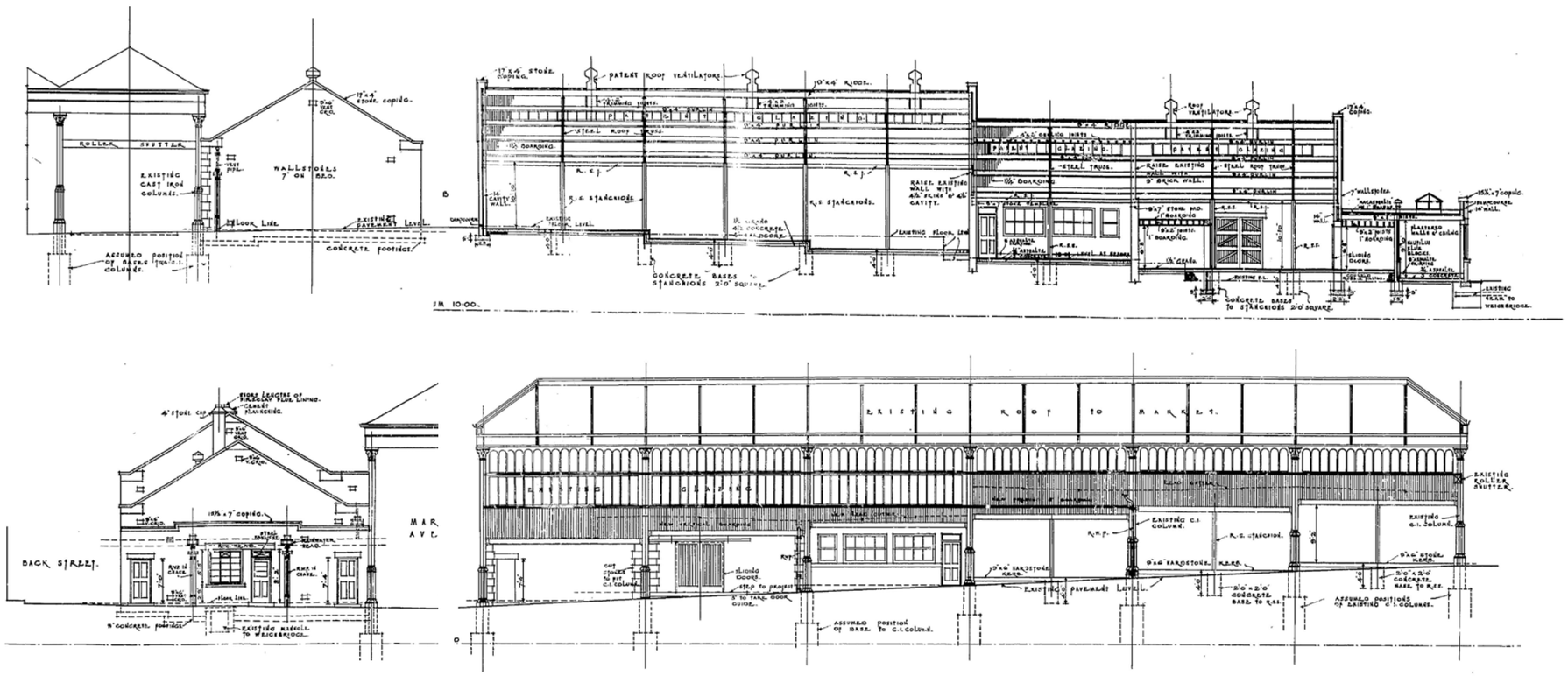
Key view 4 - Lord Street

Key view 5 - Brook Street

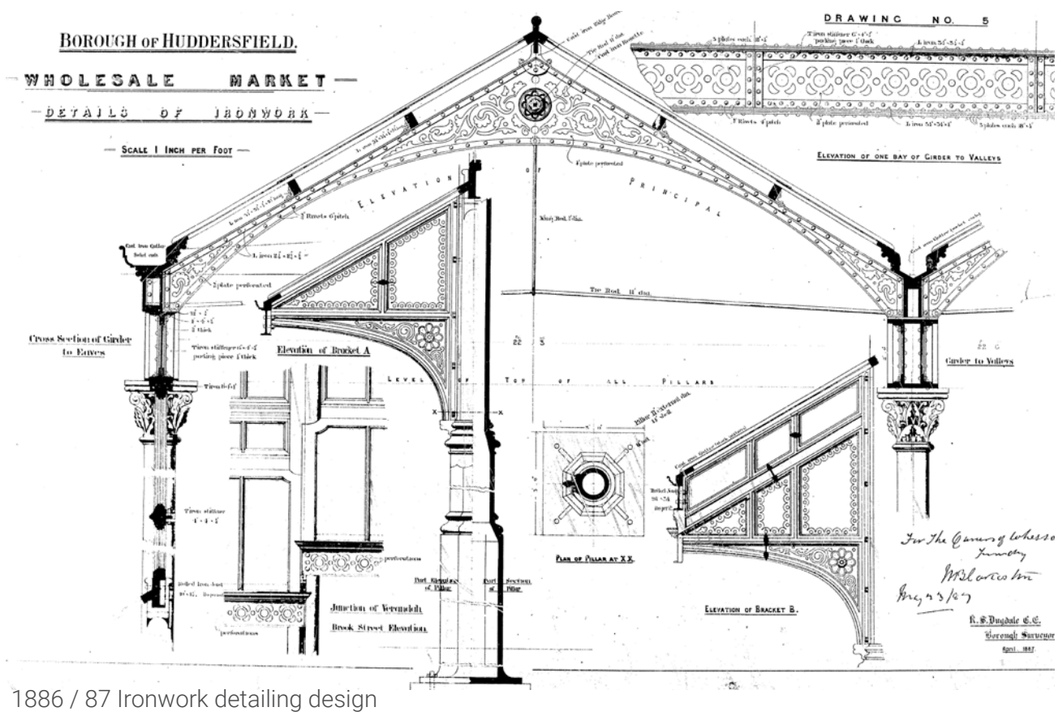
Key view 6 - Back Street

