

Delegated Decision Report

Application No:	25/1073	Statutory Period Expires:	12th May 2026
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Site:	34 High Street Newport NP20 1GG		
Proposal:	REPLACEMENT ADVERTISEMENTS TO BUILDING INCLUDING 4NO. FASICA SIGNS, 2NO. HANGING SIGNS, 2NO. DRAGON VINYL'S, 2NO. ATM OVER PANELS, 2NO. NAME PLATES, 1NO. DOOR SIGN, 1NO AV SCREEN TO WINDOW (INSTALLED INTERNALLY), NEW WINDOW MANIFESTATIONS AND NEW FINISHES INTERNALLY		
Applicant:	G Mcateer		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

- 1.1 Currently there is an adjoining listed building consent application currently live under reference, 25/1072: LISTED BUILDING CONSENT FOR REPLACEMENT ADVERTISEMENTS TO BUILDING INCLUDING 4NO. FASICA SIGNS, 2NO. HANGING SIGNS, 2NO. DRAGON VINYL'S, 2NO. ATM OVER PANELS, 2NO. NAME PLATES, 1NO. DOOR SIGN, 1NO AV SCREEN TO WINDOW (INSTALLED INTERNALLY), NEW WINDOW MANIFESTATIONS AND NEW FINISHES INTERNALLY

2. SITE LOCATION AND CONTEXT

- 2.1 34 High Street is a Grade II listed building (3023) situated within Newport City Centre, occupying a prominent position on the western side of the High Street. The application site is within a secondary frontage shopping area and the Town Centre Conservation Area as defined within the Newport Local Development Maps. The property forms part of a continuous terrace of commercial buildings and is currently in use as a NatWest Bank. The building is characteristic of the traditional High Street frontage, with a formal façade.
- 2.2 The site lies within a predominantly commercial area comprising banks, shops, cafés, and professional services, with upper floors typically in office or residential use. It is well connected to public transport, positioned within walking distance of Newport Central Bus Station and Newport Railway Station. The surrounding area includes a mix of historic and modern buildings.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 The application seeks advert consent for replacement advertisements to the building including the replacement of 1no. hanging sign on the Eastern elevation with trough lights, and 1no. hanging sign on the Western elevation with trough lights, 1no. fascia board sign halo illuminated on the Eastern elevation, 1no. fascia board sign halo illuminated on the Western elevation, and 2no. fascia board signs halo illuminated on the Southern elevation, 2no. ATM over panels on the Southern elevation over the existing ATM's, plain frosted film internally installed on the Western elevation 5no. windows, 1no. name plate installed on the Southern elevation and 1no. name plate installed on the Eastern elevation. The applicant also proposes 1no purple dragon mirror film internally installed on the windows on the southern elevation, and 1no. purple dragon film installed on the Eastern elevation.

1no. AV screen (1244 x 63 x 715mm) is also installed internally which is positioned in the window on the Eastern elevation. Internal changes are also proposed including a new carpet and a paint refresh.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision
89/0012	INSTALLATION OF AUTOMATIC CASH SERVICE TILL	G
89/0013	APPLICATION FOR LISTED BUILDING CONSENT: INSTALLATION OF AUTOMATIC CASH SERVICE TILL	G
93/0494	ERECTION OF INTERNALLY ILLUMINATED PROJECTING SIGN	R
93/1096	TWO NON-ILLUMINATED HANGING SIGNS AND ONE SLIPS BIN	GC
96/0740	ERECTION OF 4 INTERNALLY ILLUMINATED FASCIA SIGNS AND 3 NON-ILLUMINATED WALL SIGNS	G
96/0805	LISTED BUILDING APPLICATION FOR THE ERECTION OF REPLACEMENT EXTERNAL SIGNAGE	G
98/0302	LISTED BUILDING CONSENT APPLICATION FOR INTERNAL ALTERATION PROVIDING A NEW SUITE OF MEETING ROOMS, NEW COUNTER AND SERVICE AREA, INSTALLATION OF RAISED FLOOR, NEW LIGHTING, AND REPLACEMENT OF VENTILATION GRILLS.	G
00/0795	LISTED BUILDING CONSENT APPLICATION FOR ALTERATION TO INNER LOBBY DOORS	GC
01/0123	LISTED BUILDING CONSENT APPLICATION FOR INSTALLATION OF SATELLITE ANTENNA	G
02/1077	DISPLAY OF ILLUMINATED ATM SIGN AND NON-ILLUMINATED FASCIA, PROJECTING AND WALL MOUNTED SIGNS	G
02/1114	LISTED BUILDING CONSENT APPLICATION FOR DISPLAY OF NON-ILLUMINATED AND ILLUMINATED SIGNAGE	G
06/0842	DISPLAY OF 2NO. NON-ILLUMINATED PROJECTING SIGNS	G
06/0843	LISTED BUILDING CONSENT FOR MODERNATION AND RECONFIGURATION OF INTERIOR, REPLACEMENT OF 2 PROJECTING SIGNS AND REDECORATION OF 2 EXTERNAL WINDOWS, DOORS AND ALTERATION TO FRONT STEPS	G

