

Delegated Decision Report

Application No:	25/0554	Statutory Period Expires:	13th March 2026
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Site:	164 Commercial Street Newport NP20 1JN		
Proposal:	ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE ON THE FRONT AND SIDES OF THE SHOP FRONT CANOPY		
Applicant:	L Mohammad		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	Refused		

1. BACKGROUND

- 1.1 Since submission, the application has undergone amendments based on objections from the Principal Heritage Officer. The assessment of this application is based on these plans.

2. SITE LOCATION AND CONTEXT

- 2.1 The application site is a mid-terraced building located on Commercial Street, within the Stow Hill Ward. It is a Grade II listed property (LB Ref: 3014), situated within the Town Centre Conservation Area. Residential accommodation occupies the upper floors. The surrounding area is of mixed use, featuring both commercial and residential properties, and is characterised by a diverse range of shopfront styles and architectural designs.
- 2.2 The four-storey building features a three-window classicising front, with stucco finish, a parapet and cornice, and shallow pilasters to the ends. The top floor has three 12-pane sash windows set in architraves, while the second floor also has three 12-pane sashes, each set in architraves with pediments. On the first floor, the outer bays are fitted with splayed oriel windows with sash glazing.
- 2.3 The ground floor formerly featured a well-designed and proportioned shopfront/ Although it was modern, it featured a stall-riser, bolection-moulded window frames, decorative pilasters, and a unified entablature. Although more modern than the rest of the building, it was considered to complement the historic character of the Listed Building. The shopfront has recently been altered and has removed such features, and now includes a modern shopfront with new signage, larger windows, flush doors and an awning affixed to the front, all of which are unauthorised. The signage is under consideration as a part of this Advertisement Consent application.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 The application seeks advertisement consent for the display of signage on the front and sides of the shopfront canopy. The main signage will extend the length of the shop at 8.97m in length and would be internally illuminated. The awning would be approximately 2.8m in length and include advertisements to the fronts and sides. The projecting sign, affixed to the awning would be internally illuminated with a width of 0.61m in height and 0.91m in depth. In terms of materials, the tray panel would be aluminium composite. The original submission had a decal on the front façade of the building and images on within the illuminated signage. Following objections from the Principal Heritage Officer, these details have been omitted from the plans.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
94/0703	ERECTION OF NON-ILLUMINATED PROJECTING SHOP SIGN	Granted with Conditions	22.09.1994
01/0372	ERECTION OF EXTERNALLY ILLUMINATED PROJECTING SIGN	Granted with Conditions	18.05.2001

25/0552	INSTALLATION OF REPLACEMENT SHOP FRONT (PART RETROSPECTIVE)	Pending Consideration	N/A
25/0553	LISTED BUILDING CONSENT FOR THE REPLACEMENT OF SHOP FRONT (PART RETROSPECTIVE)	Pending Consideration	N/A
25/0563	RETENTION OF SIGNAGE TO THE FRONT AND SIDES OF THE SHOP FRONT CANOPY	Pending Consideration	N/A

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

5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

6.1.5 - The planning system must take into account the Welsh Government's objectives to protect, conserve, promote and enhance the historic environment as a resource for the general well-being of present and future generations.

6.1.9 - Any decisions made through the planning system must fully consider the impact on the historic environment and on the significance and heritage values of individual historic assets and their contribution to the character of place.

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

5.3.1 Policies GP2 (General Amenity), GP4 (Highways and Access), GP6 (Quality of Design) and CE7 (Conservation Areas) of the Newport Local Development Plan 2011-2026 (Adopted January 2015) are relevant to the determination of this application.

5.4 TECHNICAL ADVICE NOTES

5.4.1 Technical Advice Note (TAN) 5: Nature Conservation And Planning, Technical Advice Note (TAN) 7: Outdoor Advertisement Control and Technical Advice Note (TAN) 24: The Historic Environment are relevant to the determination of this application.

5.5 HISTORIC ENVIRONMENT ACT (2023) WALES

5.6 TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 1992

5.7 Consideration has also been given to the following documents:

- Managing Change to Listed Buildings in Wales (CADW)
- Managing Conservation Areas in Wales (CADW)

6. CONSULTATION RESPONSES

- 6.1 **Highways:** No objection
- 6.2 **Principal Heritage Officer:**

2nd March 2026

Existing

The 'pre-existing shopfront' shows slim-framed and very modern-looking doors. This is not the case: they were clearly 'half-glazed' and made from painted timber, with lower panels designed to match the height of the adjacent stall-riser (see Google Street View, June 2018).

This would need to be amended, as we would expect to see this detail reinstated (see below).

