

Our ref: hk/O/LL/Hudds/APC/06.08.25

12 February, 2026

Planning – Development Control  
Kirklees Council  
Via Planning Portal

Dear Sir/Madam,

**Planning and listed building consent for proposed shopfront alterations, internal alterations, and new signage together with advertisement consent for new signage at 9 New Street, Huddersfield, HD1 2AX**

### **Planning Policy Design and Heritage Statement**

#### **Introduction**

We act as planning consultants to Luxury Leisure (part of the Novomatic Group), a market leading provider of gaming and entertainment venues with over 280 high street and seaside gaming venues in the UK. The Group employs over 3000 staff in the UK and accounts for 22.5% of the UK adult gaming centre market such that it is a highly experienced responsible operator in this market.

The company wishes to operate a new adult gaming centre (AGC) use from the above premises. Planning permission for 2025/62/92230/W for change of use from sui generis HFTA/restaurant use to AGC use was approved on 15 October 2025 and this application is submitted to facilitate the approved use.

The subject property is a former KFC HFTA premises which closed on 29 January 2025. The premises comprises a total 568sq.m restaurant and hot food takeaway over ground and first floor with storage at second floor level.

## Heritage Assessment

All the properties on the east side of New Street within the subject parade are Grade II listed as a grouping. The statutory listing states as follows –

*NEW STREET 1. 5113 (East Side) Nos 1 to 11 (odd) SE 1416 NW 1/935 SE 1416 NW 2/935 II GV  
2. Late C19. Ashlar. 3 storeys. Modillion eaves cornice. Balustrade with vase- shaped balusters and piers surmounted by pediments. 3rd bay from south is surmounted by an ornamental panel with a swag in relief and topped by full entablature with pulvinated frieze, pediment and 2 ball finials. North elevation is surmounted by a gable end with relief ornament of a Hiberno-British character. Ground floor has modern shopfronts. Giant pilastrade to 1st and 2nd floors. 15 ranges of sashes with moulded surrounds on west elevation, 3 on north elevation. Those on 1st floor have pulvinated friezes and pediments, those on 2nd floor have fluted keystones*

The block of buildings was built in the late nineteenth century probably around 1900. The subject property is itself a later addition to the block and was the site of the original Boot and Shoe Inn which dates from the early nineteenth century. This is commemorated with an ornamental relief stating 'Boot and Shoe Hotel' still visible above the KFC fascia panel.



Photo of the Boot and Shoe Inn dated 1910





*Application Site- Former KFC HFTA with commemorative relief above fascia*

No 13 New Street to the South is Grade II listed as is the 'Brick Buildings', the parade directly opposite (2-14 evens New Street). The application site is also located in the Huddersfield Town Centre Conservation Area.

The application site has a modern recessed full height glazed shopfront and has a long history of listed building and advertisement consent applications for illuminated fascia, projecting and entrance box signs.

Internally there are no features of historic or architectural interest. The premises is wholly modernised and has been returned to shell condition. Such that significant investment in the property will be required to bring it back to viable commercial use.



*Application Site – Ground Floor*



*Application Site – Modern Aluminium Framed Shopfront*



*Application Site – First Floor*



### *Application Site – Second Floor*

The subject proposal comprises the following works for planning, Listed building and advertisement consent –

#### Shopfront

- Remove modern aluminium framed recessed shopfront and glazing
- Install traditional style timber shopfront and glazing with recessed toughened laminated glass entrance doors with a yellow timber feature door surround to external face
- Full height timber shopfront featuring fluted timber pilasters and moulded timber pilasters painted cobalt blue with
- Slimline replacement aluminium fascia panel with internally illuminated lettering
- Internally illuminated projecting sign

#### Internal Alterations

- Stud partitioning to create store, cleaner's cupboard, electrical cupboard, managers office and staff room, accessible customer WC, and partition off access to modern steel staircase

### **Planning Policy and Assessment**

The Kirklees Local Plan was adopted on 27 February 2019. The subject property is in the primary shopping frontage of Huddersfield town centre.

Policy LP17 of the Kirklees Local Plan, Huddersfield Town Centre, sets out (inter alia) that:

**Huddersfield Town Centre will be the principal focus for high quality comparison retail goods within the district, supported by a range of leisure, tourism, office (including high quality grade A office space), and other main town centres uses. Proposals for new development within the town centre will be supported where they:**

**b. provide a safe welcoming inclusive destination for people of all ages of the district to visit throughout the day from morning into the evening;**

**g. provide space for a range of businesses from small scale start-ups to larger multinational corporations**

**h. retain and regenerate key historic features of the town centre such as pedestrian arcades, yards and historic listed buildings, both within and outside of the Huddersfield Town Centre Conservation Area.**

**i. Retain and refurbish traditional shop fronts wherever practicable**

Local Plan Policy LP24(a) states that all proposals should promote good design by ensuring the following: ‘the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape’. Section b) and c) of LP24 states that alterations to existing buildings should: “...maintain appropriate distances between buildings” and “...minimise impact on residential amenity of future and neighbouring occupiers. Part e) states that “proposals should promote good design by ensuring the risk of crime is minimised by enhanced security, and the promotion of well-defined routes, overlooked streets and places, high levels of activity, and well-designed security features”. Part f) supports the creation of accessible place for all sections of the community.

Policy LP25 refers to shopfronts and advertisements. It supports good design that is consistent with the character of the area and seeks to retain traditional shopfronts.

The proposed use complies with Policy LP17 and LP24 and LP25 of the adopted local plan.

There is long established precedent of illuminated signage at the premises. The NPPF advises local authorities to grant planning permission where proposals accord with a development plan or where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date unless *there is a clear reason for refusing the development which is referenced in the NPPF or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole*. There are no specific policies in the NPPF which prohibit the proposed use. Indeed, the general direction of the NPPF is to support diversity and a range of uses. In relation to ensuring the vitality of town centres, competitive town centres that provide customer choice and a diverse retail offer are preferred. As to conservation, paragraph 215 is engaged. There is substantial benefit in removing the modern aluminium framed shopfront and replacing it with a traditional shopfront that will enhance the appearance of the conservation area. all existing historical features of interest are retained. Internally, the premises are wholly modernised. The applicant will create an accessible WC for customers and staff breakout areas and remove public access to the existing steel staircase. Please note the upper floors are not in the applicant’s demise.

For all the above reasons we commend this application for your approval.

Should you require any additional information, please contact these offices in the first instance.

Yours sincerely,

**HARIS KASUJI BA MA MRTPI**