2.3 Conservation Area and Heritage Assessment

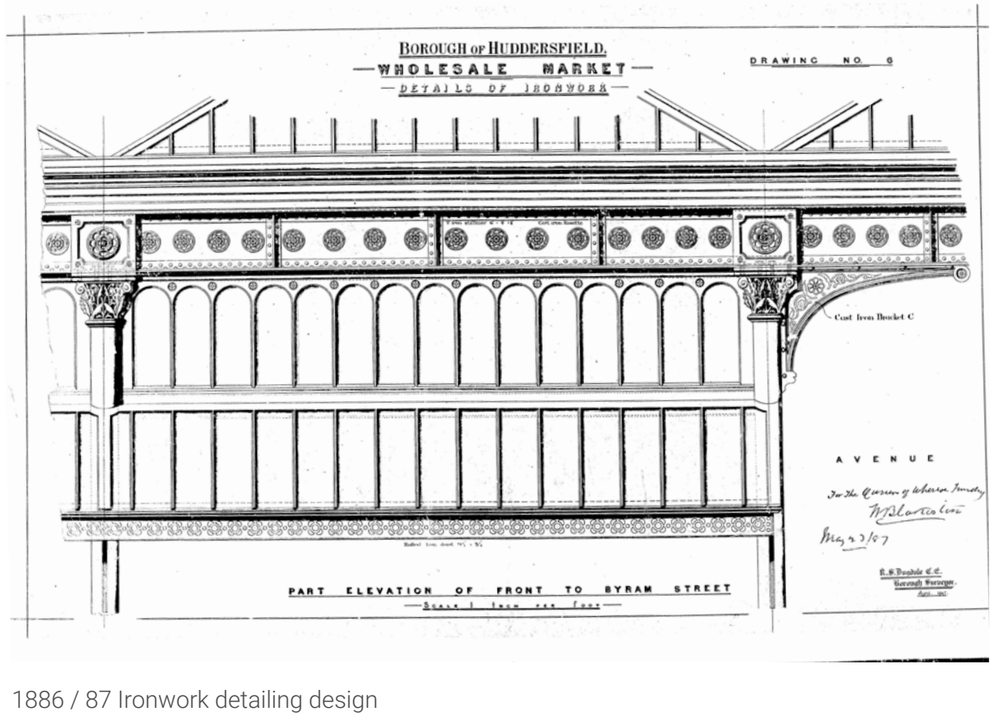
The following images are from historic drawings found during the research conducted by the heritage consultant.



