



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

DESIGN AND ACCESS STATEMENT

Proposed Replacement External Signage Scheme

Site Address:

Lloyds Bank
42 Commercial Street
Newport
NP20 1WX

Applicant:

Lloyds Bank plc

1. Introduction

This Design and Access Statement has been prepared in support of applications for Advertisement Consent and Listed Building Consent for the installation of replacement external signage at Lloyds Bank, 42 Commercial Street, Newport.

The proposals form part of Lloyds Bank's national signage renewal programme and comprise the replacement of existing external identification signage with a coordinated suite of new fascia, projecting, suspended and window-mounted signage.

The proposed signage has been carefully designed to reflect Lloyds Bank's current corporate identity while respecting the architectural character, historic significance and setting of this Grade II Listed Building.

The works are limited to signage replacement and associated fixing arrangements. No alterations are proposed to the building structure, layout, windows, doors or historic architectural features.

2. Site Description and Context

The application site is located at:

Lloyds Bank

42 Commercial Street
Newport
NP20 1WX

The building occupies a prominent position within Newport city centre and contributes positively to the historic commercial streetscape of Commercial Street.

The property is a Grade II Listed Building and forms part of an established town-centre environment characterised by historic commercial premises, retail units, offices and financial institutions.

Commercial signage has historically formed part of the character of the street, reflecting the continuing commercial use of the buildings.



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

3. Existing Building and Signage Context

The building has long operated as a banking premises and has accommodated corporate signage associated with Lloyds Bank.

The proposed works seek to replace existing signage with a modern, coordinated and high-quality signage scheme.

The replacement signage maintains the established commercial function of the premises whilst improving appearance, durability and consistency of branding.

4. Proposed Development

The proposal comprises the installation of the following signage elements:

- 02 No. replacement fascia signs.
- 02 No. projecting sign.
- 01 No. suspended sign.
- 01 No. ATM tablet.
- 01 No. distraction sign.
- Green vinyl window graphics.
- 01 No. address panel.
- 01 No. night safe vinyl.
- Associated fixing systems and electrical connections.

The signage incorporates both non-illuminated and illuminated elements where required for operational purposes and customer identification.

5. Signage Details and Specification

02 Fascia Signs – Non-Illuminated

Two replacement fascia signs are proposed.

Fascia Construction

- Formed aluminium fascia panels.
- 60mm returns.
- Finished Heritage Green to Pantone 3308C.
- Fixed using extruded aluminium angle fixing system.

Lloyds Lozenge



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

- 2mm aluminium face.
- 60mm aluminium return.
- Finished Highlight Green Pantone 2270C.
- Horse logo pushed through 10mm Opal 050 acrylic.
- Black and Heritage Green vinyl applied to face.
- 5mm Opal 050 acrylic back tray.
- Green vinyl applied to rear.

Lloyds Letters

- 5mm Opal 050 acrylic faces.
- Aluminium 60mm returns.
- Finished Highlight Green Pantone 2270C.
- 5mm Opal 050 acrylic back tray.
- Green vinyl applied to rear.

The fascia lozenge and lettering will be non-illuminated.

Letters will be secured to the curved substrate using appropriate concealed fixing methods.

6. 03 Projecting Sign

A replacement projecting sign is proposed to provide pedestrian identification along Commercial Street.

The sign comprises:

- Two formed aluminium panels.
- 60mm returns creating 120mm overall depth.
- Highlight Green finish to Pantone 2270C.
- 2mm aluminium surround finished Heritage Green Pantone 3308C.
- Horse logo fret cut and pushed through 10mm Opal 050 acrylic.
- Black and Heritage Green vinyl face graphics.
- Internal steel frame and fixing plate.
- Horizontal support arm.
- All metalwork finished RAL 9005 Black.

The horse logo incorporates white edge illumination.



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

The illumination is provided by internal LED units mounted to the carrier panel.

The design provides clear visibility whilst remaining appropriately scaled in relation to the historic elevation.

7. 04 Suspended Sign

The suspended sign comprises:

- Formed aluminium construction.
- 60mm returns.
- Finished Highlight Green Pantone 2270C.
- 2mm aluminium surround finished Racing Green Pantone 3308C.
- Suspended using aluminium CHS tubes finished RAL 9005 Black.
- Internal steel support frame and fixing plate.

The sign incorporates:

- Fret-cut Lloyds Horse logo.
- 10mm Opal 050 acrylic insert.
- Black and Heritage Green vinyl graphics.
- Internal LED illumination.

