



PLANNING BY DESIGN

FROM CONCEPT TO COMPLETION

Heritage Impact Statement

Change of Use from a Retail Unit (Use Class E) to a Hot Food Take Away (Sui Generis) + Installation of Extraction and Ventilation Equipment + Advertisement Consent at: 16 Branch Road, Batley, WF17 5RY

Written and prepared by Planning By Design on Behalf of Tauseef Ahmad

Version	Date	Prepared by
3	05/01/2026	KE

Introduction and Methodology

This Heritage Statement has been prepared by Planning by Design and was produced in October 2025 on behalf of Tauseef Ahmad. This assessment is intended to accompany an application for planning permission for change of use from a retail unit (use class e) to a hot food take away (sui generis) + installation of extraction and ventilation equipment + advertisement consent at: 16 Branch Road, Batley, WF17 5RY

The aim of this report is to satisfy the requirement of paragraph 207 of the National Planning Policy Framework 2024, which indicates that applicants should provide a description of the significance of any heritage assets affected by their proposals (including any contribution made by their setting).

This assessment is informed by an analysis of the site, the existing buildings and their environs. The Heritage Statement is further informed by an analysis of historic maps of the area and a review of known information about the site from various sources (including the Historic Environment Record (HER)).

Site Description

The application site comprises a two-storey commercial property with a basement located on Branch Road within Batley Town Centre. Positioned along a prominent high street frontage, the site forms part of a well-established commercial parade characterised by mixed-use premises including retail units, hospitality uses, and professional services. The immediate townscape is varied in architectural style and material palette, with traditional brick and stone façades interspersed with modern shopfront treatments.

The property benefits from high pedestrian footfall and visibility due to its central location and proximity to key civic and retail destinations, including Batley Market Square, the town hall, and the public library. Public transport accessibility is excellent, with frequent bus services operating along Commercial Street and nearby town centre routes. Off-street parking is available within walking distance, supporting sustainable access for both customers and staff.

The site itself is well-contained, with a modest footprint and active frontage at ground level. Internally, the layout offers flexible accommodation suitable for retail or office use, with ancillary space on the first floor level. The surrounding area is undergoing incremental regeneration, with recent planning approvals supporting enhanced town centre vitality through diversified commercial uses.

The site is subject to the following designations:

- Batley Market Place Conservation Area
- Batley Town Centre

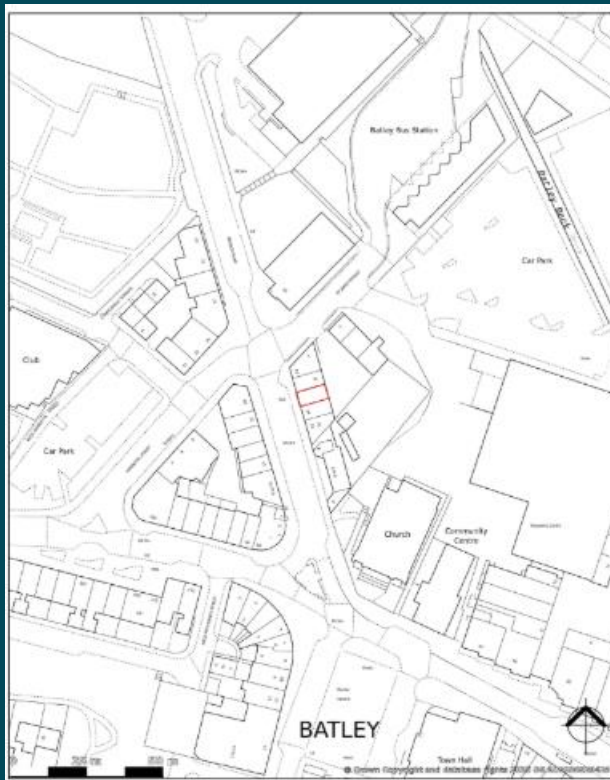


Fig.1 – Site Location Plan

Planning History

No planning history found for the site.

Legislation, planning policy and guidance.