Proposed

The doors are shown as modern, slim, aluminium-framed units, this is not considered to preserve the character or appearance of the 'existing' painted timber, resulting in harm to both the special architectural and historic interest of the listed asset, and the character and appearance of the conservation area.

An "*Internally illuminated acrylic box projecting sign*" is proposed to the fascia. This is contrary to Item 9.2.2 of our SHOPFRONT DESIGN SUPPLEMENTARY PLANNING GUIDANCE, October 2021 and would not be considered to preserve the 'existing' architectural interest of the GII asset, which comprises suitably scaled and individually applied lettering. The result is harm to both the special architectural and historic interest of the listed asset, and the character and appearance of the conservation area.

The above-mentioned SPG also notes that "*9.2.11 Projecting box signs are generally not acceptable.*" This is particularly true for this GII listed building with a traditionally arranged timber shopfront. There is no existing projecting sign. An "*Internally illuminated acrylic box projecting sign*" is proposed. This is not considered to preserve the 'existing' architectural interest of the GII asset. The result is harm to both the special architectural and historic interest of the listed asset, and the character and appearance of the conservation area.

Positioning for both the fully retractable canopy and internal roller-shutter are considered acceptable in theory. However, the application should make clear what type (and colour) of shutter is proposed – noting that a dark-finished Grille (Lattice) would probably be least visually impactful when deployed. As it stands, we have insufficient information to assess impact upon both the special architectural and historic interest of the listed asset, and the character and appearance of the conservation area.

31st July 2025

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.

7. PUBLIC REPRESENTATIONS

7.1 None.

8. ASSESSMENT

8.1 Principle of Development

8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

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.

8.2 Amenity

8.2.1 It is noted that the works have already been carried out and include the installation of an illuminated fascia box displaying images and text, along with a shop sign affixed to the main building and signs on the retractable awning. It is acknowledged that signage previously existed, though it was not original, it complemented the historic asset. However, these alterations have disrupted the traditional shopfront arrangement and are considered inappropriate additions to the Listed Building and Town Centre Conservation Area. It is considered that the alterations result in a significant level of harm to the historic designations and detract from the character and appearance of the area. Furthermore, the advertisement fails to preserve or enhance the character or appearance of the building itself, the Conservation Area and the wider streetscene. As such, the proposals are deemed unacceptable and are contrary to Policies CE7 and GP6 and the requirements of PPW12, The Historic Environment Wales (2023) Act and TAN 24.

8.2.2 No details have been provided regarding the level of illumination from the signage, preventing a proper assessment of its impact on the residential amenity of the occupants above. It remains unclear whether the signage would cause significant harm to their living conditions, contrary to policy GP2.

8.3 Public Safety

8.3.1 Due to the location of the application site and associated advert, no impact on public safety has been identified. The Highways Officer has offered no objection to the proposals in accordance with policy GP4.

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 While the proposal would not have a detrimental impact on public safety, the works as originally proposed raised objections from the Principal Heritage Officer. The applicant attempted to overcome these concerns, however the revised plans were insufficient to overcome the issues. The works that are being sought are inherently harmful to special architectural and historic interest of the Listed Building and would fail to preserve or enhance the character and appearance of the Conservation Area. The signage has harmed the visual amenity of the property by introducing illuminated advertisements over a previously high-quality, traditional frontage. This has resulted in harm to the character and appearance of the listed building and fails to preserve or enhance the character of the Town Centre Conservation Area. The proposal fails to provide information on the level of luminance, preventing a proper assessment of its impact on the living conditions of the residents in the accommodation above. The proposal is therefore considered unacceptable and conflicts with policies GP2, GP6 and CE7.

11. DECISION

REFUSED

01 The proposed fascia sign and projecting sign, by reason of the use of modern materials and illumination would be out of keeping with the traditional appearance and design and materials of the shopfront. The scheme would detract from the character and appearance of the Conservation Area and Listed Building. The proposal is, therefore, contrary to Policies CE7 and GP6 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015), PPW 12, The Historic Environment Wales (2023) Act and Technical Advice Note 24 and the Council's Supplementary Planning Guidance on Shopfront Design adopted October 2021.

02 The development would have an adverse impact upon interests of acknowledged importance, namely residential amenity, with a failure to provide details on illumination levels of the signage and subsequently . Therefore, the proposal is contrary to Policy GP2 of the Newport Local Development Plan 2011-2026 (adopted January 2015).

NOTE TO APPLICANT

01 This decision relates to plan Nos: 164CS-1711-SHF(Rev4) - Drawings – Shopfront, 164CS-1711-ADC(Rev4) - Drawings – Signage, 164CS-2310- HERITAGE STATEMENT,

164-1807- Revised Site Location Plan, 164-1807- Revised Block Plan, 164CS-2310 - Design and Access Statement

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