1930's extension drawing showing the design for the Annexe



1886 / 87 Ironwork detailing design



1886 / 87 Ironwork detailing design

2.3 Conservation Area and Heritage Assessment

Documentary evidence, collected during RIBA Stage 2 investigations, has allowed for a greater understanding of the development of the annexe buildings.

This is a useful piece of information in understanding the development history of the Market Hall and Annexe.

It can be seen that annexe has undergone 3 broad planned phases of development and intervention. Illustrated here.

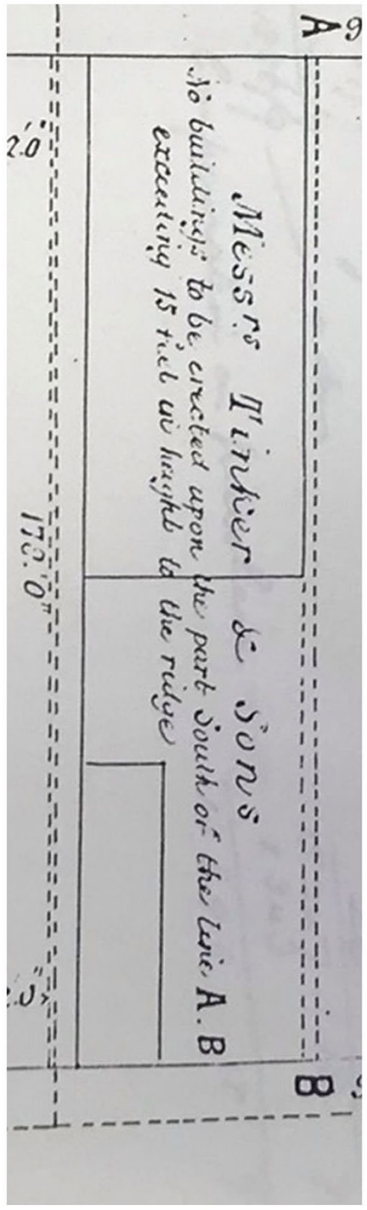
1886 – Series of out buildings with the south elevation of the Market Hall being predominantly open.

1930s – A consolidated annexe building is build which incorporates many uses to support the changing market.

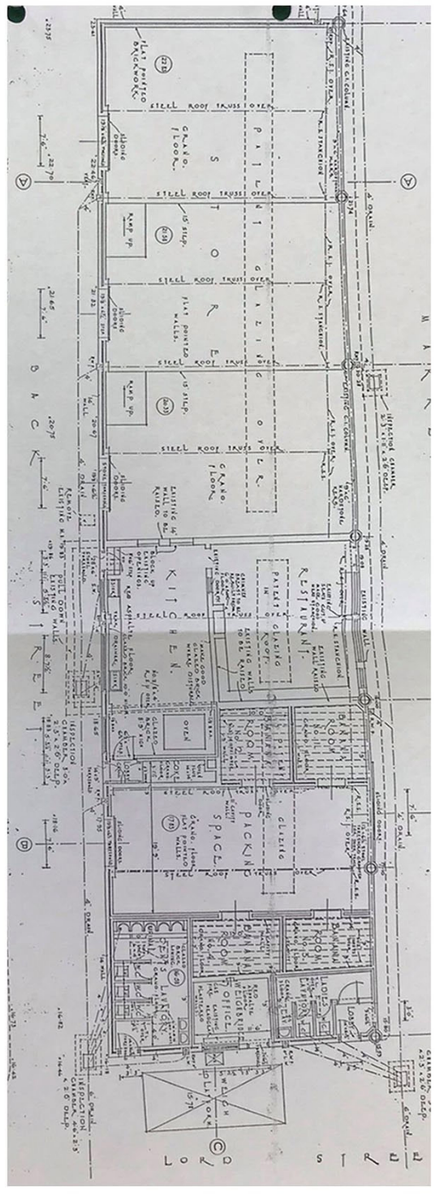
1970s – Planned works to modify the 1930s scheme with a focus on trading space, new management facilities and WC modifications.

2000s – Modifications on top of 1970s modifications to further partition the space and provide level access and accessible welfare spaces to support the Market Hall.