Letters and keyline detailing around the horse logo are illuminated by LED technology.

The sign has been designed as a discreet architectural feature appropriate to the commercial streetscape.

8. 05 ATM Tablet – No. 6634

The ATM tablet comprises:

- 5mm clear acrylic face.
- Reverse printed Green vinyl finish Pantone 3308C.
- 19mm black Foamex internal body.
- Green Flexibright LED tubing surround.
- 2mm aluminium rear panel finished Pantone 2270C.
- LED illumination to lettering and horse logo keyline.

The tablet will be fixed onto glazing and provides clear identification of the ATM facility.



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

9. 06 Distraction Sign

The distraction sign comprises:

- 5mm black Foamex panel.
- DTM display incorporated.
- Digital print vinyl face application.
- Fixed directly onto glazing.

The sign provides operational information whilst maintaining a discreet appearance.

10. 07 Green Vinyl Window Graphics

The proposal includes externally applied digitally printed vinyl graphics to glazing.

The graphics will:

- Provide corporate identification.
 - Maintain visibility.
 - Be applied directly to existing glazing.
 - Avoid permanent alteration to the building fabric.
-

11. 08 Address Panel

The address panel comprises:

- Two formed aluminium panels.
- 25mm returns.
- Finished Green Pantone 3308C.
- Digitally printed display graphics.
- Clear anti-graffiti laminate protection.
- Fixed using extruded aluminium angle supports.

The panel provides clear address identification whilst maintaining a high-quality appearance.

12. 09 Night Safe Vinyl

The Night Safe signage comprises:

- Digitally printed externally applied vinyl.



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

- Applied directly to glazing.

The signage provides essential customer information associated with the banking facility.

13. Design Approach

The proposed signage scheme has been developed with regard to the listed status of the building and the historic character of Commercial Street.

The design principles are:

- Maintain the architectural prominence of the building.
- Provide clear and accessible customer identification.
- Avoid excessive visual clutter.
- Use high-quality durable materials.
- Ensure signage remains subordinate to the building architecture.
- Use discreet fixing methods wherever possible.

The proposed signage is appropriately proportioned and positioned within existing commercial zones of the elevation.

14. Heritage Considerations

The proposals represent a minor and reversible alteration to the listed building.

The works:

- Do not alter the building form.
- Do not remove historic architectural features.
- Do not affect windows, doors or decorative details.
- Minimise intervention into historic fabric.
- Use concealed or discreet fixing methods.

The signage reflects the established commercial use of the building and has been designed to sit comfortably within the historic streetscape.

The illuminated elements are limited and controlled to avoid excessive visual impact.

15. Access Statement

The proposed signage does not alter existing pedestrian or vehicle access arrangements.



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

The signage improves customer wayfinding and identification of:

- Banking facilities.
- ATM services.
- Branch entrance.
- Night Safe provision.

The installation works will be undertaken using suitable temporary access equipment and managed to minimise disruption to pedestrians and neighbouring occupiers.

16. Sustainability

The proposal supports sustainable development through:

- Continued use of an existing historic building.
 - Replacement rather than additional signage.
 - Use of durable aluminium and acrylic materials.
 - Energy-efficient LED illumination.
 - Reduced maintenance requirements.
 - Reversible installation methods.
-

17. Planning Policy Considerations

The proposal has been prepared having regard to:

- Planning (Listed Buildings and Conservation Areas) Act 1990.
- Planning Policy Wales.
- Technical Advice Note (TAN) 24: The Historic Environment.
- Cadw guidance relating to listed buildings and managing change.
- Newport planning policies relating to design, advertisements and heritage assets.

The signage scheme has been designed to preserve the significance of the listed building and maintain the character and appearance of the surrounding historic environment.

18. Conclusion

The proposed replacement Lloyds Bank signage scheme represents a carefully considered and proportionate enhancement to the existing commercial frontage at 42 Commercial Street, Newport.



Butterfield Group Limited
174 Sunbridge Road, Bradford
West Yorkshire, BD1 2RZ

T: +44(0)1274 722244
E: enquiries@butterfieldsigns.co.uk
W: butterfieldsigns.co.uk

The design combines high-quality aluminium, acrylic and vinyl elements with controlled LED illumination where required.

The signage respects the scale and character of the Grade II Listed Building, minimises impact upon historic fabric and supports the continued viable commercial use of the property.

The proposals are considered appropriate within the historic environment and Advertisement Consent and Listed Building Consent are respectfully sought.