HERITAGE STATEMENT – Proposed Fascia Signage

7–9 Beast Market, Huddersfield HD1 1QF

1. Introduction

This Heritage Statement supports an application for new non■illuminated fascia signage at 7–9 Beast Market, a Grade II listed building. It assesses how the proposal affects the building's heritage significance.

2. Significance of the Heritage Asset

The property forms part of Huddersfield's historic commercial centre, with characteristic ashlar stonework, large display windows and traditional frontage proportions. The current fascia is a modern intervention and not original to the listed structure.

3. Description of the Proposed Works

The works include:

• Installation of two ACM (aluminium composite) fascia panels

• Non■illuminated acrylic lettering: "KD AFRO LTD" and "AFRICANA GROCERY STORE"

• Dimensions: Top panel 1387 cm × 109 cm; Bottom panel 1372 cm × 60 cm

• Signage fixed onto existing modern fascia surfaces only

• No illumination and no changes to historic stonework

4. Impact on the Listed Building

The proposal results in minimal impact because:

• No original fabric is altered, drilled, or removed

• All works are fully reversible

• Proposed fascia respects the existing form and proportions

• Window graphics are surface■applied and do not affect the building structure

5. Justification

The signage is required for business identification and enhances the appearance of the worn existing frontage. The design is modest, non■illuminated and sympathetic to its historic surroundings.

6. Conclusion

The proposal preserves the architectural and historic character of the listed building and is consistent with national and local heritage policy. Approval is respectfully requested.