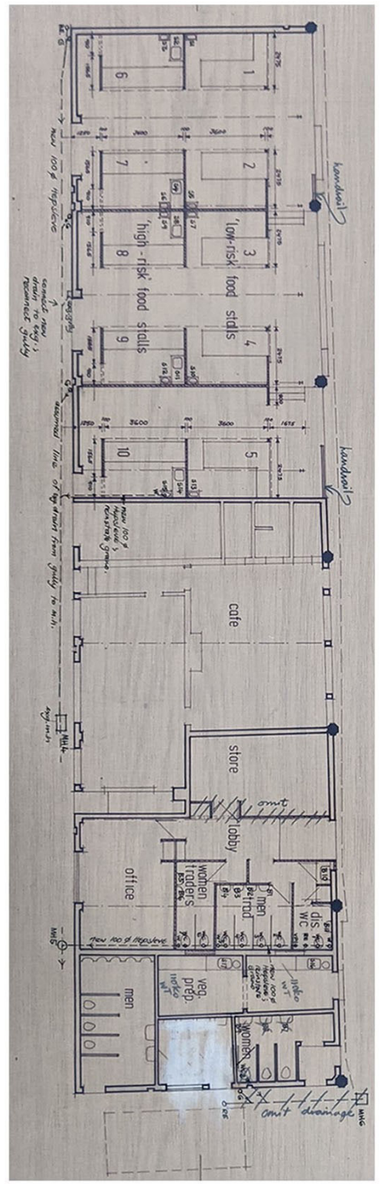
Annexe 01 and 03 currently resemble the 2000's phase, however Annexe 02 resembles the 1930s and 1970s arrangement.



