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11 May 2026

Kirklees Metropolitan Council
Planning Services,
PO Box 1720,
HUDDERSFIELD,
HD1 9EL

Planning Portal Ref: PP- 14912944

Dear Sir/Madam,

Re: Planning (Listed Buildings and Conservation Areas) Act 1990. Application for Listed Building Consent to display 5 no. building identification signs at Our Cultural Heart Huddersfield – Queensgate Market, Princess Alexandra Walk, Huddersfield, HD1 2UJ

Pegasus Group have been instructed by Kirklees Council ('The Applicant') to submit an application for Listed Building Consent (LBC) for the installation of new signage in connection with the new Our Cultural Heart Huddersfield Library.

This LBC application follows the submission of an Advertisement Consent application (ref. 2026/91148), deemed valid on 24 April 2026, and subsequent discussions with the Conservation Officer confirming that LBC was required for the proposed works. As detailed below, the signage itself is not proposed to be located on a listed building or within a conservation area.

Site Context

The proposed signage relates to the new library, which was approved as part of a wider redevelopment scheme of the land and buildings at Queensgate Market, Huddersfield Library and Art Gallery and Piazza (and The Shambles) Shopping Centre, Huddersfield. The redevelopment scheme, which comprises the creation of a new indoor venue with a multi-storey car park, museum, library, food hall, gallery and new public realm including gardens, play areas, terraces and outdoor event space, was initially approved in October 2022 (app. ref: 2022/48/93248/W) and is known as Our Cultural Heart.

Proposal

Specifically, the proposed building identification signage is to be located on the library and comprises the following signs:

Sign Reference: IDB-EXR.002

- Elevation: East Elevation
- Wording: “Huddersfield Library Hub”
- Dimensions: Height 500mm × Width 7625mm
- Specification: Built-up halo-illuminated letters/logo, 40mm depth with painted returns. Aluminium construction with faces and returns painted RAL 9003 (Signal White). Illumination to be continuous and even, with a 4000K neutral white colour temperature. Illumination levels not to exceed 300 lux and to comply with all local requirements. The sign will be fitted with a dimmer and controlled on/off system to allow fine-tuning on site.

Sign Reference: IDB-EXR.003

- Elevation: North Elevation
- Wording: “Huddersfield Library Hub”
- Dimensions: Height 500mm × Width 7625mm
- Specification: As per Sign IDB-EXR.002.

Sign Reference: IDB-EXR.004

- Elevation: West Elevation
- Wording: “Huddersfield Library Hub”
- Dimensions: Height 500mm × Width 7625mm
- Specification: As per Sign IDB-EXR.002.

Sign Reference: IDC-EXR.005

- Elevation: West Elevation
- Wording: “Huddersfield Library Hub”
- Dimensions: Height 250mm × Width 3815mm
- Specification: Built-up halo-illuminated letters, 25mm depth with painted returns and backs, fixed directly to the GRC panel with a 20mm offset from the surface. Aluminium construction with faces and returns painted RAL 9003 (Signal White). Illumination to be continuous and even, with a 4000K neutral white colour temperature. Illumination levels not to exceed 300 lux and to comply with all local requirements. The sign will be fitted

with dimmers and a controlled on/off system, with the "Huddersfield" and "Library Hub" components controlled by separate dimmers for fine-tuning on site.

Sign Reference: IDA-EXR.006

- Elevation: West Elevation
- Description: Our Cultural Heart logo
- Dimensions: Height 1500mm × Width 4000mm
- Specification: Built-up halo-illuminated logo, 100mm depth with painted returns. Aluminium construction with faces and returns painted RAL 9003 (Signal White). Illumination to be continuous and even, with a 4000K neutral white colour temperature. Illumination levels not to exceed 300 lux and to comply with all local requirements. The sign will be fitted with a dimmer and controlled on/off system to allow fine-tuning on site.

Full details of the proposed signage can be found in the 'Library ID Signs' document, submitted as part of this application.

National Planning Policy

National Planning Policy Framework (NPPF)

National policy and guidance are outlined in the Government's National Planning Policy Framework (NPPF) published in December 2024. The NPPF aims to promote the concept of delivering sustainable development. Paragraph 141 states that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within regulations but is a term up for interpretation by the local planning authority as it applies in any particular case.

Paragraph 215 of the NPPF outlines that:

"Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use."

Local Planning Policy

Kirklees Local Plan (adopted 2019)

The Kirklees Local Plan was adopted on 27 February 2019. It comprises the strategy and policies document, allocations and designations document and associated policies map.

It is considered that the following policies from the Kirklees Local Plan Strategy and Policies are most relevant to this proposed development.

