

Cooke, Jacob (Senior Planning Officer)

From: Arnall, Guy
Sent: 18 March 2026 09:16
To: Cooke, Jacob (Senior Planning Officer)
Subject: RE: Planning Consultation Request for case ref: 26/0169 (40-41 Commercial Street Newport NP20 1HP) (ADV)

Hi Jacob

Re: ADVERTISEMENT CONSENT FOR THE DISPLAY OF 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN AND 1 NO. INTERNALLY ILLUMINATED PROJECTING SIGN

40-41 Commercial Street is an unlisted building within the Town Centre Conservation Area. It is prominently located upon the junction with Commercial Street and Llanarth Street, located directly opposite the Grade II Listed Lloyds TSB building.

The property in question is a late-C20 commercial building designed in a postmodern historicist idiom. Though clearly contemporary in its materials and construction techniques, it consciously reflects the scale and form of the previous building on the site, as part of a continuous historic commercial frontage where genuine Victorian and Edwardian buildings predominate. By adopting this historicist language, the building integrates successfully into the older streetscape, rather than sharply contrasting with it. The strong vertical rhythm, turreted corner, and animated roofline contribute visual interest to this key town-centre junction. The uninterrupted materiality of the building ensures that its façades read as a single, sculptural brick mass. Of particular interest to ground floor level is the soldier-coursed brickwork fascia which is corbelled above to support the projecting upper storeys and frame the shopfront windows. Ground-floor piers continue upward as projecting vertical pilasters which rise through the first and second floors and terminate in the gables. This deliberately creates both a strong visual plinth for the building and a vertical rhythm which ties the whole façade together, whilst also reflecting the architectural arrangement of the former building upon the site. The building is therefore consciously designed to respect and reinforce the established character of the Town Centre Conservation Area.

As proposed, the new signage is an internally illuminated signage panel which wraps the entire fascia, with 2 no. internally illuminated projecting signs adjacent.

According to our Shopfront Design Supplementary Planning Guidance, October 2021:

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.

Design Note 10

In Conservation Areas and listed buildings original cornices and corbels should be maintained, restored or reinstated.

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.

9.2.11 Projecting box signs are generally not acceptable.

9.2.13 Corporate signage and branding should not dictate the style of the shopfront, the signage and the appearance of the fascia.

9.2.14 Corporate identity should be appropriate to the scale and character of the shopfront and building as a whole. It should not overpower the aesthetic, although contemporary interpretation of traditional themes can be acceptable.

Regarding Signage for All Shopfronts, the guidance states that:

Design Note 13

Avoid the use of box fascias.

Design Note 14

The inclusion of one hanging sign is only appropriate for the shopfront, when located at the fascia level and made of timber and/or metal fittings.

Design Note 16

Corporate brands may need to compromise to ensure the character of the building and street scene is maintained.

In order to preserve the character and appearance of the building and the wider conservation area - and to preserve the Setting of the GII Listed Lloyds TSB building - individual halo-illuminated fascia lettering should be utilised. This will maintain visibility of the interesting brick soldier-coursed fascia which is integral to the design of the building and will limit distraction from the GII Listed asset located across the junction to Llanarth Street. Externally trough-lit hanging signs should be used alongside: to also reduce listed building setting impact and to reduce brightly illuminated and modern-designed visual clutter within the conservation area streetscape.

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: 12 March 2026 11:26

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

Subject: Planning Consultation Request for case ref: 26/0169

Dear Principal Heritage Officer

Please find attached correspondence from Newport Council with regards to planning application:

App Number: 26/0169

Address: 40-41 Commercial Street Newport NP20 1HP

Proposal: ADVERTISEMENT CONSENT FOR THE DISPLAY OF 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN AND 1 NO. INTERNALLY ILLUMINATED PROJECTING SIGN

submitted on 3 March 2026.

View details of 26/0169 at Newport Council - Planning Online:

<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpublicaccess.newport.gov.uk%2Fonline-applications%2Fplan%2F26%2F0169&data=05%7C02%7CGuy.Arnall%40newport.gov.uk%7C9bb1ef04ecb84985263e>

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D%3D%7C0%7C%7C%7C&sdata=APtoclFWXU%2BvVZUgKpdViCnYGdNraW5cinv24JY%2Fx7c%3D&reserved=0

Your sincerely
Development Management