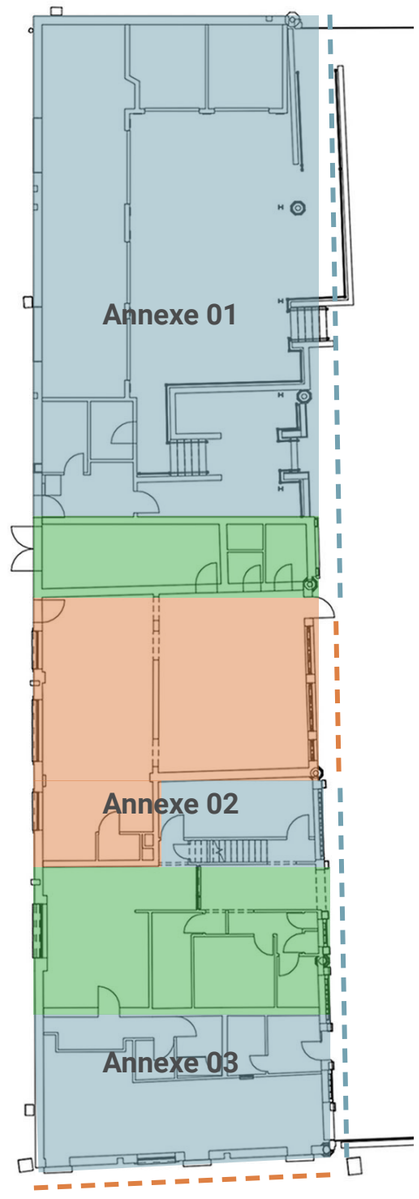
1886



1936



1979



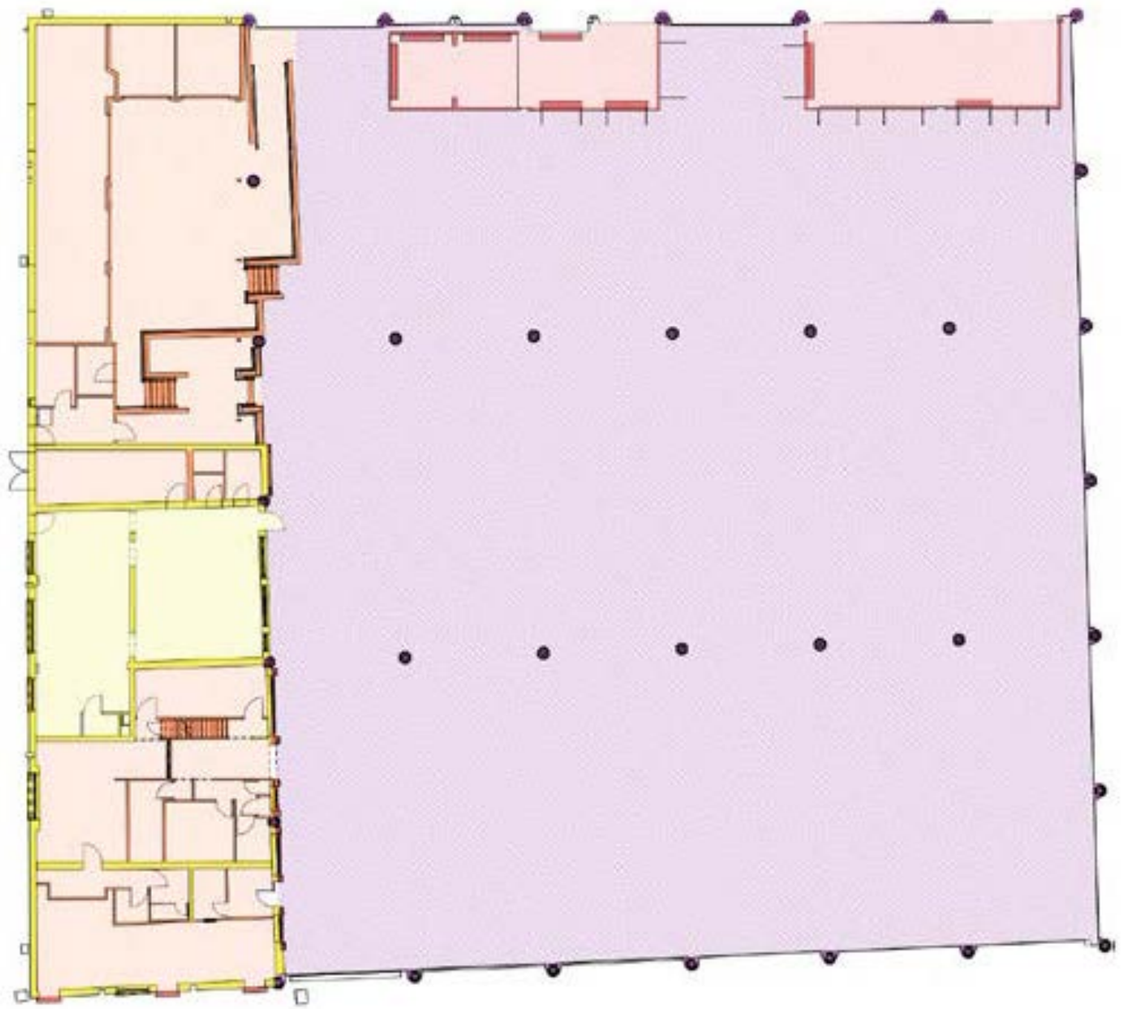
Present

Annexe building phases of development

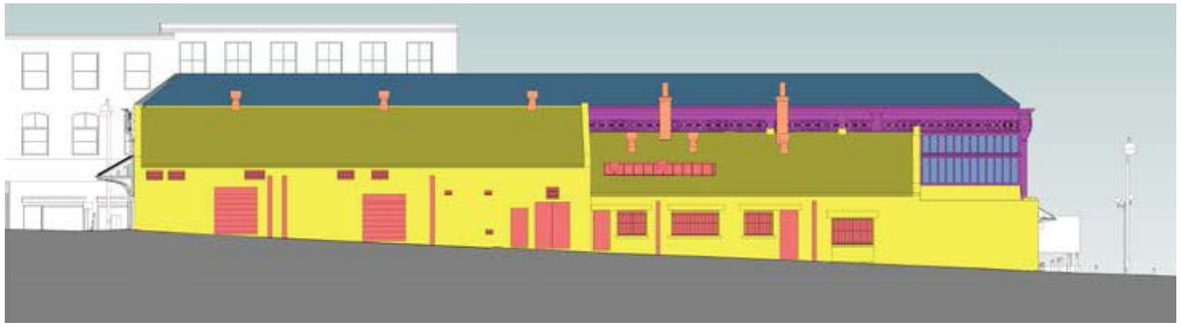
Key illustrating the current arrangement of each part of the annexe and which phase that relates to