- **Policy LP24** – Design
- **Policy LP25** – Advertisements and shopfronts
- **Policy LP35** – Historic environment
- **Policy LP52** – Protection and improvement of environmental quality

Specifically, Policy LP24 outlines how good design should be at the core of all proposals in the district and should be considered at the outset of the development process. Additionally, proposals should promote good design by ensuring the form, scale, layout and details of all development respects and enhances the character of the townscape, heritage assets and landscape. They should also provide a high standard of amenity for future and neighbouring occupiers.

Policy LP25 states that *"signs and advertisements make a significant contribution to the character and local identity of the district's town centres."* It goes on to state that:

"The development of new or replacement shop front units and display of advertisements will only be permitted if they satisfy the following criteria:

a. *the design is consistent with the character of the existing building in terms of scale, quality and use of materials;*

b. *proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest;*

c. *the shop fascia is designed to be in scale, in its depth and width, with the facade and street scene of which it forms part."*

"Proposals for new shop fronts and advertisements must be of a high standard of design and be appropriate in style, scale and materials to the building and its setting."

Policy LP35 states that "*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".

Finaly Policy LP52 outlines that *"proposals which have the potential to increase pollution from noise, vibration, light, dust, odour, shadow flicker, chemicals and other forms of pollution or to increase pollution to soil or where environmentally sensitive development would be subject to significant levels of pollution, must be accompanied by evidence to show that the impacts have been evaluated and measures have been incorporated to prevent or reduce the pollution, so as to ensure it does not reduce the quality of life and well-being of people to an unacceptable level or have unacceptable impacts on the environment."*

Heritage Considerations

The site is not located within a conservation area; however, it is immediately adjacent to the Huddersfield Town Conservation Area, which lies just over Queensgate Road. Therefore, the key heritage consideration is the Grade II listed Queensgate Market, with particular focus on the sculpted ceramic and metal artworks situated on the external walls on the eastern elevation.

The proposed signage is to be located on the new Library building approved under planning permission ref. 2022/48/93248/W and does not involve the historic fabric of the listed building itself. The new Library building is set back from the designated heritage asset, with the existing external wall and associated artwork positioned further forward. As a result, the proposed signage would be visually recessive in relation to the heritage asset and would not adversely affect its fabric, setting or significance. The sculpted ceramic artwork would remain prominent from all viewpoints and continue to be appreciated as distinct pieces of art. Any opportunity to experience the artwork alongside other features, including signage would not diminish its value or significance. The signage is considered to be low-impact and appropriate to its context.

This contrasts with previously approved signage associated with the Piazza Centre, as shown in the image below (2024), which is fixed directly to the historically significant artwork. By comparison, the proposed signage is set back within the site and is not positioned on the heritage asset, nor does it affect its fabric.



Figure 1 – The Piazza Centre Signage 2024

The proposed signage is proportionate to the scale of the building, the approved use of the site and the wider context of the Our Cultural Heart area, which forms part of a comprehensive redevelopment of the town centre and is sympathetic to its surroundings. The signage performs an identification function, clearly signalling to members of the public that the library forms part of the Our Cultural Heart redevelopment, which is intended to operate as a key destination within Huddersfield town centre.

The proposed illumination is low-level in nature as a result of the halo-illumination design, rather than fully internally illuminated signage. Illumination levels will not exceed 300 lux and will comply with all local requirements. The signs will be fitted with dimmers and a controlled on/off system to allow fine-tuning on site.

In addition, the wider area to the east of the western elevation includes large areas of glazing, which will result in higher ambient light levels within the public realm. In this context, the impacts from the relative level of illumination from the proposed signage will be within acceptable limits.

Amenity Considerations

The proposed advertisements are considered acceptable in amenity terms, having regard to their identification function, scale and design in the context of the approved Our Cultural Heart redevelopment.

The signage has been designed to integrate with the approved library building and the wider town centre redevelopment and would not appear visually intrusive or out of keeping within the public realm. Illumination is limited to low-level halo illumination, with a maximum illumination level of 300 lux, and will be controlled via dimmers and an on/off system to ensure appropriate operation on site.

The area surrounding the site already experiences higher ambient light levels due to extensive areas of glazing within the building elevations. In this context, the proposed illumination would not give rise to unacceptable levels of light spill or harm to visual amenity.

Summary

This application seeks Listed Building Consent for the installation of building identification signage associated with the approved Our Cultural Heart Huddersfield Library. The proposed signage is proportionate, appropriately designed for the town centre context, and acceptable in amenity terms. Heritage considerations have been fully assessed, and it is concluded that the proposals would not affect the special architectural or historic interest of the Grade II Listed Queensgate Market, or any other designated heritage asset via a change to their setting, as such the proposals result in no harm to any designated heritage assets.

Accordingly, the proposed advertisements accord with the duty of the Planning (Listed Buildings and Conservation Areas) Act 1990, local plan policy, and the NPPF, and are considered acceptable and consent is respectfully sought.

Should you require any further information, or have any queries, please do not hesitate to contact us.

Yours faithfully,

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