The proposals should be assessed in accordance with the following policies and guidance, which seek to protect the significance of designated heritage assets and their settings:

- Planning (Listed Buildings and Conservation Areas) Act 1990
- Planning (Listed Buildings and Conservation Areas) Regulations 1990 (as amended)
- National Planning Policy Framework (2024)
- National Planning Practice Guidance –Enhancing and Conserving the Historic Environment (Revised July 2019)
- Historic England’s Good Practice Advice in Planning Note 2 “Managing Significance in Decision, Taking in the Historic Environment”
- Historic England’s Good Practice Advice in Planning Note 3 “The Setting of Heritage Assets (2nd Edition)”
- Kirklees Local Plan 2019

National Policy

At the heart of the National Planning Policy Framework (NPPF) is a strong presumption in favour of sustainable development (paragraphs 11, 14).

The purpose of this Heritage Statement is to satisfy paragraph 207 of the National Planning Policy Framework, which states that 'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contributions made by their setting' and to assess whether the proposed development meets the test of sustainable development as regards its impact on the historic environment.

The NPPF requires, in the case of all heritage assets, designated or otherwise, that local planning authorities should take into account 'the desirability of sustaining and enhancing the significance of such heritage assets and of putting them to viable uses consistent with their conservation' (NPPF 2024 paragraph 203d).

If development will lead to 'substantial harm' to the significance of a designated heritage asset, paragraph 214 of the NPPF indicates that the development should be refused consent by the local planning authority unless it can be proved that the loss or damage to the asset can be outweighed by substantial benefits to the public or if the proposal can meet a number of specific conditions. If the development leads to 'less than substantial harm' to the significance of a designated heritage asset, paragraph 215 indicates that this harm still needs to be assessed against the public benefit of the scheme and whether or not the viability of the site is being optimised.

In contrast to designated heritage assets, the NPPF does not require planning authorities to give 'great weight' to the conservation of non-designated heritage assets. It does not require that harm requires 'clear and convincing justification'. Instead, the NPPF states that: 'The effect of an application on the significance of a non, non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non-designated heritage assets, a balanced judgement will be required, having regard to the scale of any harm or loss and the significance of the heritage asset.' (NPPF paragraph 216).

Within a Conservation Area, Officers are required to take account of section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended, which states that, with respect to buildings or other land in a Conservation Area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

Paragraph 138 of the Historic England Conservation Principles, Policies and Guidance states that new work or alteration to a significant place should normally be acceptable if:

- a) There is sufficient information comprehensively to understand the impacts of the proposal on the significance of the place.
- b) the proposal would not materially harm the values of the place, which, where appropriate, would be reinforced or further revealed;
- c) the proposals aspire to a quality of design and execution which may be valued now and in the future;
- d) The long-term consequences of the proposals can, from experience, be demonstrated to be benign, or the proposals are designed not to prejudice alternative solutions in the future.

Local Planning Policy

Kirklees Local Plan 2019

Policy LP35 - Historic Environment

1. Development proposals affecting a designated heritage asset (or an archaeological site of national importance) should preserve or enhance the significance of the asset. In cases likely to result in substantial harm or loss, development will only be permitted where it can be demonstrated that the proposals would bring substantial public benefits that clearly outweigh the harm, or all of the following are met:

- a) the nature of the heritage asset prevents all reasonable uses of the site;
- b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;
- c) conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.

2. Proposals which would remove, harm or undermine the significance of a non-designated heritage asset, or its contribution to the character of a place, will be permitted only where the benefits of the development outweigh the harm, having regard to the scale of the harm and the significance of the heritage asset. In the case of developments affecting archaeological sites of less than national importance, where development affecting such sites is acceptable in principle, mitigation of damage will be ensured through preservation of the remains in situ as a preferred solution. When in situ preservation is not justified, the developer will be required to make adequate provision for excavation and recording before or during development.

