

Jade3 Architecture Ltd

Job reference: 2025-enquiry 04

Address: **Siky Limited**
125 Fitzwilliam Street,
Huddersfield,
HD1 5PS
Email: parkviewhuddersfield@gmail.com

Date: 10-11-2025

Extra notes: covering letter to remove door, canopy and 2no existing windows to form a new large shopfront to existing vacant retail unit at former Waterloo Pub, no 609 Wakefield Road, Huddersfield HD5 9XP

1. Introduction

The existing former vacant Waterloo Inn on the ground floor was already converted to form 2 retail units. One being the Waterloo Pharmacy completed and the other unit had been stripped out but remained vacant and would be another retail shop. The first floor, Waterloo Pharmacy and the adjacent beauty shop do not form part of this planning application as they were already in existence.

This statement supports a planning application for alterations to the existing building frontage. The proposal involves the removal of existing door, canopy and 2no existing windows within the current façade and their replacement with a single new large double glazed shopfront and door centrally. Stone surround is replicated to match existing so that the visual aesthetics are consistent. The aim is to improve visibility, legibility and the commercial presence of the unit along this established local centre corridor, without altering the use, scale or overall building form.

2. Site and Surrounding Context

The retail unit occupies a ground floor unit fronting Wakefield Road (A642), a mixed-use commercial corridor featuring a variety of small-scale retail, convenience and service premises. Unfortunately it remained vacant due to small window openings and many interested occupiers have suggested that they needed shopfront so that passers by can see into the retail unit.

The immediate context consists predominantly of **stone-built retail and takeaway units** with large glazed shopfronts at ground level. The subject building currently presents a **visually fragmented frontage**, with two narrow windows that limit transparency and active engagement with the street.

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The wider character of Wakefield Road supports **retail and commercial uses** serving the surrounding residential catchment, consistent with its role as a secondary or local centre frontage outside the main Huddersfield Town Centre.

3. Design Intent and Rationale

The design objective is to **create a single, cohesive and modern retail frontage** that complements the surrounding pattern of shopfronts and reinforces the site's commercial identity.

Key design principles:

- **Active frontage:** The large glazed opening enhances visibility and street engagement, creating a more open and inviting appearance where many retailers would want to showcase their products.
- **Proportion and rhythm:** The shopfront spans the main retail area width while maintaining appropriate structural piers and fascia alignment with neighbouring units.
- **Materiality:** Use of UPVC to match existing or **powder-coated aluminium framing** (dark anthracite grey colour RAL 7016 or similar) with clear laminated glazing, ensuring durability, easy maintenance, and a contemporary yet neutral finish.
- **Integration:** The proposal avoids over-dominance or excessive signage, ensuring that the shopfront sits harmoniously within the Wakefield Road commercial streetscape.
- **Lighting and signage:** Any fascia or display lighting will be subtle and integrated into the framing, consistent with Kirklees guidance on shopfront design quality and to be applied separately by the respective tenants.

4. Policy Context

National Planning Policy Framework (NPPF, December 2024)

The NPPF promotes:

- **Good design** (Chapter 12: "Achieving well-designed places") — developments should add to the overall quality of the area, be visually attractive and be sympathetic to local character.
- **Economic growth and strong local centres** (Chapter 6) — planning should support existing businesses and the adaptability of local services to meet community needs.

The proposal directly aligns with these principles by modernising an existing vacant retail unit, improving appearance and hopefully will be able to be let easily supporting the continued retail operation.

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Kirklees Local Plan (Adopted February 2019)

Relevant policies include:

- **Policy LP24 – Design**
Development should promote good design through scale, detailing, materials, and layout appropriate to the character of the area
→ The proposal achieves this by using modern, high-quality materials that reflect the visual rhythm of adjoining units while improving the building's contribution to the streetscape.
- **Policy LP13 – Town centre uses**
Supports small-scale retail and service development outside designated centres where it maintains or enhances local service provision and does not harm vitality or character.
→ The works strengthen an established retail use and enhance the building's contribution to the local centre on Wakefield Road.
- **Policy LP35 – Historic environment**
(Not directly applicable, as the building is not listed or within a conservation area.) However, principles of respecting local character still apply through appropriate design detailing.

5. Design and Visual Impact

The proposed shopfront will **significantly enhance the building's street presence** and contribute positively to the appearance of the parade.

The new continuous glazed frontage provides a **clean, modern aesthetic** while aligning with the scale and style of neighbouring properties. The works do not alter the building's height, footprint or massing and have **no adverse visual or amenity impacts** on adjacent properties.

No changes are proposed to the rear or roof. All works are confined to the ground-floor façade.

6. Planning Justification

- The proposal represents a **modest visual enhancement** rather than a material change in use or form.
- It **retains the existing retail function**, supporting local service provision and accessibility to healthcare goods.
- It **improves the architectural coherence** of the parade, contributing to the visual uplift of Wakefield Road.
- It is **fully compliant with NPPF design principles** and **Kirklees Local Plan Policy LP24**.
- There are **no amenity, privacy or highways impacts** arising from the proposed alterations.

7. Conclusion

The proposed new shopfront at the existing vacant retail unit is a **high-quality, proportionate and policy-compliant enhancement** that will:

- Improve the building's commercial identity;
- Reinforce the street's visual character; and
- Support the ongoing vitality of this established local centre.

The works therefore satisfy the design and economic objectives of both the **NPPF (2024)** and the **Kirklees Local Plan (2019)** and should be supported accordingly.

Prepared by



Michael Chow BA Arch, Dip Arch, ARB
Managing and Concept Director
Chartered Architect and Urban Masterplanner

for and on behalf of Jade3 Architecture Limited