

KIRKLEES METROPOLITAN COUNCIL INVESTMENT & REGENERATION SERVICE

DEVELOPMENT MANAGEMENT

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) – SECTION 16

DELEGATED DECISION TO DETERMINE APPLICATIONS FOR LISTED BUILDING CONSENT

Reference No:	2026/65/90643/E
Site Address:	29, Market Place, Dewsbury, WF13 1AA
Description:	Listed Building Consent for installation of vinyl artwork and paintwork and repair of shop front (within a Conservation Area)
Recommending Officer:	Emma Thompson

DECISION – Consent Granted

I hereby authorise the approval of this application for the reasons set out in the officer's report and recommendation annexed below in respect of the above matter.

Danielle Cooper

AUTHORISED OFFICER

Date: 07-Sep-2026

Officer Report

2026/90643 – 29, Market Place, Dewsbury

Listed Building Consent for installation of vinyl artwork and paintwork and repair of shop front (within a Conservation Area)

Site Description

29 Market Place is three storey building located on a prominent corner in Dewsbury Town Centre. It is constructed of ashlar with a hipped slate roof.

It currently stands vacant.

The listing description on Historic England's website is as follows:

DEWSBURY CB MARKET PLACE SE 2421 NE (Dewsbury)

8/71 No. 29 18/11/77

G.V. II

Shop on corner site. Early C19. Altered. Ashlar, keyed to take stucco, now removed. Hipped slate roof with moulded eaves cornice and blocking course. Three storeys. Three bays. Modern casements with projecting sills. 1st floor windows shortened for high fascia to modern shops on ground floor. Blank panels above 2nd floor windows. 4 casements to 1st and 2nd floors of side elevation.

Included for group value.

The agent has provided the following description:

Shop on corner site. Early C19. Altered. Ashlar, keyed to take stucco, now removed. Hipped slate roof with moulded eaves cornice and blocking course. Three storeys. Three bays. Modern casements with projecting sills. 1st floor windows.

The site is within Dewsbury Town Centre and Conservation Area within the Kirklees Local Plan.

Description Proposal:

Listed Building Consent is being sought for installation of vinyl artwork and paintwork and repair of shop front (within a Conservation Area):

Replacement of rotting shop front like for like. Repaint in Heritage colours. Heritage colours to be used to match in with Dewsbury Arcade as per the Dewsbury Design Guide.

Vinyl artwork added to exterior of the glass window. Colours: Hicks Blue and Ashes for Roses.

No access implications or changes to the building.

The application is supported by a heritage statement that outlines the background to the application and justification:

“Revive & Thrive is a place-based regeneration initiative funded by UK government. The initiative focuses on highly visible improvements that enhance the look and feel of the area, including installing new public artwork, repairing and repainting worn shopfronts, improving vacant frontages, and introducing new planting and planters to bring more greenery into the streetscape. Revive & Thrive is designed to boost pride of place, support local businesses, increase footfall, and create a more welcoming and attractive town centre environment for residents and visitors.”

History of negotiations / amendments received

None.

Relevant Planning History

2020/91628 – Discharge of Condition 3 (Materials) on previous permission of Condition 3 (Materials) on previous permission 2017/93345 Listed Building Consent for conversion of A2 Unit (ground floor) to 2 retail units (A1) and change of use of first floor to office use, internal and external alterations (Listed Building within a Conservation Area) – Approved

2017/93345 - Listed Building Consent for conversion of A2 Unit (ground floor) to 2 retail units (A1) and change of use of first floor to office use, internal and external alterations (Listed Building within a Conservation Area) – Consent Granted

2017/93344 - Conversion of A2 Unit (ground floor) to 2 retail units (A1) and change of use of first floor to office use, internal and external alterations (Listed Building within a Conservation Area) – Approved

2010/92201 - Erection of 2 external fascia signs and 1 projecting sign (Listed Building Within a Conservation Area) – Consent Granted

2010/92200 - Listed Building Consent for erection of fascia signs and 1 projecting sign (Within a Conservation Area) – Consent Granted

2010/91158 - Listed Building Consent for alterations (within a Conservation Area) – Consent Granted

2010/91157 - Installation of replacement shop front and alterations (Listed Building within a Conservation Area) – Approved

2009/93094 - Change of use from retail (A1) to financial and professional services (A2) (Listed Building Within a Conservation Area) - Approved

Consultation Response

None

Representations

The application was advertised by a site notice and press advertisement. The final publicity date being 19th April 2026.

As a result of the publicity no representations were made.

Policies

The building is Grade II listed and therefore Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) requires the Local Planning Authority to 'have special regard to the desirability of preserving the building or its setting or any features of a special architectural or historic importance which it possesses'.

