

HERITAGE STATEMENT

Newport Council

164 Commercial Street Newport NP20 1JN

July 2025

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1. Introduction

- 1.1.** This Heritage Statement accompanies a retrospective application for Advertisement Consent for the installation of a new fascia signage at the ground floor commercial unit at **164 Commercial Street Newport NP20 1JN.**
- 1.2.** This Statement should be read in conjunction with the “existing” and “as proposed” drawings, the Design and Access Statement and the photographs and other documents contained in the application bundle.

2. Site description



Fig 1: Showing Site map.

164 Commercial Street Newport N20 1JN.

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2.1. The application site is located at **164 Commercial Street Newport NP20 1JN.**

2.2. The site is located within Newport town centre Conservation Area. The application site is also a Grade II Listed Building.

2.3. The application site is a terraced commercial shop located on commercial Street.

2.4. The property comprises a commercial ground floor with residential accommodation above.



Fig 2: Showing Preexisting Street view from Commercial Street.

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Fig 2: Showing Existing Street view from Commercial Street.

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3. The Proposal

The designation of a listed building provides an opportunity to develop positive strategies for its preservation and enhancement, while ensuring that any alterations or developments respect its historic character and support its continued use and relevance within the community.

- 3.1.** The proposal is a retrospective application for installation of a fascia and a projecting signage installed on the existing shopfront canopy at 164 Commercial Street Newport NP20 1JN.

4. Heritage Assessment

Paragraph 193 requires great weight to be given to an asset's conservation, irrespective of the potential harm to its significance. Paragraph 194 requires any harm to, or loss of the significance of a designated heritage asset to be supported by a clear and convincing justification. Paragraph 196 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset; the harm should be weighed against the public benefits of the proposal.

The purpose of listed building consent is to manage change to make sure that the features which contribute to the building's special architectural or historic interest are retained, as far as possible. These may include its form and layout, the details of its construction, including historical materials and finishes, and historical fixtures, fittings and details, both inside and outside

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The Welsh Ministers have a statutory duty to maintain a list of any buildings which, in their opinion, meet the published criteria as being of special architectural and historic interest. 68 Buildings are added to the statutory lists either because of systematic survey of areas or building types, or following requests from local authorities, amenity societies, other bodies, or individuals, relating to buildings

One of the purposes of the advertisement control system is to encourage the display of outdoor advertisements which make a positive contribution to the appearance of the environment. It is reasonable to expect that the local planning authority's duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area will result, in practice, in more exacting standards when the authority considers whether to grant consent for a proposed advertisement in such an area.

5. Heritage Policy Framework

National Planning Policy Framework

5.1. National policy is contained in Chapter 12 of the National Planning Policy Framework: "Conserving and enhancing the historic environment."

- 5.2.** Paragraph 128 of the NPPF places a duty on an applicant to describe the significance of any heritage assets affected by development proposals, including any contribution made by their setting. The level of detail should be proportionate to the asset's importance and no more than is required to understand the impact of the proposal on their significance. This is the purpose of this Heritage Statement, and the LPA should take this assessment into account when considering the impact on the heritage asset”

Supplementary Planning Guidance: Shopfront, Signs and Advertisements

- 5.3.** *“The character of the building must be the first point of reference. It should dictate the scale of the shopfront and the scale of its parts, and, to some extent, the style of the detailing. Considering scale, a small building will dictate a narrower fascia and pilasters. Considering style, it would be incongruous to use an 18th century design below a 19th century facade, there may be details on the upper facade such as a pattern of glazing bars or cornice brackets which could be reflected in the details of the shopfront.”*
- 5.4.** *“In Conservation Areas and listed buildings original cornices and corbels should be maintained, restored or reinstated.”*
- 5.5.** *“Proposals within the Conservation Area or within Listed buildings should retain and reinstate existing features. Where restoration is required, new design proposals should be informed by buildings of similar historical character or based on archival evidence and materials replaced on a like-for-like basis.”*

5.6. *“Within the Conservation Area, retaining and reinstating existing features that contribute to the special character of the area is especially important. It is important to investigate beyond the superficial appearance since sometimes later additions conceal original shop fronts that can be restored.”*

6. Assessment of Impact.

6.1. The main planning considerations and Impact in this case are:

- **Visual Impact:** The proposal ensures that the frontage retains a traditional shopfront form respecting the established pattern of ground-floor commercial frontages along this part of the conservation area. The changes will not result in visual clutter or harm to the area's character.
- **Design and Materials:** The proposed Advertisement design utilises appropriate proportions and detailing in line with local design guidance.
- **The impact of the appearance in the listed building:** Overall, the proposed alterations will preserve and enhance the appearance of the building within the listed building and Newport town centre Conservation Area. It will not result in harm to the special character or appearance of the listed building and conservation area. The proposal is therefore considered to comply with relevant local and national heritage policies

7. Conclusion

7.1. Having analysed the planning policy context and material considerations the proposals don't present significant issues which would warrant a refusal.

7.2. As shown in the application, with the proposed mitigation measures in place, the plan will not harm the neighbourhood.

7.3. Having regard to the above, it is considered that the proposed works fully respect the spatial and decorative characteristics of the conservation area in design and layout, insofar as they are connected to its core architectural and historic interest. The works will not affect the architectural or historic interest of the building to a degree that would alter its special interest in any significant way and will certainly preserve that interest.