09/1120	LISTED BUILDING CONSENT FOR ALTERATIONS TO INTERNAL LAYOUT COMPRISING REPLACEMENT OF 1NO. COUNTER POSITION WITH A NEW PARTITION TO ACCOMMODATE 1NO. NEW CASH DEPOSIT MACHINE AND REPLACEMENT OF 1NO. ATM WITH 1NO. CASH DEPOSIT MACHINE.	G
14/1166	INSTALLATION OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING SIGN	GC
14/1167	LISTED BUILDING CONSENT FOR THE INSTALLATION OF ILLUMINATED PROJECTING SIGNS AND FASCIA SIGN	GC
15/0461	LISTED BUILDING CONSENT FOR INTERNAL ALTERATIONS AND INSTALLATION OF 2NO. WELSH DRAGON VINYL SIGNS	G
15/0577	5NO. INTERNALLY SUSPENDED POSTER UNITS AND VARIOUS WINDOW VINYLs	GC
16/0827	LISTED BUILDING CONSENT FOR THE INSTALLATION OF A NEW FIBRE CABLE FROM THE EXTERNAL ELEVATION	G
17/0596	LISTED BUILDING CONSENT FOR ALTERATION TO HEIGHT OF AN ATM AND REPLACEMENT OF THE EXISTING MACHINE	G
18/0208	LISTED BUILDING CONSENT FOR REPLACEMENT ROOF COVERINGS	GC
25/0320	THE REPLACEMENT OF THE EXTERNAL ATMS	GC
25/0321	LISTED BUILDING CONSENT FOR THE REPLACEMENT OF THE EXTERNAL ATMS AND SIGNAGE	G
25/0322	ADVERTISEMENT CONSENT FOR ATM TABLET SIGNAGE	GC
25/1072	LISTED BUILDING CONSENT FOR REPLACEMENT ADVERTISEMENTS TO BUILDING INCLUDING 4NO. FASICA SIGNS, 2NO.HANGING SIGNS, 2NO. DRAGON VINYL'S, 2NO. ATM OVER PANELS, 2NO. NAME PLATES, 1NO. DOOR SIGN, 1NO AV SCREEN TO WINDOW (INSTALLED INTERNALLY), NEW WINDOW MANIFESTATIONS AND NEW FINISHES INTERNALLY	PCO

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

5.3 Town and Country Planning (Control of Advertisement) Regulations 1992

5.4 The Historic Environment Act 2023

5.4 Technical Advice Note

TAN7: Outdoor Advertisement Control

TAN24: The Historic Environment

5.5 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

Policy GP2 (General Amenity)

Policy GP4 (Highways and Accessibility)

Policy GP5 (Natural Environment)

Policy GP6 (Quality of Design)

Policy GP7 (Environmental Protection and Public Health)

Policy CE6 (Archaeology)

Policy CE7 (Conservation Areas)

Policy SP9 (Conservation of the Natural, Historic and Built Environment)

5.6 SUPPLEMENTARY PLANNING GUIDANCE
SHOPFRONT DESIGN SPG.

6. CONSULTATION RESPONSES

6.1 Heritage Officer:

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.