3. Proposals should retain those elements of the historic environment which contribute to the distinct identity of the Kirklees area and ensure they are appropriately conserved, to the extent warranted by their significance, also having regard to the wider benefits of development. Consideration should be given to the need to:

- a) ensure that proposals maintain and reinforce local distinctiveness and conserve the significance of designated and non-designated heritage assets;
- b) ensure that proposals within Conservation Areas conserve those elements which contribute to their significance;
- c) secure a sustainable future for heritage assets at risk and those associated with the local textile industry, historic farm buildings, places of worship and civic and institutional buildings constructed on the back of the wealth created by the textile industry as expressions of local civic pride and identity;
- d) identify opportunities, including the use of new technologies, to mitigate and adapt to the effects of climate change in ways that do not harm the significance of heritage assets and, where conflict is unavoidable, to balance the public benefit of climate change mitigation measures with the harm caused to the heritage assets' significance;

- e) *accommodate innovative design where this does not prejudice the significance of heritage assets;*
- f) *preserve the setting of Castle Hill, where appropriate, and proposals which detrimentally impact on the setting of Castle Hill will not be permitted*

Assessment of Significance

Heritage Assets

The heritage assets affected by the development include:

- Batley Market Place Conservation Area

The Conservation Area

The site falls within the Batley Market Place Conservation Area, the boundary of which is shown in the map below:

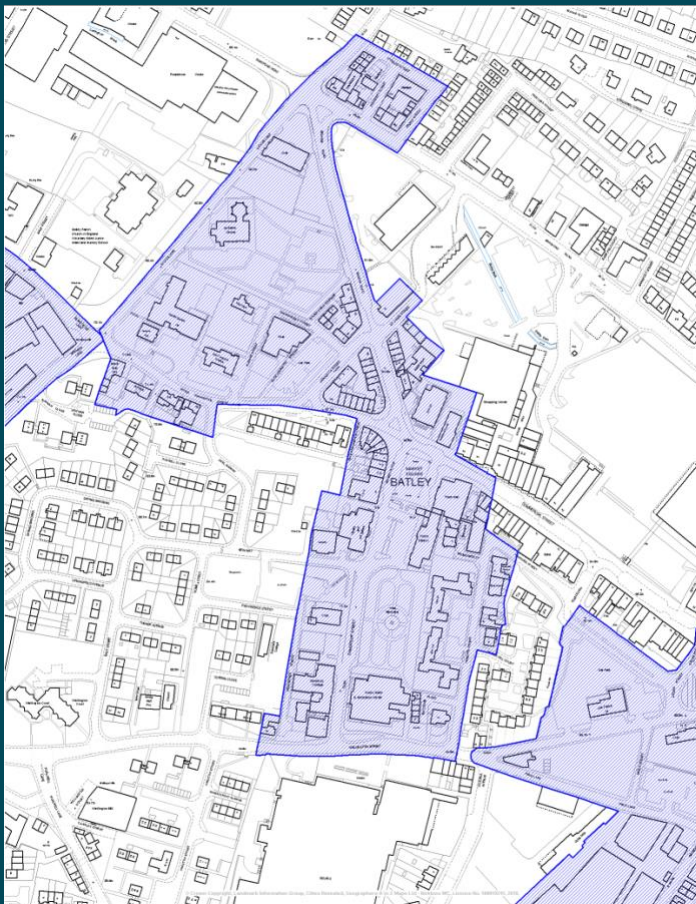


Fig. 2 - Map showing the boundary of the Conservation Area

Batley Market Place Conservation Area Appraisal provides a description and assessment of the area's history and special character, the contents of which are summarised below:

Designated in 1973 and redefined in 2006, the Conservation Area reflects Batley's transformation from a dispersed rural settlement into a prosperous industrial town, shaped by the success of the shoddy and mungo textile industries. This economic prosperity during the late 19th century fostered a period of civic ambition, resulting in the construction of a series of imposing public buildings that now define the character of the Conservation Area.

Architecturally, the area is dominated by large-scale civic buildings constructed in ashlar and rock-faced stone, exhibiting classical and Victorian detailing. These include the Town Hall, originally built as the Mechanics Institute in 1853 and later extended in the early 1900s; the Carnegie Library, completed in 1907 and incorporating the clock tower from the former Market Hall; the Public Baths, built in 1893 with ornate fenestration and substantial massing; and the Technical School, designed by Harry Bagshaw Buckley and built in 1893 with later additions. These buildings are arranged around Market Square and the Memorial Gardens, which form the civic heart of Batley and are framed by high-quality stonework and ironwork that reinforce the formal character of the space. The Batley Market Place Conservation Area Appraisal recognises 19th-century commercial properties as integral to the area's historic character, noting their ashlar stone frontages and modest scale, and implies that any alterations, such as shopfronts or food outlets, must be sensitively designed to respect the architectural rhythm, materiality, and visual coherence of the surrounding townscape. The appraisal highlights the contribution of both listed and unlisted buildings to the townscape. Among the unlisted buildings of high merit, the Magistrates Court and Police Station are noted for their ashlar stone façades and their role in reinforcing the architectural unity of Market Place. Of particular relevance is 22 Branch Road, a building that, although currently disused, plays a critical role in linking the formal civic core with the more informal grouping of historic buildings around All Saints Church. Its location and architectural treatment help mediate the transition between the grand civic ensemble and the peripheral heritage assets, contributing to the layered character of the Conservation Area.

