

Delegated Decision Report

Application No:	25/0555	Statutory Period Expires:	15th September 2025
------------------------	----------------	----------------------------------	----------------------------

Site:	165 Commercial Street Newport NP20 1UL		
Proposal:	ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE ON THE FRONT AND SIDES OF THE SHOP FRONT CANOPY		
Applicant:	L Mohammad		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	REFUSED		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The application site comprises a mid-terraced building situated on Commercial Street, within the Stow Hill ward. The property is a Grade II (LB Ref: 20143) listed building, previously occupied by The Wildings department store, and is currently understood to be vacant. It lies within the Town Centre Conservation Area and is also designated as an Archaeologically Sensitive Area. The surrounding area features a mix of commercial and residential properties, displaying a range of shopfront styles and architectural designs. The building itself is a four-storey, five-window department store constructed in a free Renaissance style, with Bathstone ashlar, yellow brick chimneys, and a roof in slate substitute. Its five-window front is articulated by pilaster strips, and a cornice with a Doric frieze of triglyphs and paterae breaks forward beneath a central attic dormer containing two round-headed windows. The pavilion roof is covered in lead with iron railings to the front. The second and third floors feature camber-headed windows with original T-bar casement glazing, while the first floor is defined by a large five-light display window with a dentil cornice above. The ground floor includes a mid-20th-century double-fronted shopfront with a deep canopy. Large 20th-century extensions are present to the rear.

3. DESCRIPTION OF DEVELOPMENT

3.1 The application seeks advertisement consent for the display of signage on the front of the shopfront canopy. The proposals include the placement of signage attached to the modern canopy front, including vinyl graphics, text and images. The front fascia elevation signage would be 2.869m and the canopy signage would be 1.34m in length and 3m in width. The canopy signage would be affixed the existing canopy with adhesive. The plans do not detail the materials proposed. The proposed canopy fascia will also have graphics with text.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
05/0066	DISPLAY OF NON ILLUMINATED SHOP SIGN AND PROJECTING SIGN	Granted	25.02.2005
21/0149	ROPOSED DIVISION OF GROUND FLOOR AND NEW SHOP FRONT TO FORM 2 NO. COMMERCIAL UNITS. PART CONVERSION OF REAR OF GROUND FLOOR TO PROVIDE CYCLE AND BIN STORAGE, CONVERSION OF FIRST, SECOND, THIRD, FOURTH FLOORS TO FORM 20 NO. FLATS, REMOVAL OF DORMERS AND TOP FLOOR STRUCTURES AND ERECTION OF REAR EXTENSIONS	Granted with Conditions	03.10.2024
21/0150	CONSERVATION AREA CONSENT FOR DEMOLITION OF REAR DORMERS AND PREFABRICATED TOP FLOOR	Granted with Conditions	03.10.2024

	STRUCTURES		
21/0311	PROPOSED DIVISION OF GROUND FLOOR AND NEW SHOP FRONT TO FORM 2NO COMMERCIAL UNITS, PART CONVERSION OF REAR GROUND FLOOR, CONVERSION OF FIRST, SECOND, THIRD AND FOURTH FLOOR AND REAR EXTENSION TO FORM FLATS	Granted with Conditions	04.11.2024
25/0557	PROPOSED INSTALLATION OF NEW SHOP FRONT	Pending Consideration	N/A
25/0558	REMOVAL OF EXISTING SHOP FRONT AND INSTALLATION OF NEW SHOP FRONT	Pending Consideration	N/A
25/0564	LISTED BUILDING CONSENT FOR THE DISPLAY OF SIGNAGE ON THE FRONT AND SIDES OF THE SHOP FRONT CANOPY	Pending Consideration	N/A

5. PLANNING POLICY

5.1 THE NATIONAL DEVELOPMENT FRAMEWORK: FUTURE WALES - THE NATIONAL PLAN 2040

Future Wales sets out the Welsh Government's land use priorities and provides a national land use framework for SDPs and LDPs. Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes.

Policy 1 - Where Wales Will Grow

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Policy 9 - Resilient Ecological Networks and Green Infrastructure

5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

6.1.5 - The planning system must take into account the Welsh Government's objectives to protect, conserve, promote and enhance the historic environment as a resource for the general well-being of present and future generations.

6.1.9 - Any decisions made through the planning system must fully consider the impact on the historic environment and on the significance and heritage values of individual historic assets and their contribution to the character of place.

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

5.3.1 Policies GP2 (General Amenity), GP4 (Highways and Access), GP6 (Quality of Design) and CE7 (Conservation Areas) of the Newport Local Development Plan 2011-2026 (Adopted January 2015) are relevant to the determination of this application.

5.4 TECHNICAL ADVICE NOTES

5.4.1 Technical Advice Note (TAN) 5: Nature Conservation And Planning, Technical Advice Note (TAN) 7: Outdoor Advertisement Control and Technical Advice Note (TAN) 24: The Historic Environment are relevant to the determination of this application.

5.5 HISTORIC ENVIRONMENT ACT (2023) WALES

5.6 TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS

- 5.7 Consideration has also been given to the following documents:
- Managing Change to Listed Buildings in Wales (CADW)
 - Managing Conservation Areas in Wales (CADW)

6. CONSULTATION RESPONSES

6.1 **Highways:** No objection.

