

RE: Planning Consultation Request for case ref: 25/0576 (16 Skinner Street...



Arnall, Guy

To Ostler, Marnie (Planning Officer)

Retention Policy 7 Year Delete (7 years)

Expires 02/09/2032



10:25

Start your reply all with:

[Yes, I understand.](#)

[Understood. Thank you.](#)

[Understood. Thanks.](#)

[Feedback](#)

we need more details regarding the proposed ventilation within the clerestory panes too.

This will need to be very carefully handled so as not to impact negatively upon character and appearance.

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10:23

Hi Marnie

Re: CHANGE OF USE OF GROUND FLOOR FROM A2 (PREVIOUS BOOKMAKERS) TO A3 TAKEAWAY FOOD OUTLET

This traditional shopfront, along with its neighbours, makes a very positively contribution towards the character and appearance of the Town Centre Conservation Area.

It is proposed to apply *“Non-illuminated removable fascia sign board style to match neighbouring”*. This refers to the neighbouring Cash Brokers (no. 17), wherein the fascia features a rather crudely printed and applied form of signage which is not considered to contribute positively towards the character or appearance of the area (but is consented by virtue of the passage of time).

According to the Shopfront Design SPG:

9.2.1 The main sign associated with a shop is usually located on the fascia board. However, signage may also be accommodated upon the glazing and through

hanging signs. The size, location, colour and design of signs can greatly enhance or detract from the appearance of a shop.

9.2.3 The sign should be limited to the name of the shop with a simple graphic logo and the street number. Too much information which creates visual clutter will not be acceptable.

9.2.9 Signwriting on traditional shop fronts was traditionally hand painted. This is strongly encouraged. Individually 'cut out' lettering can also appear attractive, however the degree of scale and projection should be carefully considered.

Therefore, to preserve or enhance the character or appearance of the Town Centre Conservation Area, I would suggest that the proposed signage should take the form of appropriately scaled, individually applied and non-illuminated lettering (either fret-cut or hand-painted), without the associated Kebab imagery.

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