Branch Road itself is identified as a transitional corridor within the revised boundary, containing buildings that support the setting of the Conservation Area through their scale, materiality, and historical associations. While not all properties along Branch Road are of equal architectural quality, the inclusion of key structures such as No. 22 reflects a recognition of their townscape value and their role in maintaining visual and spatial continuity. The appraisal acknowledges that some buildings in this area have suffered from neglect or unsympathetic alterations, but it nonetheless affirms their importance in framing views and reinforcing the civic narrative of Batley's development.

In terms of views and vistas, the revised Batley Market Place Conservation Area is located on the crest of a hill. Thus the Conservation Area benefits from a varied topography, with the sloping nature of the site contributing to a dynamic skyline and framed vistas, particularly towards All Saints Church and the war memorial. The memorial gardens occupy the highest ground within the area, creating a symbolic vantage point where the war memorial appears to overlook the civic heart of Batley, reinforcing its commemorative presence.

The use of local stone, slate roofing, and traditional paving materials such as stone-setts in Market Square enhances the architectural coherence and heritage value of the area. The appraisal also notes the presence of mature trees and landscaped gardens, particularly

around All Saints Church, which provide a reflective setting and contribute to the environmental quality of the Conservation Area. The Batley Market Place Conservation Area is a coherent and historically rich civic ensemble that embodies the architectural ambition and economic confidence of Batley's industrial peak. The revised boundary captures the full extent of the area's heritage significance, including key transitional spaces such as Branch Road, and provides a robust framework for its ongoing preservation and enhancement.

The site's contribution to the Conservation Area



Fig. 3 – Existing Site Photo (front and rear elevations)

16 Branch Road forms part of a modest yet contextually important row of commercial properties within the extended boundary of the Batley Market Place Conservation Area. Although not a landmark building, No. 16 contributes positively to the townscape through its coursed stone construction and traditional shopfront proportions, which reflect the late 19th to early 20th century commercial vernacular typical of Batley's peripheral civic streets. Its restrained elevation complements the more formal civic architecture nearby, reinforcing the visual coherence of the area.

Situated along Branch Road, a transitional corridor between the grand civic core of Market Square and the more informal groupings around All Saints Church, the building plays a key role in maintaining the continuity of the streetscape. Its alignment and massing respect the established building line, and despite some modern interventions to the façade, including signage and fenestration changes, the overall form and material palette remain sympathetic to the Conservation Area's character. The also property retains a commercial frontage at street level, and the proposal seeks to reinstate active use, thereby supporting the vitality and economic function of the town centre. In heritage terms, No. 16 contributes as part of a coherent ensemble of modest commercial units that frame views into the Conservation Area and act as a visual and functional buffer between civic, residential, and ecclesiastical zones.

In summary, 16 Branch Road makes a modest but meaningful contribution to the Batley Market Place Conservation Area by reinforcing its architectural grain, sustaining its commercial character, and supporting the transitional quality of Branch Road as a connective urban element within the wider historic context.

Heritage Impact of the Proposed Development

Proposed Development

The proposal seeks planning permission for a change of use from an existing retail unit (use class E) to a hot food takeaway (sui generis). This change applies across the basement, ground, and first floors of the property. The transformation is designed to accommodate a new food business named “Two Men’s Kitchen – Italian Pizzas”, as indicated in the proposed signage.