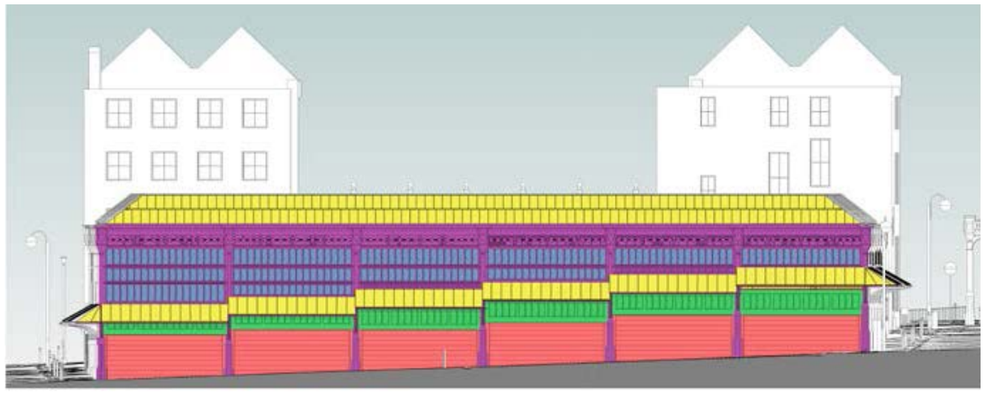
1930's 1970's 2000's

2.3 Conservation Area and Heritage Assessment



Extracted from Huddersfield Open Market Heritage statement by Buttress





2.3 Conservation Area and Heritage Assessment

An assessment of significance has been made of the listed heritage asset. This has been based on guidance set out by Historic England. The levels of significance range from exceptional through high, medium, low to neutral. The areas of heritage significance are assessed against archaeological, architectural/artistic and historic significance. A set of significance have been produced which identify the building fabric under the terms of significance discussed. These are summarised on the following page.

The significance plans were produced by Buttress Heritage consultants and have been reviewed and comment on by Kirklees heritage team Nigel Hunston, conservation officer Nick Grimshaw and subsequently, Sebastian Pickles and Historic England officer Emma Sharpe and Andrew Harrison.

During the Stage 2 investigations evidence emerged that showed the upper tier glazing contains a majority of original fabric. This led the team to reassess the initial significance plans and update accordingly. This process of discovery is typical to the nature of work with historic buildings and the significance of the fabric must be assessed continually upon, particular in light of discovery. To limit the risk of discovery a non-destructive condition survey was carried out. It was this survey which provided the evidence for change of significance mentioned.

In summary, the most significant part of the listed building is the cast iron frame roof and upper tiered glazing to the façades. Although the significance is assigned to individual building elements, consideration must be made of an element's contribution to the character of the space. An example of this is the glazed rooflights, where they are not in themselves significant (due to being replacements) however the transparency and light permeability they afford is a defining attribute to the building's character and what makes it of special interest.

The annexe building is shown to be of low significance due to it being substantially altered and having a loss of historic interest. It also does not have the equivalent architectural/artistic interest that the crafted cast iron structure has. Notwithstanding this robust justification will be required for any proposed changes here as not to harm the character of the listed asset.

As part of the heritage statement Buttress make a set of recommendations for further research and heritage considerations for the proposals. These have been appraised by Greig & Stephenson Architects to form a set of conservation principles and philosophy.

Refer to the Heritage Impact Assessment and Repair and restoration methodology for more information with regards to heritage conservation proposals.

Design and conservation philosophy and principles

- **Any demolition and adaptation justified by the public benefit and assessed for impact against the significance plans.**
- **Design to respond to the significance plans, particularly when referring to intervention, adaptation, removal or obscuring of historic fabric.**
- **Consider the unique form and material of the Market and wider streetscape**
- **Consider relationship between form and function**
- **Consider significance of light permeation through out the market**
- **Consider interaction with wider streetscape**
- **Contemporary details to match character of the historic**
- **Respect the topography of the site**
- **Respect the simple geometry of the site**
- **Any adaptations to use the minimal intervention required and if possible be reversible and in keeping with the functional nature of the building.**
- **Removal of modern interventions that are harmful to the significance of the listed building such as the faux timber shop fronts**
- **Making good of any historic fabric revealed by removal of existing elements**