

Brinkworth, Emma (Planning Officer)

From: Arnall, Guy
Sent: 20 October 2025 15:40
To: Brinkworth, Emma (Planning Officer)
Subject: RE: Planning Consultation Request for case ref: 25/0817 & 25/0818 (157 Commercial Street Newport South Wales NP20 1JQ) (FULL & ADV)

Hi Emma

Re: INSTALLATION OF AN INTERACTIVE COMMUNICATION HUB UNIT WITH INTEGRAL ADVERTISEMENT DISPLAY, DEFIBRILLATOR AND CITY WAYFINDING

According to the Town Centre Conservation Area (CA) Appraisal (April 2018):

‘Commercial Street is one of the principal thoroughfares through the Town Centre Conservation Area.’

‘Corner buildings are among the most prominent in the Conservation Area, especially on Commercial Street where there are a number of junctions with secondary thoroughfares. Clock towers, turrets and protruding bays are common features on these buildings, making them prominent markers within the streetscape and the visual flow from one street to another smoother.’

This is true of those (unlisted) buildings which flank the junction to Friars Street (Nos. 34 & 35), located directly to the east of the proposed. Featuring rounded bays, oriel windows and pedimented dormers all formed in Portland Stone, they make a very positive contribution to the character and appearance of the CA. Due to the offset nature of the proposed (to the western side of the street), the impact upon views of these key buildings will be low.

Of particular note, the proposed development is also located in close proximity to Grade II Listed 152-153 Commercial Street, wherein the development will inevitably intrude into views of the asset from the north, particularly as the pedestrian approaches. Fortunately, the advertisement screen is orientated to face south, reducing the impact of the proposed within this particular view.

‘The architecture of the City Centre Conservation Area strongly reflects its commercial nature – both historic and present-day. This is most obviously shown in the number of ground floor shopfronts, typically concentrated on Commercial Street and the High Street. Many of these are heavily altered or have been entirely replaced with modern units.’

The ground floor shop fronts to the immediate area, including the western side of the street, are modern. Therefore, the proposed will not directly intrude into views of any significant shop frontages, with the fine upper storeys of CA buildings remaining unhindered within longer-range views. In addition, the post-war modernist Boots development (Nos. 154-156a) offers a stark elevation to the north-west of the proposed. Though of some interest in its own right, it makes no positive contribution to the character or appearance of the conservation area and the intrusion offered by the proposed screen within nearby northerly views will be low.

Summary

I would note that we previously approved a similar application a few metres away under 25/0420 & 25/0421.

Though low, it is considered that there will inevitably be some negative impact upon both the character and appearance of the Town Centre Conservation area, and the Setting of 152-153 Commercial Street, by virtue of the visual distraction that additional street clutter and bright illuminated signage will bring. This will need to be considered against the public benefits that the proposed development will potentially offer.

This impact could potentially be reduced further by limiting screen brightness, eliminating moving images and restricting time intervals between advertisement changes.

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: 09 October 2025 07:09

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

Subject: Planning Consultation Request for case ref: 25/0817

Dear Principal Heritage Officer

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

App Number: 25/0817

Address: 157 Commercial Street Newport South Wales NP20 1JQ

Proposal: INSTALLATION OF AN INTERACTIVE COMMUNICATION HUB UNIT WITH INTEGRAL ADVERTISEMENT
DISPLAY, DEFIBRILLATOR AND CITY WAYFINDING

submitted on 30 September 2025.

View details of 25/0817 at Newport Council - Planning Online:

<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpublicaccess.newport.gov.uk%2Fonline-applications%2Fplan%2F25%2F0817&data=05%7C02%7CGuy.Arnall%40newport.gov.uk%7Cd4084b2d22c6422d585308de06fa5e85%7C2c4d0079c52c4bb3b3cad8eaf1b6b7d5%7C0%7C0%7C638955869744214272%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIlwLjAuMDAwMCIsIlAiOiJXaW4zMtIklkFjoiTWVpbiIsIlIdUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=j46dM82HHn1It4V%2Bc2HwNCZ9a%2BSNAnTSIHTR%2FGzzwXw%3D&reserved=0>

Your sincerely
Development Management