Internal Layout and Use

The internal layout of the property will be reconfigured to suit the operational requirements of a hot food takeaway. The ground floor will accommodate a 32.20 m² kitchen, which will form the core of the food preparation area. Ancillary rooms—designated as Room 1, Room 2, Room 3, and a storage room—will be retained and repurposed to support takeaway operations. The basement and first floor layouts will also reflect the change in use, with all previously retail-designated spaces reclassified for takeaway use.

Essential facilities such as toilets, sinks, and meter rooms (for electric and gas) will be maintained across all floors, ensuring continued compliance with building standards and operational needs.

External Works – Extraction and Ventilation

To support kitchen operations, the proposal will include the installation of extraction and ventilation equipment, specifically a flue to the property’s rear. The flue will be designed to vent cooking fumes safely and efficiently, in accordance with environmental health and planning regulations.

Advertisement Consent – Signage Installation

The application will also seek advertisement consent for the installation of illuminated fascia signage displaying the branding “Two Men’s Kitchen – Italian Pizzas.” The proposed signage will feature a bold yellow background with dark lettering, designed to achieve strong visual contrast and high legibility from street level. The primary text “Two Men’s Kitchen” will be rendered in uppercase, using a clean sans-serif typeface in deep black or charcoal tones, with the secondary tagline “Italian Pizzas” presented beneath in a slightly smaller scale. Lettering will be outlined to ensure crisp definition against the illuminated backdrop, and the overall composition will maintain a balanced visual hierarchy.

The fascia panel will span approximately 2357 mm in width and 750 mm in height, as indicated on the submitted elevation drawings. It will be mounted flush to the principal elevation, respecting the proportions and architectural rhythm of the host building. The signage will be

internally illuminated using static LED lighting, ensuring consistent visibility during evening hours without excessive glare or visual intrusion. The lighting will be designed to meet advertising safety and amenity standards, and will reinforce the business's presence within the town centre, supporting its contribution to the evening economy.

In design terms, the proposed signage will be appropriate in scale, colour, and character. Its installation will enhance the legibility and vibrancy of the commercial frontage, while remaining sympathetic to the surrounding Conservation Area context. The use of bold but restrained colour contrast and proportionate illumination ensures the signage will be visually prominent without appearing garish or disruptive to the established townscape.

Context of proposal

The applicant has provided the following information to give context to and support the proposal:

The product concept we have decided to launch our business with is Neapolitan-style pizzas. It is a type of round pizza originating from Naples, Italy, as opposed to the traditional American-style pizzas. Neapolitan pizza has a soft, thin dough with a high, puffy, slightly charred crust. This type of pizza is not commonly available in the Batley area, hence why we would like to tap into this niche market and serve the local community with authentic Italian cuisine.

For cooking this type of pizza, we will be using Ooni Volt 2 pizza ovens, which are one of the most modern and state-of-the-art electric ovens in Ooni's range, recently launched in the UK market. The advantage of having an electric pizza oven is very little smoke and precise temperature control, resulting in less amount of heat generated from the oven. Electric Pizza Oven | Indoor Pizza Oven | Ooni Volt 2 — Ooni UK.

Opening Hours: 5 - 11 pm, 7 Days a week.

Staffing: members of staff, including myself, and at any point, there will be two people working on the premises.

Parking: There is shared space on the rear of the property where staff will park. For delivery drivers, there is some parallel parking on the street and also two public parking lots within 2mins walk away, Churchfield Street parking and Market Square/Cambridge Street.

Waste: There will be two types of waste collection bins: 1. 1100 LITRE WHEELED BIN for general waste and 2. 240 LITRE WHEELED BIN for recycled waste. Since food will not be served in the shop, we are not expecting major food waste, for which a food waste bin would be required. These bins will be collected once a week or every other week, depending on the requirement. The service we are planning on using is the Kirklees Trade Waste Solution. As shown in the drawings, both bins will be stored in the shared space behind the property, where waste bins from other properties are also kept.

The proportion of space designated for food preparation and other servicing in relation to designated customer circulation space. Since the business will be classed as Sui Generis, the food preparation/working area will have 65% occupation vs 35% area for customer/food

collection. The percentage of the hot food takeaway used in the overall turnover of the business. 90% hot food, 10% cold drinks. No tables and chairs to be provided for customer use, as there will be no eating in.

