

Heritage Statement/Design Access Statement

Project Particulars

Property Address:

YBS Honley
4 Market Place
Honley
Holmfirth
HD9 6NY

Applicant Details:

Yorkshire Building Society
Yorkshire House
Bradford
BD5 8LJ

Agent Details:

Mathew Chapman
AJ Blaza & Associates Ltd
13 Ropergate End
Pontefract
WF8 1JU

Introduction

This Heritage Statement is submitted in support of an application for Advertisement Consent to install a single digital media display screen within the window enclosure of the commercial property at 4 Market Place, Honley, HD9 6NY. The proposal is designed to allow the business to display corporate information, financial services updates and video content to passing pedestrians. This Heritage/Design Access Statement should be read in conjunction with the submitted application, supporting drawing A-AJB-2999.9-26-01 and detail drawings/photographs from Anthony J Blaza & Associates Ltd.



4 Market Place, Honley, HD9 6NY (Front Elevation)

Property/Historic Context

The application site at 4 Market Place is situated within the historic core of Honley, an old weaving and commercial village characterized by traditional stone-built architectural styles typical of the Holme Valley. The building occupies a prominent position on Market Place, interacting with several Grade II listed buildings nearby. It functions as an active commercial shopfront within a designated Conservation Area. The property features a standard commercial ground-floor shopfront facade with a window bed layout designed historically for retail display. The primary heritage significance of the site lies in its contribution to the character, street scene, and visual continuity of the Honley Conservation Area. The building fabric itself has undergone modern updates to accommodate its functional use as a financial services branch, meaning the interior window platform does not possess substantial historic fabric.

Description of Proposed Works

The proposal involves the placement of a commercial digital display screen immediately behind the shopfront glazing to the existing window bed. The installation will strictly adhere to the following design constraints:

Scale and Proportions: The proposed digital screen measures approximately 1242x713mm (55 inches) diagonally. It will be positioned centrally within one window bay, in portrait orientation ensuring it remains subservient to the overall glass pane area and does not overwhelm the shopfront.

Physical Setback: The screen will be positioned with a minimum setback of 150mm behind the window glass, ensuring the shopfront timber frames remain the dominant visual feature of the shopfront. The screen will be fixed internally via a window bed/cill mounted frame system. New power is required and data cabling will be routed subtly through the framing and existing floor voids/window bed boxings.

Visual Appearance: The screen features a minimalist, slim black bezel. When active, it displays high-quality video content with minimum movement and a typical length of 15 seconds per content video for YBS corporate branding. There will be no rapid scrolling text, ensuring public safety and preventing distraction.

Assessment of Heritage Significance

The proposed 55-inch digital screen will be situated completely within the interior fabric of the building. Because the unit is supported by a floor mounted standalone metal framework in the window bed, it is entirely freestanding.

The installation avoids any direct physical intervention, drilling, or fixing into the external timber joinery, the shopfront surround, or to the main facade. The entire intervention remains fully reversible, meaning the property can be returned to its exact current state without any lasting damage to its existing materials.

Mitigation of Impact & Local Policy Compliance

To actively preserve the late-night character of the Conservation Area and conform to any local policies regarding light pollution, the following mitigation measures are proposed:

Operational Curfew (No 24/7 Illumination): Acknowledging the Conservation Area, the screen will not operate 24/7. It will be programmed on an automatic integrated timer to power down completely outside core trading hours (e.g., deactivated from 10:00 PM to 07:00 AM daily).

Luminance and Ambient Light Controls: The screen will feature an integrated ambient daylight sensor. This automatically drops the luminance output (measured in cd/m²) during evening hours and overcast days, entirely mitigating harsh glare.

Reversibility: The installation is entirely temporary and 100% reversible. The screen can be removed at a future date without altering, defacing, or degrading any historical framework of the building.

Access Statement

The installation is entirely internal and does not alter the external threshold, entrance doors, or public footway layout. Clear, unobstructed level access into the ground floor is fully maintained for all staff and visitors, including those with limited mobility.

Conclusion

The proposed digital display is a necessary operational update allowing a vital high-street service to communicate modern financial information effectively. The proposal has been carefully conceived to respect the architectural parameters of the Honley Conservation Area. By strictly avoiding physical contact with the shopfront frames, setting it back behind shopfront glazing, and limiting video movement the architectural integrity, character, and group value of the area remains wholly preserved.

We respectfully request that Kirklees Council grant Advertisement Consent.