6.2 **Principal Heritage Officer:**

2nd March 2026

Following on from my previous comments, we have received revised information.

It is now proposed to split the existing shopfront into two, with pedestrian door adjacent, similar to that Approved under 21/0311 (see below).

However, as now proposed, we see the existing canopy and fascia retained, with a chaotic and asymmetric arrangement for the new shop doors. This is further exacerbated by the proposed pedestrian door adjacent which, though stated to be "Planning Application (Ref. 21/0311) Approved for ground floor alterations", is now plain-finished and unsightly, thus further exacerbating the issue. These proposals are considered harmful to both the architectural and historic interest of the GII asset, and to the character and appearance of the conservation area.

31st July 2025

The existing ground floor signage is reserved for the front of the large and modern canopy. Contrary to the existing drawing, there is none to the canopy fascia adjacent. This drawing should be amended. The 'Freehold for Sale' lettering (and associated estate agent signage) has also been applied directly to the canopy without Listed Building Consent.

I have no issue with refreshed signage attached to the modern canopy front but would resist the inclusion of the proposed vinyl graphics, considering that we are seeking to 'preserve or enhance' the Conservation Area. I would suggest that individual fret-cut signage (backlit if necessary) would be most appropriate here.

7. PUBLIC REPRESENTATIONS

7.1 None.

8. ASSESSMENT

8.1 Principle of Development

8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

8.1.2 The Welsh Government Technical Advice Note 7 provides guidance on Outdoor advertisement control and states that applications for advertisement consent can only consider amenity and public safety. As such, the impact on visual/residential amenity and the effect on public safety are assessed as part of this application.

8.2 Amenity

8.2.1 The proposal involves the modernisation of the shopfront and the installation of a vinyl sign on the existing modern canopy. The Principal Heritage Officer has been consulted and advises that whilst there is no in principle objection to altering the signage, the use of vinyl graphics is inappropriate in this context, as it neither preserves nor enhances the character of the listed building or the wider Conservation Area. The development is considered to be an inappropriate addition to the Listed Building and Town Centre Conservation Area and is deemed unacceptable, contrary to policies CE7 and GP6, PPW12 and TAN 24.

8.3 Public Safety

8.3.1 Due to the location of the application site and associated advert, no impact on public safety has been identified. The Highways Officer has offered no objection to the proposals in

accordance with policy GP4.

9. OTHER CONSIDERATIONS

9.1 *Crime and Disorder Act 1998*

Section 17(1) of the Crime and Disorder Act 1998 imposes a duty on the Local Authority to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. This duty has been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable increase in crime and disorder as a result of the proposed decision.

9.2 *Equality Act 2010*

The Equality Act 2010 identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership.

9.3 Having due regard to advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected characteristics;
- taking steps to meet the needs of people from protected groups where these differ from the need of other people; and
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

9.4 The above duty has been given due consideration in the determination of this application. It is considered that there would be no significant or unacceptable impact upon persons who share a protected characteristic, over and above any other person, as a result of the proposed decision.

9.5 *Planning (Wales) Act 2015 (Welsh language)*

Section 31 of the Act clarifies that impacts on the Welsh language may be a consideration when taking decisions on applications for planning permission so far as it is material to the application. This duty has been given due consideration in the determination of this application. It is considered that there would be no material effect upon the use of the Welsh language in Newport as a result of the proposed decision.

9.6 *Newport's Well-Being Plan 2018-23*

The Wellbeing of Future Generations (Wales) Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with the sustainable development principle to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. This duty has been considered during the preparation of Newport's Well-Being Plan 2018-23, which was signed off on 1 May 2018. The duty imposed by the Act together with the goals and objectives of Newport's Well-Being Plan 2018-23 have been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable impact upon the achievement of wellbeing objectives as a result of the proposed decision.

10. CONCLUSION

10.1 The proposal would not have a detrimental effect on public safety, nor residential amenity, however the proposed signage would use modern materials that are not in keeping with the traditional character and appearance of the Lister Building. The signage would not preserve or enhance the Conservation area, conflicting with policies GP6 and CE7.

11. DECISION

REFUSED

01 The proposed advertisement, by reason of the use of modern materials would be out of keeping with the traditional appearance and design and materials of the shopfront. The scheme would detract from the character and appearance of the Conservation Area and

Listed Building. The proposal is, therefore, contrary to Policies CE7 and GP6 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015), Planning Policy Wales 12, Historic Environment (Wales) Act 2023 and Technical Advice Note 24 and the Council's Supplementary Planning Guidance on Shopfront Design adopted October 2021.

NOTE TO APPLICANT

01 This decision relates to plan Nos: 165CS-1711-ADC(Rev4) - Drawings – Signage, 165CS-1711-SHF(Rev4) - Elevation Drawings – Shopfront, 165CS-2310-DESIGN AND STATEMENT, 165CS-2310-HERITAGE STATEMENT

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP4, GP6 and CE7 were relevant to the determination of this application.