

Brinkworth, Emma (Planning Officer)

From: Arnall, Guy
Sent: 31 July 2025 16:14
To: Brinkworth, Emma (Planning Officer)
Subject: RE: Planning Consultation Request for case ref: 25/0554 (164 Commercial Street Newport NP20 1JN) (Advertisement Consent)

Hi Emma

Re: RETENTION OF SIGNAGE TO THE FRONT AND SIDES OF THE SHOP FRONT CANOPY

This building is a GII Listed asset located within the Town Centre Conservation Area.

According to the Cadw list entry, it features a:

Four storey, three window classicising front. Stucco; parapet and cornice; shallow pilasters to ends. Top floor has three 12-pane sash windows set in architraves. Second floor has three 12-pane sashes in architraves with pediments. On first floor, outer bays have splayed oriel windows with sash glazing. On ground floor, modern shopfront in simple classical style.

Though modern, the existing ground floor shop front is well designed and well proportioned, featuring tangible stall-riser, bolection-moulded window frames and decorative pilasters (with ornate capitals) supporting a unified entablature (fascia with cornice mouldings). The fascia signage is modestly scaled and designed. In this way, and though not original, the existing shopfront compliments the classically arranged façade to the upper storeys of the building and makes a positive contribution towards the special interest of the listed asset and – by extension – the character and appearance of the Town Centre Conservation Area.

Analysis of Proposals

Fascia Signage

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 an Internally Illuminated projecting sign Aluminium Composite Tray Panel with White Letters and full colour images.

There 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.

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 or the wider conservation area.

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.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer
Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development
Cyngor Dinas Casnewydd / Newport City Council

E: Guy.Arnall@newport.gov.uk | Planning@newport.gov.uk

-----Original Message-----

From: planning@newport.gov.uk <planning@newport.gov.uk>

Sent: 31 July 2025 09:57

To: Arnall, Guy <Guy.Arnall@newport.gov.uk>

Subject: Planning Consultation Request for case ref: 25/0554

Dear Principal Heritage Officer

Please find attached correspondence from Newport Council with regards to the above planning application submitted on 14 July 2025.

Your sincerely
Development Management