



I wish to formally object to the above planning application on the following material planning grounds.

#### 1. Harm to the Character and Appearance of the Conservation Area

The application site lies within a designated Conservation Area, where special attention must be paid to preserving and enhancing the character and appearance of the historic environment. The proposed replacement shopfront and roller shutter are inappropriate in design and appearance and would detract from the traditional and historic character of the building and the wider street scene.

Modern or visually intrusive shopfronts and external roller shutters are widely recognised as harmful to Conservation Areas, particularly where they introduce non-traditional materials, solid shuttering, or an unsympathetic design. The proposal fails to respect the architectural integrity and heritage value of the existing building.

#### 2. Inappropriate Roller Shutter Design

The installation of an external roller shutter is particularly concerning. Solid or externally mounted shutters create a hostile and inactive frontage, harming the visual quality of the street and undermining the character of the Conservation Area. Such features are generally discouraged in historic areas due to their negative visual impact, especially outside trading hours.

The application does not demonstrate that alternative, less harmful security measures — such as internal shutters or laminated glass — have been properly considered.

#### 3. Failure to Preserve or Enhance Heritage Assets

National planning policy and the Kirklees Local Plan require developments within Conservation Areas to either preserve or enhance their character. This proposal does neither. Instead, it introduces elements that would visually erode the historic qualities that the Conservation Area designation is intended to protect.

#### 4. Lack of High-Quality Design

Shopfronts in Conservation Areas should be of a high standard of design, reflecting traditional proportions, materials, and detailing. The submitted proposal does not demonstrate the level of design quality expected in such a sensitive location and risks setting an undesirable precedent for further erosion of the area's historic character.

For the reasons outlined above — particularly the harm to the character and appearance of the Conservation Area — I believe this proposal is contrary to both local and national planning policy. I respectfully request that planning permission be refused.