

RE: Planning Consultation Request for case ref: 25/0945 (232 Stow Hill Newport ...



Arnall, Guy
To Ostler, Marnie (Planning Officer)

Retention Policy 7 Year Delete (7 years)

Expires 08/11/2032



Mon 16:01

Hi Marnie

Re: CONVERSION OF FIRST FLOOR TO STUDIO FLAT AND ASSOCIATED WORKS

232 Stow Hill is located to the western fringe of Stow Park Conservation Area.

Existing

Though not identified as a 'Positive Contributor' within the Conservation Area Appraisal, the property forms part of a distinctive short terrace of shop premises, with prominent gabled first floor fronts, pitched and slated roofs, and prominent, ornate chimney stacks. The property in question retains its ornate bargeboards and faux-timber framing to the contrasting front gable (formed in buff brickwork), and its attractive crested tiles to the longitudinal roofline. The existing front windows at first floor level are of crude design, being plain and boarded over.

The existing shopfront is of modern design but constructed in painted timber with 'half' glazed door and tiled stall riser. The fascia signage is overly large, and the windows are full of vinyl signage, making for an unsightly arrangement at ground floor level.

Please note that the existing chimney stack is missing from the existing drawings. The existing door is also shown as fully glazed and the setting out of the shop window/door does not appear to be correct (unless it has been amended since June 2025). This should be amended in existing plan and elevation drawings, for the avoidance of doubt.

Proposed

Considering that alteration of the existing shopfront is proposed, the following guidance within the shopfronts SPG is relevant:

5.3. When altering shop fronts, efforts should be made to reinstate the horizontal and vertical lines and the proportions of the parent building, as well as uncovering and reinstating lost architectural features where possible.

6.3 For all traditional shop fronts, future alterations should broadly seek to reinstate the existing features where present and recreate the proportions that are broadly consistent with the building they form part of.

8.4. Within the Conservation Area, retaining and reinstating existing features that contribute to the special character of the area is especially important. It is important to investigate beyond the superficial appearance since sometimes later additions conceal original shop fronts that can be restored.

9.1.2 The fascia should not dominate the facade. Special consideration should be given to the scale, materials, colour, lettering and illumination of the fascia sign to ensure it fits with the building and the street.

9.1.3 Where possible, fascias should be aligned to neighbouring properties, by keeping to a standard width, normally that of the capital (the topmost member of a pilaster). This promotes a more attractive street scene and also ensures that each shopfront retains its original, balanced proportions.

9.1.5 Fascias should be no deeper than 20% of the shopfront's overall height. Fascias should not obscure, damage or project in front of visually significant architectural details, including first floor window cills.

9.1.6 Treating clerestories (high level windows) in a way which makes the fascia look deeper (i.e. by placing additional signage over them) should be avoided. This can imbalance established proportions and harm the appearance of the shopfront and the street.

9.1.7 In Conservation Areas, all fascias should be finished by a well-defined cornice. Corbels can be plain or highly decorative and are encouraged to add a design feature to the shop front.

9.4.5 Graphic window displays which cover the majority of a shop window are generally discouraged and are unacceptable on listed buildings or within a conservation area. Covering shop windows with stickers can turn shop fronts into oversized advertising hoarding and detracts from the character of the area and appearance of the building.

9.5.7 In order to ensure that upper floor levels are capable of being used, a separate, identifiable entrance to the upper floors will be supported. The entrance will need to relate satisfactorily to the rest of the ground floor treatment and being of appropriate scale, design, and materials.

9.6.1 Where a false or suspended ceiling exists or is being inserted within the shop it will not be appropriate to increase the depth of the fascia to conceal the edge of the ceiling. Other methods must be considered to conceal suspended ceilings, such as, setting the suspended ceiling back from the window or forming a splayed bulkhead, or linking it into a transom rail with obscured glazing above the rail.

Design Note 28

In areas of historic interest, materials should harmonise with the character of the building.

Design Note 29

Materials should be attractive, high quality, durable and should be carefully selected.

9.11.3 In the Conservation Area, colours for the shopfronts and rendered buildings should reflect the historic character of the architecture. Sensitive use of colours and materials which respect the age and setting of the building can improve the impact of the shopfront on the street scene.

Whilst I have no concerns regarding the principle of residential conversion, the abovementioned details missing from the existing drawings should be reflected within the proposed. We also require more detail of the proposed shopfront and its materiality.

What material are the proposed windows at first floor?

What material is the proposed door for flat access?

This also represents a good opportunity to reduce the shop fascia signage – in particular, the large board which obscures the tops of the windows.

I have no concerns regarding proposed alterations to the rear; they will be unseen from the public realm of the conservation area.

Please note that the existing chimney stack is missing from proposed drawings. This should be amended for the avoidance of doubt, as I would not be supportive of this prominent and decorative feature.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer
Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development
Cyngor Dinas Casnewydd / Newport City Council