Spec of the ventilation/extraction

Stainless steel extraction canopy 3100 x 1400 x 500 complete with:

- 5 no Stainless steel baffle-type grease filters full length of canopy
- Stainless steel filter housing with removable grease collection trays
- 2 no 600 x 150 L.E.D. light fittings pre-wired for final connection
- Duct work from canopy to eaves
- 1 no 450 Maxfan compac
- 2 no 450dia 1D Silencers (as shown in the flue diagram, there will be 2 silencers for noise cancellation)
- 1 no Termination cowl

Air input system complete with:

- D/D grille in centre window
- Duct work to outside termination bird beak cowl
- 1 no 400dia Vent axial short-cased axial fan with speed controller
- 2 no 400dia 1D Silencers
- 1 no 600 x 600 x 45 G4 air filter



Fig. 3 – Proposed Block Plans

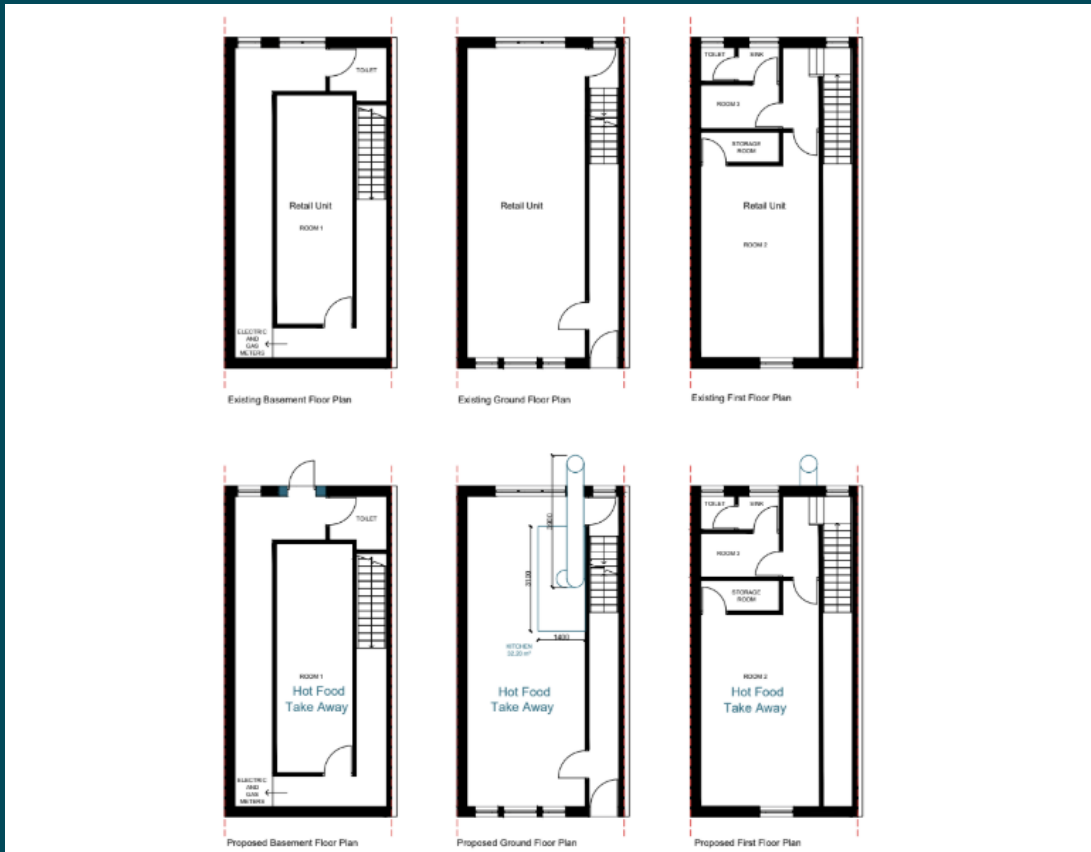


Fig. 4 – Floor Plans



Fig. 5 – Elevations

Assessment

The proposed development reflects a carefully considered, proportionate and sensitive design that responds that aligns with the architectural character of the host building, parade and its location within the Batley Market Place Conservation Area.

