

RE: Planning Consultation Request for case ref: 25/1072 & 25/107...



Arnall, Guy

To Ostler, Marnie (Planning Officer)

Retention Policy 7 Year Delete (7 years)

Expires 08/03/2033



14:54

Hi Marnie

Re: REPLACEMENT ADVERTISEMENTS TO BUILDING, 1NO AV SCREEN TO WINDOW (INSTALLED INTERNALLY), NEW WINDOW MANIFESTATION AND NEW FINISHES INTERNALLY

The Asset

This Grade II Listed asset is prominently located: terminating the southern end of the urban block between Cambrian Street and Cambrian Road, resulting in three visible building elevations. Having first been constructed in 1892 by C R Gribble, alterations were undertaken in circa 1906, with further works undertaken to form the Grecian roof line and corner entrance in 1914.

According to the list entry:

“Exterior

Two storey Classical bank building. Bathstone on granite plinth. Balustraded parapet, dentil cornice, acanthus frieze. Entrance in convex corner bay; granite portal flanked by paired Doric columns supporting entablature with frieze with laurels etc; window over doorway; on first floor central window flanked by smaller windows. High Street elevation of 9 windows; pilasters to upper floor, half-columns to ground floor. Central bay stressed by Grecian roof line. Masks to ground floor keystones. Bridge Street elevation of 7 windows has central doorway with granite portal; semi-circular arched window above. Windows at 2 levels on ground floor.

Interior

Fine interior with polychrome tile work to wall dado; polychrome marble pilasters above; polychrome tiled barley sugar columns.

Reason for Designation

Good bank building on key town centre site with fine interior. Group value with attached buildings to N on High Street.”

The result is a purpose-built bank building of richly ornate decoration (both inside and out) in a prominent location; all of which makes positive contribution towards setting and significance of the asset, and positive contribution towards the character and appearance of the Town Centre Conservation Area.

Fascia Signage

Existing fascia signage to this richly decorative GII Listed building was approved under applications 14/1166 & 14/1167. It is affixed directly to the stone frieze, using halo-illuminated and pin-mounted lettering.

Regarding the proposed, additional details have now been supplied (see annotation to drawing NRF26-MLA-XX-XX-DR-A-22201P02) to ensure that frieze signage will again consist of individual, halo-illuminated lettering (as per the existing). The drawing also notes that all redundant signage fixings will be removed and redundant fixing holes filled with feebly hydraulic (NHL2) mortar to match the stonework. For the avoidance of doubt, a condition should be added regarded making-good to stonework (see below).

Therefore, I am satisfied that this approach will preserve special interest of the listed asset, and the character and appearance of Town Centre Conservation Area.

Hanging/Projecting Signage

Existing projecting/hanging signage was approved under applications 14/1166 & 14/1167. As existing, they are externally illuminated and it has now been confirmed that the new will be of a similar, externally trough-lit design. Fixings are to be 4no. M10 coach screws per sign (see Drawing: *Heritage Proj Sign cw Trough Lights - 558mm*). This drawing does not clarify that new fixings shall be stainless, nor that redundant fixings and their holes shall be removed and made-good. For the avoidance of doubt, the conditions applied below will also ensure this (see below).

Therefore, I am satisfied that this approach will preserve special interest of the listed asset, and the character and appearance of Town Centre Conservation Area.

Window Vinyl

The existing dragon motif window vinyl to the southern (Bridge Street) elevation in a '*Dusted Crystal Silhouette on Clear Glazing*' was approved under applications 15/0461 and 15/0577, with principal concern being for revision of the background (from opaque to clear), to ensure that it does not form a "*visual barrier between the banking hall and the streetscape*". As now proposed, the vinyl motif will be in purple on a clear background.

The existing dragon motif to the eastern (High Street) elevation is in "*Dusted Crystal with Privacy Vinyl*". This was accepted as the new would not "*...block the view of the banking hall from the street, however this impact has been justified as being necessary for privacy reasons. Due to the buildings operation as a bank it is considered appropriate for this privacy measure to be undertaken.*" As now proposed, the vinyl motif will be in purple on an opaque background.

Though this aspect of the proposals will result in a more prominent advertisement to the windows (thus impacting upon the character and appearance of both asset and conservation area), there are several mitigating factors here. The size, positioning, and extent of the windows themselves should be considered; being numerous, set back within the elevation, above ground level and taking up only a small part of the grand elevations as a whole. In addition, the proposed motifs reinforce an existing design to the windows, are reversible in the future and reflect the original purpose for the building. This arguably helps to sustain the asset in long-term and viable use as a banking premises, which brings with it the tangible community benefits of contributing positively towards the economy and vibrancy of the area. Overall, it is considered that minor impact upon special architectural and historic interest will be satisfactorily mitigated.

