

Delegated Decision Report

Application No:	25/0563	Statutory Period Expires:	13th March 2026
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Site:	164 Commercial Street Newport NP20 1JN		
Proposal:	RETENTION OF SIGNAGE TO THE FRONT AND SIDES OF THE SHOP FRONT CANOPY		
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 is a mid-terraced building located on Commercial Street, within the Stow Hill Ward. It is a Grade II listed property (LB Ref: 3014), situated within the Town Centre Conservation Area. Residential accommodation occupies the upper floors. The surrounding area is of mixed use, featuring both commercial and residential properties, and is characterised by a diverse range of shopfront styles and architectural designs.
- 2.2 The four-storey building features a three-window classicising front, with stucco finish, a parapet and cornice, and shallow pilasters to the ends. The top floor has three 12-pane sash windows set in architraves, while the second floor also has three 12-pane sashes, each set in architraves with pediments. On the first floor, the outer bays are fitted with splayed oriel windows with sash glazing.
- 2.3 The ground floor formerly featured a well-designed and proportioned shopfront/ Although it was modern, it featured a stall-riser, bolection-moulded window frames, decorative pilasters, and a unified entablature. Although more modern than the rest of the building, it was considered to complement the historic character of the Listed Building. The shopfront has recently been altered and has removed such features, and no includes a modern shopfront with larger windows, flush doors and an awning affixed to the front, all of which are unauthorised. These unauthorised works are the subject of this current application.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 The application seeks Listed Building Consent for the display of signage on the front and sides of the shopfront canopy. The main signage will extend the length of the shop at 8.97m in length and would be internally illuminated. The awning would be approximately 2.8m in length and include advertisements to the fronts and sides. The projecting sign, affixed to the awning would be internally illuminated with a width of 0.61m in height and 0.91m in depth. In terms of materials, the tray panel would be aluminium composite. The original submission had a decal on the front façade of the building and images on within the illuminated signage. Following objections from the Principal Heritage Officer, these details have been omitted from the plans.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
94/0703	ERECTION OF NON-ILLUMINATED PROJECTING SHOP SIGN	Granted with Conditions	22.09.1994
01/0372	ERECTION OF EXTERNALLY ILLUMINATED PROJECTING SIGN	Granted with Conditions	18.05.2001
25/0552	INSTALLATION OF REPLACEMENT SHOP	Pending	

	FRONT (PART RETROSPECTIVE)	Consideration	
25/0554	ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE ON THE FRONT AND SIDES OF THE SHOP FRONT CANOPY	Pending Consideration	N/A
25/0553	LISTED BUILDING CONSENT FOR THE REPLACEMENT OF SHOP FRONT (PART RETROSPECTIVE)	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 Consideration has also been given to the following documents:

- Managing Change to Listed Buildings in Wales (CADW)
- Managing Conservation Areas in Wales (CADW)
- The Listed Buildings and Conservation Areas (Procedure and Interest Rate) (Wales) Regulations 2024

6. CONSULTATION RESPONSES

- 6.1 Principal Heritage Officer: According to our SHOPFRONT DESIGN SUPPLEMENTARY PLANNING GUIDANCE, October 2021:

3.7 Almost all advertisements on listed buildings will constitute an alteration to the building and therefore require listed building consent in addition to any advertisement consent. Special care is essential to ensure that any advertisement displayed on, or close to, a listed building does not detract from the integrity of the building's design, historical character or structure, and does not spoil or compromise its setting.

4. General Design Principles

4.1. The established principles of successful shopfront design have their foundations in Victorian and Edwardian architecture, which make up the majority of the City Centre, but can be applied successfully to any type of building. A well-designed shopfront should be in keeping with the style and character of the building which frames it, as well as the historic character of the area in which it is located.

4.2. Any future amendments to shop fronts in or near the Conservation Area should broadly seek to reinstate the elements present in historic shopfronts and basic proportions.

4.3. The following design principles apply to changes to all existing and new shopfronts, and forms the structure to this guidance document.

a. Respond to the context

Create unity and cohesion in the street scene by creating shopfronts that sit within the building - maintaining the scale, proportion, and rhythm of the building above.

b. Conserving and enhancing character

Enhancement of original architectural features, rather than hide or detract from them. Developments in the Conservation Area should pay particular attention to preserving and enhancing the character and appearance of the area.

c. Signage and fascias should not be overbearing or over-sized

Careful attention to the scale of the fascia, lettering, lighting, additional advertising having a negative impact on the street scene. Signage should be professionally installed.

d. Incorporate security features, canopies, lighting and other additional building elements into overall design

Additional elements should be incorporated into the building design and not have a negative impact on the street scene.

e. Access for all

Doorways and entrances should be obvious and accessible to people with disabilities.

9.1.1 The fascia is a horizontal band, situated vertically under the edge of a roof displaying the shop title or name. The scale and position of the fascia sign is crucial to the advertisement of the company as well as its contribution to the aesthetics of the building and overall streetscape.