The scheme demonstrates good design through its scale, layout, and detailing, ensuring that the proposal integrates effectively with the surrounding built environment and contributes positively to the overall townscape. External alterations are restrained and functional, comprising the installation of a rear extraction flue and a modest illuminated fascia sign to the principal elevation. The flue will be positioned discreetly at the rear, avoiding any visual intrusion or disruption to the established street frontage. The roof form and primary elevation in terms of the windows, doors and stone facade will remain unchanged, preserving the building's unobtrusive presence within the historic streetscape and ensuring that no key views or vistas are impacted.

The proposed fascia signage forms a key component of the application and has been designed to be visually prominent yet sympathetic to the Conservation Area context. The sign will span approximately 2357 mm in width and 750 mm in height, mounted flush to the building's principal elevation to respect the architectural line and proportions of the host property. It will feature a bold yellow background with dark lettering, achieving strong legibility and contrast without appearing garish or visually disruptive. The business name "Two Men's Kitchen" will be rendered in uppercase using a clean, modern typeface, with the secondary tagline "Italian Pizzas" presented beneath in a smaller scale to maintain visual hierarchy. Lettering will be outlined for clarity, and the overall composition will be balanced and restrained. Illumination will be provided via static LED lighting, ensuring visibility during evening hours while avoiding excessive glare, flashing or light pollution. The lighting will be evenly distributed and compliant with advertising safety and amenity standards. The signage will reinforce the business's presence within the town centre and support its contribution to the evening economy, while remaining compatible with the architectural and heritage values of the Conservation Area. The retention of the building's original stone façade, shop window, door placement and materiality ensures continuity and avoids harm to the visual amenity of the street scene.

Internally, the layout will be reconfigured to support the operational requirements of a hot food takeaway, with no structural interventions that would compromise the building's integrity or spatial hierarchy. The use of electric ovens further reinforces the sensitive design approach, minimising emissions and avoiding the need for extensive mechanical infrastructure.

The proposal satisfies the requirements of Policy LP35 and Section 16 of the NPPF (2024), which seek to conserve and enhance the historic environment. The development will preserve the significance of the Batley Market Place Conservation Area by maintaining the building's form, scale, and main external appearance, and by avoiding harm to heritage assets. The continued active use of the property will also contribute to the area's vitality and support long-term stewardship of the historic town centre.

In accordance with Section 16 of the National Planning Policy Framework (2024), the proposed development at 16 Branch Road, Batley—comprising the change of use from a retail unit (Use Class E) to a hot food takeaway (Sui Generis), installation of extraction and ventilation equipment, and advertisement consent will result in *less than substantial harm* to the significance of the Batley Market Place Conservation Area. This level of harm is considered minimal and confined to the introduction of modest commercial signage and a discreet rear flue, both of which have been designed to respect the architectural character and spatial rhythm of the host building and its historic setting. The signage, while illuminated, is proportionate in scale, restrained in design, and sympathetic in colour and placement, ensuring that it does not detract from the visual amenity or heritage value of the Conservation Area. Any perceived harm is outweighed by the clear and demonstrable *public benefits* of the scheme. These include the reactivation of a vacant unit, which will contribute to the vitality and viability of Batley town centre; the creation of local employment opportunities; and the enhancement of the evening economy through the introduction of a well-managed food business. The proposal also supports long-term stewardship of the building by securing a viable and sustainable use, thereby reducing the risk of vacancy, neglect, or deterioration.

In summary, the proposal demonstrates a high standard of design that is both functional and heritage-sensitive. It integrates harmoniously within its historic context and contributes positively to the character and appearance of the Batley Market Place Conservation Area. The signage, in particular, has been designed with careful attention to scale, colour, and illumination, ensuring that it enhances the legibility and vibrancy of the commercial frontage without compromising the area's architectural integrity. The heritage impact is further addressed within the accompanying Heritage Impact Statement.

Conclusion

The statement has provided details of designated heritage assets affected by the proposed development, along with an assessment of the impact of the proposal on their significance.

It is considered that no harm will occur to the Conservation Area or the area's historic significance. The proposed change of use and associated alterations will be designed and executed in a manner that respects and complements the local area.

The proposed development presented in this application is policy-compliant with sections 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and section 16 (Conserving and enhancing the historic environment) of the NPPF.