

Brinkworth, Emma (Planning Officer)

From: Arnall, Guy
Sent: 24 July 2025 08:52
To: Brinkworth, Emma (Planning Officer)
Subject: RE: Planning Consultation Request for case ref: 25/0564 (165 Commercial Street Newport NP20 1UL)

Hi Emma

Re: LISTED BUILDING CONSENT FOR THE DISPLAY OF SIGNAGE ON THE FRONT AND SIDES OF THE SHOP FRONT CANOPY.

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

As noted within the list entry, much of the architectural and historic interest for this asset is reserved for the upper stories of the front façade of the building, wherein the *‘Second and third floors have camber-headed windows with original T-bar casement glazing.’* The remainder consists principally of modern alterations to windows and shopfront: *‘at first floor level large 5-light display window with dentil cornice above. On ground floor, mid C20 double-fronted shopfront and deep canopy.’*

Ground Floor Canopy

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.**

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

I have no issue in principle with refreshed signage attached to the modern canopy front but would resist the inclusion of the proposed vinyl graphics; these would be considered to impact negatively upon the overall character of the building and serve only to distract further from the fine frontage to upper levels of the building. This would not be considered to preserve the special architectural or historic interest of the listed asset. I would suggest that individual fret-cut lettering (backlit if necessary) would be most appropriate here.

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.

I have responded similarly to the associated application for Advertisement Consent (25/0555), and will have similar comments for the FULL application (25/0557) in due course – therefore please ensure all applications are decided in tandem.



As always, happy to discuss.

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

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

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

Sent: 21 July 2025 10:48

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

Subject: Planning Consultation Request for case ref: 25/0564

Dear Principal Heritage Officer

Please find attached correspondence from Newport Council with regards to the above planning application submitted on 15 July 2025.

Your sincerely
Development Management