Kirklees Local Plan

The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019).

The site is allocated within Dewsbury Town Centre, Dewsbury Primary Shopping Area, and is a recognised Primary Shopping Frontage. It falls within Dewsbury Town Centre Conservation Area.

The following policies are considered relevant to this application for listed building consent:

LP 2 – Place Shaping

LP 24 – Design

LP 35 – Historic Environment

National Policies and Guidance

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published August 2026, the Planning Practice Guidance Suite (PPGS) first launched 6th March 2014 together with Circulars, Ministerial Statements and associated technical guidance.

Chapter 4 - Achieving sustainable development

Chapter 14 - Achieving well-designed places

Chapter 20 - Conserving and enhancing the historic environment

Assessment

This is a Grade II Listed Building located within the Conservation Area and is a prominent site within the centre of Dewsbury town. There are a number of listed buildings in the immediate area including 'The Arcade'.

The purpose of the installation is linked to the 'Revive & Thrive' initiative. This is a place-based regeneration initiative funded by UK government and is part of the broader Dewsbury Blueprint to upgrade streetscapes and retail areas.

The initiative focuses on highly visible improvements that enhance the look and feel of the area, including installing new public artwork, repairing and repainting worn shopfronts, improving vacant frontages, and introducing new planting and planters to bring more greenery into the streetscape. Revive & Thrive is designed to boost pride of place, support local businesses, increase footfall, and create a more welcoming and attractive town centre environment for residents and visitors.

The proposals involve the repair of the existing shop front and installation of vinyl artwork to the windows.

The works are part of wider initiative of art installations which are vibrant, heritage-inspired murals and public artwork. The artwork respond to the heritage of the area.

There are no access implications or changes to the building.

The like for like repairs to the shop front are acceptable and will provide an improvement and future protect the building. The addition of the vinyl art to the windows are considered to be a temporary enhancement and a positive visual improvement to this vacant listed building. They are reversible and can be removed should the building be occupied in future. In the meantime, the alterations are a positive feature that would preserve the Listed Building and Conservation Area. As set out in Policy HE5 of the National Planning Policy Framework:

Assessments of the potential effects of development proposals on the significance of heritage assets (including through effects on their setting) should identify whether proposals would be likely to:

- a. Have a positive effect, which is where the significance of a heritage asset would be enhanced, or better revealed; or*
- b. Have no effect on the significance of a heritage asset; or*
- c. Result in harm to the significance of a heritage asset, either from work affecting the asset itself or from development within its setting. The degree of harm should be identified: substantial harm would occur where the development proposal would seriously affect a key element of the asset's significance; or*
- d. Cause the total loss of the significance of a heritage asset.*

The repairs to the shopfront and painting in heritage colours are an improvement and will protect the integrity of the building. The artworks would

be a temporary enhancement that would bring a positive effect and result in revealing the existing building and its associated heritage. The vinyl additions would not harm the significance of the asset and result in a positive link to the heritage of Dewsbury contributing to the wider initiative. As such, the alterations would be in accordance with policies LP24 and LP35 of the Local Plan as well as policy HE5 and Chapter 20 of the NPPF.

The works would preserve the building and its setting, within the Conservation Area, in accordance with Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

This application has been assessed against relevant policies in the development plan and other material considerations. Whilst not required in this instance, it is considered that there are public benefits of the proposal. The application is recommended for approval.

Recommendation:**Grant Consent****Application Number:- 2026/90621****Officer Recommendation: Grant Consent****Conditions:**

1.The development shall be begun not later than the expiration of three years beginning with the date on which consent is granted.

Reason: Pursuant to Section 18(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended by the Planning and Compulsory Purchase Act 2004.

2.The development hereby permitted shall be carried out in complete accordance with the plans and specifications schedule listed in this decision notice except as may be specified in the conditions attached to this permission, which shall in all cases take precedence.

Reason: For the avoidance of doubt as to what is being permitted and so as to ensure the satisfactory appearance of the development on completion, in the interests of the significance of the heritage asset and to accord with policies LP2, LP24 and LP35 of the Kirklees Local Plan and policies within Chapters 4, 14 and 20 of the National Planning Policy Framework.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
Location Plan	Planning Portal/TerraQuest		6 th March 2026
Design Concept			6 th March 2026
Design & Access Statement/Heritage			6 th March 2026
Photographs			6 th March 2026

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2015 and guidance in the National Planning Policy Framework, the Local Authority have, where possible, made a pre-application advice service available, complied with the Kirklees Development Management Charter 2024 and otherwise actively engaged with the applicant in dealing with the application. The application is considered acceptable as submitted.

Report dated: 4th September 2026

