

HERITAGE STATEMENT

Newport City Council

165 Commercial Street, Newport, NP20 1UL

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1. Introduction

- 1.1. This Heritage and Design Statement has been prepared in support of the Full Planning Application and Advertisement Consent for shopfront alterations and associated signage at **165 Commercial Street, Newport, NP20 1UL**.
- 1.2. This Statement should be read in conjunction with the “Existing”, “As built” and “Proposed” drawings, the Design and Access Statement and the photographs and other documents contained in the application bundle.

2. Site description



Fig 1: Showing Site map.

165 Commercial Street Newport NP20 1UL

- 2.1. The application site is located at **165 Commercial Street, Newport NP20 1UL**.
- 2.2. The property lies within the Newport Town Centre Conservation Area.
- 2.3. It is a Grade II Listed Building, recognized for its architectural and historic significance.
- 2.4. The site forms part of a continuous terrace of commercial properties fronting Commercial Street, a key retail and commercial area within the city Centre.
- 2.5. The building comprises a commercial unit at ground floor level, with residential accommodation on the upper floors.
- 2.6. The surrounding area is characterized by a mixture of traditional shopfronts and upper-level residential, or office uses, reflecting the area's established mixed-use urban setting.



Fig 2: Showing existing Street view from Commercial Street.



Fig 2: Showing Existing Street view from Commercial Street.

3. The Proposal

- 3.1. The proposal seeks to upgrade the existing ground floor shopfront and install new fascia signage to enhance the visual appearance of the premises while maintaining sensitivity to the architectural character of the Grade II Listed Building and its setting within the Newport Town Centre Conservation Area.

4. Heritage Assessment

- 4.1. Paragraph 193 requires great weight to be given to an asset's conservation, irrespective of the potential harm to its significance. Paragraph 194 requires any harm to, or loss of the significance of a designated heritage asset to be supported by a clear and convincing justification. Paragraph 196 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset; the harm should be weighed against the public benefits of the proposal.
- 4.2. The purpose of listed building consent is to manage change to make sure that the features which contribute to the building's special architectural or historic interest are retained, as far as possible. These may include its form and layout, the details of its construction, including historical materials and finishes, and historical fixtures, fittings and details, both inside and outside
- 4.3. The Welsh Ministers have a statutory duty to maintain a list of any buildings which, in their opinion, meet the published criteria as being of special architectural and historic interest. 68 Buildings are added to the statutory lists either because of systematic survey of areas or building types, or following requests from local authorities, amenity societies, other bodies, or individuals, relating to buildings

- 4.4. One of the purposes of the advertisement control system is to encourage the display of outdoor advertisements which make a positive contribution to the appearance of the environment. It is reasonable to expect that the local planning authority's duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area will result, in practice, in more exacting standards when the authority considers whether to grant consent for a proposed advertisement in such an area.

5. Heritage Policy Framework

National Planning Policy Framework

- 5.1. National policy is contained in Chapter 12 of the National Planning Policy Framework: "Conserving and enhancing the historic environment.
- 5.2. Paragraph 128 of the NPPF places a duty on an applicant to describe the significance of any heritage assets affected by development proposals, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is required to understand the impact of the proposal on their significance. This is the purpose of this Heritage Statement, and the LPA should take this assessment into account when considering the impact on the heritage assets,

Supplementary Planning Guidance: Shopfront, Signs and Advertisements

- 5.3. "The character of the building must be the first point of reference. It should dictate the scale of the shopfront and the scale of its parts, and, to some extent, the style of the detailing. Considering scale, a small building will dictate a narrower fascia and pilasters. Considering style, it would be incongruous to use an 18th century design below a 19th

century facade, there may be details on the upper facade such as a pattern of glazing bars or cornice brackets which could be reflected in the details of the shopfront.”

- 5.4.** In Conservation Areas and listed buildings original cornices and corbels should be maintained, restored or reinstated.
- 5.5.** Proposals within the Conservation Area or within Listed buildings should retain and reinstate existing features. Where restoration is required, new design proposals should be informed by buildings of similar historical character or based on archival evidence and materials replaced on a like-for-like basis. 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.

6. Assessment of Impact.

Visual and Material Integrity

- 6.1.** The design re-establishes a balanced and traditionally proportioned ground floor frontage by maintaining and enhancing these elements, the façade will once again be read as a cohesive and authentic heritage frontage, thereby strengthening the visual integrity and character of the entire streetscape.

Heritage and Townscape Impact

- 6.2.** The proposal results in no harm to the conservation area and in fact enhances it through reinstatement of appropriate detailing and finishes.

- 6.3. The restrained matte finish and handcrafted lettering provide subtle definition without visual intrusion, while the internal shutter design supports safety without diminishing street character.
- 6.4. Overall, the scheme strengthens the aesthetic continuity of the Commercial Street frontage and contributes positively to Newport's town Centre renewal objectives.

Accessibility and Function

- 6.5. The proposal retains the existing access arrangement, with the recessed entrance continuing to provide level and unobstructed entry into the retail unit.
- 6.6. The introduction of modern tempered single-glazed doors enhances thermal efficiency, acoustic comfort, and ease of maintenance, ensuring long-term functionality and durability while preserving the proportions and character of the original shopfront opening.

The impact of the appearance in the listed building:

- 6.7. Overall, the proposed alterations will preserve and enhance the appearance of the building within the listed building and Newport town Centre Conservation Area. The replacement shopfront respects the scale, style, and materials of its context and will not result in harm to the special character or appearance of the listed building and conservation area. The proposal is therefore considered to comply with relevant local and national heritage policies.

7. Conclusion

- 7.1. The proposed shopfront and advertisement at 165 Commercial Street, Newport constitute a well-designed and contextually appropriate enhancement that preserves the character of the conservation area.
- 7.2. The scheme accords with the National Planning Policy Framework (2021) and relevant policies of the Newport Local Development Plan (2011–2026)—notably GP2, GP6, CE7, and R1—by maintaining visual amenity, public safety, and design integrity within the streetscape.
- 7.3. Accordingly, planning and advertisement consent are respectfully sought for this heritage-sensitive and policy-compliant proposal.