Window Signage

Window poster installations were also approved under applications 15/0461 and 15/0577. It is now proposed to replace that to the eastern (High Street) elevation with a digital screen. Whilst originally proposed to be mounted internally behind glazing on pole supports which reached from floor to ceiling, there was serious concern regarding potential impact of this part of the proposal, considering the height of the

interior and its ornate decoration (including the coffering to the ceiling). As such, this has now been revised; to manufacture a bespoke floor-bolted plate floor bolted around the night safe (see updated plans).

Existing and proposed elevation drawings demonstrate a reduction in overall signage size, with the accompanying design document stating that:

- *The screen will display a mixture of static and moving images throughout the banks opening hours*
- *Screen size is approx 1244 x 63 x 715mm*
- *Time frame changes- the statics (e.g logos / still images) would remain on screen for a minimum of 10 seconds. In between these statics would be moving videos.*
- *The videos are slow moving and more often than not are animated still images (logos which move across the screen.*
- *There will be various different types of images displayed throughout the year with updates provided from the clients marketing team.*
- *Be pole mounted to floor / ceiling*
- *The brightness of the screen is around 400/500 nits but has an automatic brightness control feature.*

Again, considering the size, positioning and extent of the windows themselves (being numerous, set back within the elevation, above ground level and taking up only a small part of the grand elevations as a whole) and the reduced size, imposed display controls, and set-back position of the proposed screen (compared to the static poster already approved), the modern nature of existing internal floor finishes, and the fundamental reversibility of the proposed installation, it is considered that the low level of harm brought about by this intervention may be balanced against the community benefit of sustaining the asset in long-term and viable use as a banking premises which contributes positively towards the economy and vibrancy of the area.

Other

An “*Internal refresh*” is proposed, with “*carpet & wall paint to be upgraded.*” I have no issue with these items, considering the non-intrusive nature of the works which

impact upon modern materials previously approved under applications 14/1166 & 14/1167.

Other small-scale signage is proposed to be replaced upon a like-for-like basis. Where fixed externally, the abovementioned conditions regarding fixings and penetrations shall apply.

Conclusion

On balance, it is considered that both the special Architectural and Historic Interest of the Grade II Listed asset, and the character and appearance of the Town Centre Conservation Area will be preserved.

Conditions (For LBC Only)

All new fixings into masonry shall be formed in stainless metal.

Reason: To safeguard the character, appearance, and historic fabric of the listed building in accordance with Section 96(2) of the Historic Environment (Wales) Act 2023 and Policy SP9 of the Newport Local Development Plan 2011 – 2026.

Prior to practical completion of the works hereby approved, all redundant signage fixings shall be carefully removed from the Bath stone façade. All redundant fixing holes, scars, or areas of disturbance which result from the works hereby approved shall be made good using a suitable lime-based repair mortar (free of cement). The chosen mortar shall be appropriate to the masonry, compatible in strength and permeability, and finished to match the existing Bath stone in colour, texture, and tooling.

Reason: To safeguard the character and appearance of the listed building in accordance with Section 96(2) of the Historic Environment (Wales) Act 2023 and Policy SP9 of the Newport Local Development Plan 2011 – 2026.

For the avoidance of doubt, the digital window sign hereby approved shall be floor-mounted only and not pole-mounted between floor and ceiling.

Reason: To safeguard the character and appearance of the listed building in accordance with Section 96(2) of the Historic Environment (Wales) Act 2023 and Policy SP9 of the Newport Local Development Plan 2011 – 2026.

Prior to installation, details for the proposed digital window sign (including its means of floor-mounting and precise location within the building) shall be submitted to and approved by in writing by the Local Planning Authority.

Reason: To safeguard the character and appearance of the listed building in accordance with Section 96(2) of the Historic Environment (Wales) Act 2023 and Policy SP9 of the Newport Local Development Plan 2011 – 2026.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer

Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Just to say:

As the LBC application is for a GII Listed asset, it may be determined under my delegated powers. Please add the following to the conclusion of your LBC report:

This conclusion is the view of named Building Conservation Officer with the appropriate Cadw LBC delegation: G. Arnall.

Please also add the following informative:

- 1) During the works, if any hidden historic features of significance are revealed, they should be retained in-situ. Works shall be halted in the relevant area of the building, and the Local Planning Authority should be notified immediately. Failure to do so may result in unauthorised works being carried out and an offence being committed.***