- 6.2 Local Highways Authority:
There were no objection on highway grounds and there are no further comments.
- 6.3 Environmental Health: I have no objection to the proposal as the new plans added to make it clearer that the signs are illuminated will not cause light nuisance.
- 6.4 Heneb:
Thank you for notifying us of this application; consequently, we have reviewed the detailed information contained on your website and can confirm that archaeological mitigation is not required. We have reviewed the area against the information in the regional Historic Environment Record (HER) which shows as follows: The works are within the Archaeologically Sensitive Area (ASA) of Newport and Conservation Area of Newport

Town Centre. A review of the 1st – 4th Edition (1883, 1902, 1920, 1937) historic Ordnance Survey maps show the footprint of the property. The proposal includes advertisement replacement. The works are of small scale, and with our understanding of the historic environment, it is unlikely that significant archaeological features will be encountered or that existing features will be disturbed. Therefore, the potential impact is considered low. As a result, there is unlikely to be an archaeological restraint to this proposed development and consequently, as the archaeological advisors to your Members, we have no objections to the positive determination of this application. The record is not definitive, however, and features may be disturbed during the course of the work. In this event, please contact this division of the Trust.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1.1 The application site is within the defined settlement boundary as shown on the proposals map that accompany the Newport City Council Local Development Plan, accordingly there is a presumption in favour of development, and the efficient use of land is encouraged. A full assessment is carried out below.

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.

8.1.3 When assessing the visual impact, the unit is located within Newport City Centre, and Newport City Centre Secondary Shopping frontage, so advertisements are not uncommon in this location. The building itself is a Grade II listed building and also situated within the Town Centre Conservation Area, and therefore, any changes should preserve or enhance the building/area. The proposed advertisements are of a similar ilk to the existing signage on the building.

8.2 Fascia signage

8.2.1 When assessing the proposal, firstly, the fascia signs are proposed to be replaced from existing fascia signs granted under 14/1166 and 14/1167, which is currently affixed directly to the stone frieze, using halo-illuminated and pin mounted lettering. The replacement fascia signage on all three elevations will consist of signage consisting of individual, halo-illuminated lettering. Sufficient information has been provided for this, and the Heritage Officer states that the design will preserve the special interest of the listed asset, and the character and appearance of Town Centre Conservation Area.

8.3 Hanging sign

8.3.1 There are 2no. hanging signs with trough lights proposed, one on the Eastern elevation, and one on the Western elevation. 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. The Heritage Officer has reviewed this and satisfied with an appropriate condition attached to the adjoining LBC to confirm that

the old holes will be filled, and the development will preserve special interest of the listed asset, and the character and appearance of Town Centre Conservation Area.

8.4 Window Vinyls

- 8.4.1 There are 2no. existing dragon motif vinyls in situ. One on the Southern elevation and one on the Eastern elevation. 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.
- 8.4.2 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.
- 8.4.3 The Heritage Officer has reviewed this detail and states, 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. 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.

8.5 Window Signage

- 8.5.1 On the East elevation, a digital AV screen is proposed to be fitted internally within the window. The Heritage Officer has commented on the design and states, that 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.

- 8.5.2 Moreover, other small changes externally which have been set out in section 3 have been reviewed by the Heritage officer and suggest this signage is a replacement upon a like for like basis and there are no objections. It is therefore considered, on balance, that the advertisements do not cause demonstrable harm into the streetscene and accords with Policy GP2, and GP6.
- 8.5.3 In terms of the impacts on residential amenity, the fascia signs are halo illuminated as per the existing signage and the hanging signs are trough lit. The environmental health officer has no objections to the illumination of the signage and confirms that this would not cause nuisance to neighbouring properties. When assessing an advertisements impact on public safety, local planning authorities should have special regard to its effect upon the safe use and operation of any form of traffic or transport, including the safety of pedestrians. As such, the councils Highways Officer was consulted as part of this application. The Highways Officer has not raised any objection as the proposed signage does not impact highways in accordance with Policy GP4.
- 8.5.4 It is considered the development meets the requirements set out within Technical Advice Note 7.

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 Overall, it is considered on balance that the signage is deemed acceptable in this location in compliance with Technical Advice Note 7.

11. DECISION

GRANTED WITH CONDITIONS

The development shall be implemented in accordance with the following plans and documents: Proposed floor plans P02; Proposed elevations P03; Elevations P02; Projecting Sign – Heritage; NRF26-MLA-XX-XX-DR-A-22200 - Existing Elevations; NRF26-MLA-XX-00-DR-A-22000 - Existing Layouts; Site Location Plan; Fascia Sign - Heritage.; Heritage document REVB; Heritage Proj Sign cw Trough Lights - 558mm; Digitising Elevations Vision.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

NOTE TO APPLICANT

01 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP4, GP6, GP9, SP9, CE6, CE7 were relevant to the determination of this application.

02 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.