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.

9.1.5 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.

9.1.7 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.

9.2.2 Signs should not be excessively large and should relate to the pedestrian users of the street. Box fascias should be avoided. Lettering and graphics should be moderately sized and in proportion to the fascia. Clear, well spaced letters are just as easy to read as larger oversized letters.

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.

9.2.7 Avoid putting additional signs onto storeys above the shop. Large external banners and advertising posters should not be hung from upper storeys.

9.2.11 Projecting box signs are generally not acceptable.

Design Note 9

Retention or maintenance of an existing traditional fascia is encouraged. New fascias should not be placed over existing boards.

Design Note 10

In Conservation Areas and listed buildings original cornices and corbels should be maintained, restored or reinstated.

This application proposes the installation of ‘Internally Illuminated projecting signs in Aluminium Composite Tray Panels, with White Letters and full colour images.’

appears to be clear discrepancy between proposed side elevations (Drawings 164CS-1807-PE/E/PRSE & 164CS-1807-PE/E/PLSE) and the Proposed Fascia Section Through (X-X) @1:10. Therefore, insufficient detail or analysis has been provided in order to demonstrate that the special interest of the asset will be preserved by its installation, contrary to Section 4 of The Listed Buildings and Conservation Areas (Procedure and Interest Rate) (Wales) Regulations 2024.

Irrespective of this, I could not support the proposed signage. It is contrary to the above guidance; consisting of a large, illuminated box fascia which would negatively amend the existing traditionally arranged and positively contributing shopfront arrangement, thus detracting from both the significance of the listed asset and the character and appearance of the conservation area.

There is also further, large and illuminated box signage proposed above fascia level, where it would intrude prominently into the fine upper storey of the listed building. This aspect of the proposal would also not be considered to preserve or enhance the special interest of either the listed asset, serving only to distract further from its fine elevation.

The signage also proposes to incorporate fully illuminated images, which would create further visual clutter and distraction. And thus, further harm.

Alterations to doorway, shopfront facade and the addition of a canopy have been addressed within the associated LBC (25/0553) and FULL (25/0552) application responses.

1. Conclusion

These proposals are harmful to the special architectural interest of the listed asset, contrary to Section 96 of the Historic Environment Wales Act 2023, Planning Policy Wales (Edition 11), Policy Guidance including Technical Advice Note 24: The Historic Environment, and Newport Council’s Supplementary Planning Guidance.

6.2 **Amenity Societies:** No comments received

6.3 **Royal Commission for Ancient Monuments:** No comments received.

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 this report.

8.2 **Impact on Listed Building**

- 8.2.1 The application seeks Listed Building Consent for the retention of signage to the front and sides of the shopfront canopy. The site previously featured a well-proportioned, traditionally designed shopfront, incorporating a defined stall riser, bevelled-moulded window frames, decorative pilasters with ornate capitals, and a fascia with cornice detailing. It appears that these details have been removed as part of the proposals. The fascia signage was modestly scaled. While not original, the former shopfront was sympathetic in design and complemented the classically arranged upper façade of 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 sites 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.
- 8.2.3 It is noted that the works have already been carried out and include the installation of an illuminated fascia box displaying images and text, along with a shop sign affixed to the main building and signs on the retractable awning. It is acknowledged that signage previously existed, though it was not original, it complemented the historic asset. However, these alterations have disrupted the traditional shopfront arrangement and are considered inappropriate additions to the Listed Building and Town Centre Conservation Area. It is considered that the alterations result in a significant level of harm to the historic designations and detract from the character and appearance of the area. Furthermore, the signage fails to preserve or enhance the character or appearance of the building itself, the Conservation Area and the wider streetscene. As such, the proposals are deemed unacceptable and are contrary to Policies CE7 and GP6 and the requirements of PPW12, The Historic Environment Wales (2023) Act and TAN 24.

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 While the proposal would not have a detrimental impact on public safety, 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. The signage has harmed the visual amenity of the property by introducing illuminated advertisements over a previously high-quality, traditional frontage. This has resulted in harm to the character and appearance of the listed building and fails to preserve or enhance the character of the Town Centre Conservation Area. The proposal fails to provide information on the level of luminance, preventing a proper assessment of its impact on the living conditions of the residents in the accommodation above. The proposal is therefore considered unacceptable and conflicts with policies GP2, GP6 and CE7.

11. DECISION

REFUSED

01 The proposed fascia sign and projecting sign, by reason of the use of modern materials and illumination 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), PPW 12, The Historic Environment Wales (2023) Act 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: 164CS-1711-SHF(Rev4) - Drawings – Shopfront, 164CS-1711-ADC(Rev4) - Drawings – Signage, 164CS-2310- HERITAGE STATEMENT, 164-1807- Revised Site Location Plan, 164-1807- Revised Block Plan, 164CS-2310 - Design and Access 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.