

DESIGN & ACCESS STATEMENT – KD AFRO LTD (7–9 Beast Market, Huddersfield, HD1 1QF)

1. Introduction

This Design & Access Statement accompanies an application for Listed Building Consent and Advertisement Consent for new non-illuminated fascia signage at 7–9 Beast Market, Huddersfield. The purpose of the statement is to explain the design approach, demonstrate how the proposal respects the character of the listed building, and show that the signage will be legible, appropriate, and accessible to the public.

2. Site and Surroundings

The property is a ground-floor commercial unit within a listed building situated in Huddersfield town centre. The existing frontage consists of a long continuous fascia panel and two large window bays. The existing signage is blank and faded, and the building currently has no active commercial branding in place.

3. Existing Building Features

- Continuous fascia band running across the front elevation.
- Rendered façade with architectural horizontal lines.

- Large glazed shopfront windows on either side of the main entrance door.
- No illumination or protruding box signs.
- Existing signage area is already established, but unused.

These features remain unchanged by the proposal.

4. Proposed Development (Signage Design)

The proposal includes:

- A flat ACM (aluminium composite material) fascia panel installed into the existing fascia space.
- Individually cut green acrylic lettering, fixed directly onto the panel.
- Top fascia sign dimensions: 1387 cm (width) × 109 cm (height).
- Bottom fascia sign dimensions: 1372 cm (width) × 60 cm (height).
- Text sizes: KD AFRO LTD – 50 cm height, AFRICANA GROCERY STORE – 30 cm height.
- All signage is non-illuminated.

5. Design Justification

The design has been chosen to:

- Respect the proportions of the existing listed building.
- Stay within the original fascia lines without altering brickwork, render, or historic features.
- Use non-intrusive, non-illuminated materials suitable for a heritage setting.
- Improve legibility and enhance the commercial viability of the unit.
- Maintain a clean, tidy and professional appearance in line with surrounding shopfronts.

No structural alterations are required. Fixings will be minimal and reversible where possible.

6. Impact on the Listed Building

The proposal has no harmful impact on the special architectural or historic interest of the building because:

- It replaces an already existing fascia sign area.
- It does not alter any original fabric of the building.
- It uses appropriate materials and colours that are sympathetic to the building.
- The signage is modest, well-proportioned, and visually compatible with the streetscape.

The building's character and significance remain preserved.

7. Access Considerations

The signage does not affect public access.

Access to the shop entrance remains exactly as existing.

The signage enhances visibility of the premises for the public, improving navigation and usability

8. Conclusion

The proposed signage is sensitive, reversible, non-illuminated, and proportionate. It respects the architectural character of the listed building while providing necessary identification for the business. The proposal complies with heritage, conservation, and advertisement regulations for Kirklees.