

Delegated Decision Report

Application No:	25/0558	Statutory Period Expires:	13th March 2026
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Site:	165 Commercial Street Newport NP20 1UL		
Proposal:	REMOVAL OF EXISTING SHOP FRONT AND INSTALLATION OF NEW SHOP FRONT		
Applicant:	L Mohammad		
Type:	Listed Building	Ward:	Stow Hill
Decision:	Refused		

1. BACKGROUND

- 1.1 Since submission, the application has undergone amendments based on objections from the Principal Heritage Officer. The assessment of this application is based on these plans.

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 consent for the installation of a new shopfront. The alterations include new signage, which will include the use of vinyl and will be affixed to the existing signage via adhesive. The proposals also include a new internal grilled roller shutters and alterations to the doors, although limited detail has been provided in respect of these alterations. The painting of the façade to matte black is also proposed.

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
25/0555	ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE ON THE FRONT AND SIDES OF THE SHOP FRONT CANOPY	Pending Consideration	N/A
25/0557	PROPOSED 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 1992

- 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)
 - Section 4 of The Listed Buildings and Conservation Areas (Procedure and Interest Rate) (Wales) Regulations 2024

6. **CONSULTATION RESPONSES**

6.1 ***Royal Commission for Ancient Monuments***: No comments received

6.2 ***Amenity Societies***: No comments received

6.3 ***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

Ground Floor Shopfront

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 for the avoidance of doubt.

The 'Freehold for Sale' lettering (and associated Estate Agent signage) has also been applied directly to the canopy without Listed Building Consent.

Of particular concern is the lack of any detail for the existing doors within the HIA which, presumably, are still located behind the unsightly boarding which closes-off the recessed shopfront? Notwithstanding the apparently modern nature of the shopfront at this level, we require assessment of any doors proposed for demolition, to ensure that they are not of any interest prior to granting approval for their removal.

We also require further details for the proposed shutters. A detailed section drawing through new doors, canopy and shutters would demonstrate how the new elements are integrated and ensure that they are not in any way surface mounted or unsightly.

Pending this information, I have no concern with painting the existing shopfront matt black.

First Floor Signage

At first floor level, there is also a large '*This is Wildings*' sign upon the fascia above the first-floor window, with marginal rosette motifs to ground and first floor levels. None of this is shown within the existing drawing, **which should be amended accordingly**.

Considering these details are not shown within the proposed drawings, it can only be assumed that their removal is proposed as part of this application.

If this is the case, I would highlight that the rosette motifs are vestiges of the historic façade design for this Grade II Asset (see below), and they should be retained. I have less of an

issue with the removal of the modern '*This is Wildings*' signage to the first floor.

7. PUBLIC REPRESENTATIONS

A Site Notice was put up on 01.08.2025. A Press Notice was published on 09.08.2025.

7.1 No representations were received.

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) accordingly no concern is raised in this regard.

8.1.2 The subject of the application site is a listed building, therefore the principle of the development falls, in part, to be established by the impact of the development upon the listed building which is expanded upon in a later section of this report.

8.2 Character and Appearance

8.2.1 The application seeks permission for various alterations to the shopfront, including new signage, new internal grilled roller shutters, alterations to the doors and other minor alterations including the painting the front façade matte black. The existing property includes a modern, mid 20th Century canopy at ground floor. At first floor, there is a 'This is Wildings' sign, with marginal rosette motifs to the ground and first floors. with decorative detailing and signage at first floor. Traditional pipes border the building.

8.2.2 The application site is a Listed Building and is located within the Town Centre Conservation Area. Policy SP9 states that the conservation, enhancement and management of recognised sited within the natural, historic and built environment will be sought in all proposals. Policy CE7 states that developments should avoid the removal of existing historic features, including traditional shopfronts and joinery. The principle of development is accepted subject to all policy requirements being met.

8.2.3 The plans propose alterations to the existing signage on the property. While the Principal Heritage Officer raises no objection in principle to the changes, the use of modern materials such as vinyl is not considered appropriate for a Listed Building and is regarded as causing undue harm to the character and appearance of the heritage asset. Given that the existing canopy is a modern addition with no historic value, a pragmatic approach to signage in this location may be reasonable. However, the proposed alterations would result in an unacceptable level of visual prominence that fails to respect the architectural integrity of the building and its historic setting.

8.2.4 The first floor of the property features signage and rosette motifs at both ground and first floor levels, which are considered to be vestiges of the building's historic façade. These architectural details are reflected in the submitted plans. Their retention is welcomed, however the addition of the modern features would conflict with the more traditional features on site.

8.2.5 The proposals involve alterations to the doors. Previously, the doors were recessed, a feature that contributed positively to the character of the shopfront. Upon submission, the application detailed recessed doors. Following objections from the Principal Heritage Officer, the applicant provided details of doors that reflected application 21/0311, where the shopfront has been split in two, with a pedestrian single door adjacent to a set of double doors. Whilst it is acknowledged that a similar arrangement has been approved under 21/0311, the canopy and fascia sign is being retained that results in an asymmetric and chaotic arrangement. Additionally, the introduction of plain-finished doors result in a modern appearance, that conflicts with the upper floors of the building. The proposed alterations are unsympathetic and fail to preserve and enhance the Listed Building and Conservation Area.

8.2.6 The plans propose the installation of internal roller grid shutters. However, the Security Measures for Shopfronts and Commercial Premises SPG clearly states that shutters of any kind are not considered acceptable within a Listed Building. In this instance, no details have been provided regarding the shutter housing, materials, or finishes. Moreover, the

submitted Heritage Statement fails to include any reference to the shutters or propose any form of mitigation or justification. This is contrary to the requirements of The Listed Buildings and Conservation Areas (Procedure and Interest Rate) (Wales) Regulations 2024, which state that a Heritage Impact Statement must describe the works and the design principles and explain the objectives of the proposed works and set out why they are considered desirable or necessary. Consequently, a full and proper assessment of the shutters and their potential impact on the Listed Building cannot be carried out.

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 10.1 The works as originally proposed raised objections from the Principal Heritage Officer. The applicant attempted to overcome these concerns, however the revised plans were insufficient to overcome the issues. The works that are being sought are inherently harmful to special architectural and historic interest of the Listed Building and would fail to preserve or enhance the character and appearance of the Conservation Area. No mitigation measures have been included within the Heritage Statement to address such harm. The

proposals conflict with policies GP6 and CE7 the requirements of PPW12 and TAN 24.

11. DECISION

REFUSED

01 The proposed development would result in undue harm to the special architectural and historic interest of the Listed Building and would fail to preserve or enhance the character and appearance of the surrounding Conservation Area. The overall impact of inappropriate alterations, including the use of unsympathetic materials and loss of traditional features, detracts from the character of the heritage asset and its setting. As such, the proposal is 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 (TAN) 24 and does not comply with the Council's adopted Supplementary Planning Guidance on Shopfront Design (October 2021).

02 The proposed development would have a harmful impact on heritage assets of recognised importance, specifically the character and appearance of the Listed Building, and would fail to preserve or enhance the Conservation Area. The application lacks essential details regarding the doors and shutters, and the submitted Heritage Statement does not include any mitigation measures to address this harm. As such, the proposal is contrary to Policy GP6 and CE7 of the Newport Local Development Plan 2011–2026 (Adopted January 2015) Planning Policy Wales 12, Historic Environment (Wales) Act 2023 and Technical Advice Note (TAN) 24.

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.

03 Due to the minor nature of the proposed development (including any demolition) and the location of the proposed development, it is considered that the proposals did not need to be screened under the Environmental Impact Assessment Regulations.