

NATWEST– 34 High Street Newport NP20 1GH

NRF26/DOC001 - PLANNING/ HERITAGE

STATEMENT_REV B

1. Introduction

This planning statement accompanies a planning application for the display of new non illuminated fascia signage, 1x non illuminated projecting sign, 1x digital screen and window manifestations, it also includes updates to name plates.

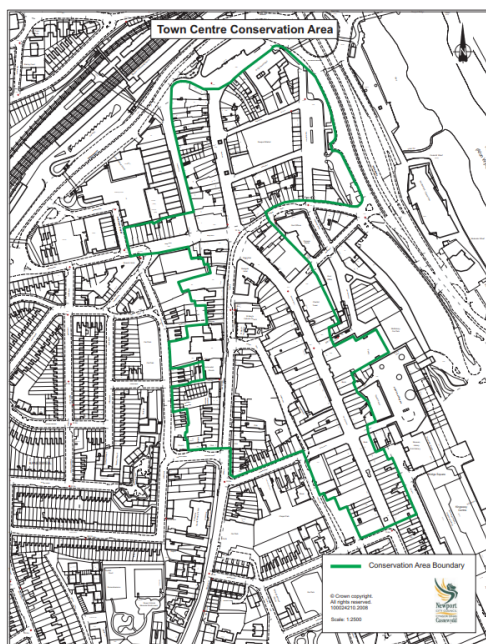
This statement is provided in accordance with the National Planning Policy Framework (NPPF) Section 16, which requires the assessment of significance and potential impact on heritage assets, including any contribution made by their setting.

The proposed signage relates to corporate branding updates and seeks to replace existing signage with new signs of similar dimensions and position, in line with the current NatWest brand identity. Natwest wish to remove existing signage to replace with the new branding style which will provide a quality aesthetic to the high street. The proposal has been developed in accordance with local policy, and the local shopfront design guidance document.

2. Heritage & Architectural

The building is located within the Newport City Center Conservation area which was designated in 1967 it covers the junction of High Street with the Old Green Crossing road junction in the north to the junction of Commercial Street and Hill Street in the south.

The bank is of Renaissance style and comprises of a stone façade and contains stone features. Most of the town center conservation area is an Archaeologically Sensitive Area where a large number of listed buildings show the quality of Victorian and early twentieth century architecture, as many of these building are unaltered.



This building is a grade 2, first listed in 1980., the listed details are as follows:

Four storeys plus attic. Free Renaissance style. Bathstone and Pennant stone; sash glazing. Steep pavilion roof with pair of windows in pedimented dormer; iron crested parapet. Modern ground floor shop front. Three upper storeys articulated into 3 bays by pilasters and varied entablatures. Top floor has four rectangular windows to central bay flanked by 3 in outer bays. Second floor has three camber-headed windows in central bay flanked by 2 in outer bays. Similar arrangement to first floor where glazing has been simplified.

3. Proposed Works

The proposal includes the following:

- Replacement of existing fascia sign with updated NatWest branding.
- Installation of AV screen internally.
- Replacement of hanging signs externally.
- New manifestation applied internally.
- Materials and colours to reflect and respect the existing signage palette.
- Internal refresh , carpet & wall paint to be upgraded.

The scale, position, and method of fixing for the signage remain consistent with current installations to minimise visual intrusion and physical impact on the building. An application has already been submitted & approved for the ATM works to this building.

As noted in the shopfront SPD document, the fascia signage is kept to a minimum. The proposed window vinyl has been sympathetic with the building and with being **on a clear background where in the banking hall but on a white background where required back of house for security reasons which** will adhere to the spd requirements. **The fascia sign will remain halo lit as existing.** The projecting signage is of a traditional style, they are to replace the existing branding style. The AV digital advertisement is an advertising method which reduces waste and allows the company to remain adaptable, **the images will be mostly static, with moving transitions between images. The AV screen will be the following:**

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. We can manually adjust to suit.

Example Video

Example video lasts approximately 10 seconds.





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4. Impact Assessment

The impact of the proposed signage is considered minimal and neutral:

- The replacement signage is of similar size, location, and style to the existing.
- There is no loss or damage to fabric.
- The proposals are reversible and have been designed with sensitivity to the host building.
- The character and appearance of the wider streetscape and any Conservation Area will be preserved.
- No period features will be affected including internally (ceiling, fan lights, doors)
- The introduction of AV will allow for greener advertising and reduction in carbon.

There is no detrimental effect on the setting of any nearby listed buildings or on the character of the Conservation Area. The proposals are minor and not affecting any original features. The signage is to replace existing in place to the new brand signage.

5. Conclusion

The proposed signage will not harm the significance of any designated or non-designated heritage assets and complies with the aims of Section 16 of the NPPF, as well as local policies relating to the historic environment. The design respects the architectural character of the host building and its setting, and seeks only to update branding in a discreet and historically sensitive manner.

We understand that the local SPG notes that AV screens aren't usually accepted, we feel that the images though would be moving, are not fast paced enough to warrant a negative effect on the streetscape.