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HERITAGE STATEMENT

Proposed Replacement External Signage

Site Address:

**Lloyds Bank
42 Commercial Street
Newport
NP20 1WX**

Applicant:

Lloyds Bank plc

1. Introduction

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

The purpose of this statement is to assess the significance of the heritage asset, consider the potential impact of the proposed signage works, and demonstrate how the proposals have been designed to conserve and enhance the historic character of the listed building and its surroundings.

The proposed works comprise the removal of existing Lloyds Bank signage and installation of a new, high-quality illuminated ATM Tablet and non-illuminated signage scheme reflecting the current Lloyds Bank corporate identity.

The works are limited in scope and do not involve alterations to the building structure, plan form, historic elevations, windows, doors or other architectural features.

2. Heritage Asset Identification

The application property is:

**Lloyds Bank
42 Commercial Street
Newport
NP20 1WX**

The building is a Grade II Listed Building and forms part of Newport's historic commercial townscape.

The significance of the building derives from its architectural interest, historic commercial use, prominent town-centre location and contribution to the character of the surrounding streetscape.

The building is experienced as part of a continuous historic frontage along Commercial Street, where traditional commercial premises, shopfronts and signage contribute to the character and vitality of the city centre.



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3. Historical and Architectural Significance

The building forms part of the historic development of Newport's commercial centre.

Commercial Street developed as one of the principal shopping and business streets within Newport, containing buildings associated with banking, retail and professional uses.

The building's significance is primarily derived from:

- Its architectural detailing and historic construction.
- Its contribution to the historic commercial streetscape.
- Its long-standing association with financial and commercial activity.
- Its prominent town-centre location.

The ground-floor commercial use, including banking, is an important element of the building's historic character and continued use.

4. Existing Signage Context

The building has historically accommodated commercial signage associated with its banking use.

Signage is an established and appropriate feature of commercial buildings within Newport city centre.

The existing Lloyds Bank branding forms part of the current appearance of the property. The proposed replacement signage maintains the established commercial function of the building whilst improving the quality, appearance and energy efficiency of the external identification.

5. Description of Proposed Works

The proposal comprises:

- Removal of existing external Lloyds Bank signage.
- Installation of a replacement non-illuminated Lloyds signage.
- Installation of an illuminated ATM tablet
- Associated electrical connections.

The proposed signage will be constructed using high-quality acrylic and aluminium components with low-energy LED illumination.

6. Assessment of Impact

6.1 Impact on Historic Fabric



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The proposed works have been designed to minimise impact on the listed building.

The proposal:

- Does not remove historic architectural features.
- Does not alter the building's form or layout.
- Does not affect windows, doors or decorative elements.
- Avoids unnecessary intervention into historic materials.
- Uses discreet fixing methods.

Where possible, existing fixing locations will be utilised.

Any new fixings will be carefully positioned to avoid damage to significant historic fabric and will be reversible.

6.2 Impact on Architectural Character

The proposed signage has been designed to respect the proportions and detailing of the building.

The scheme avoids large projecting illuminated boxes and instead uses:

- Individual non-illuminated signage
- High-quality materials.
- Controlled LED illumination on ATM Tablet

The signage will sit comfortably within the existing commercial frontage and will not compete with the architectural features of the listed building.

6.3 Impact of Illumination

The proposed illumination has been carefully considered to minimise impact.

The use of Sloan VL4 LED lighting provides:

- Energy-efficient operation.
- Controlled light output.
- Reduced glare.
- A subtle halo effect.

The illumination will provide visibility during trading hours and evening periods without creating excessive brightness or harm to the historic character of the building.



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7. Conservation Approach

The proposal follows the principle of minimum intervention.

The approach is based on:

- Retaining the existing building fabric.
- Avoiding unnecessary alteration.
- Using reversible installation methods.
- Selecting materials appropriate for a commercial historic environment.
- Ensuring the signage remains subordinate to the architecture.

The proposed works are considered appropriate for the continued viable use of the listed building as a bank premises.

8. Contribution to Continued Use

The continued occupation and active use of historic buildings is an important factor in their long-term conservation.

The replacement signage supports the ongoing commercial use of the building by:

- Providing clear customer identification.
- Improving accessibility and wayfinding.
- Updating outdated signage.
- Reducing energy consumption through LED technology.

The proposal therefore contributes positively to the sustainable use and maintenance of the heritage asset.

9. Policy and Guidance Considerations

The proposal has been prepared having regard to:

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

The proposal has been assessed against the requirement to preserve the special architectural and historic interest of the listed building.



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10. Heritage Impact Assessment Summary

Element	Assessment
Removal of existing signage	Minor impact; existing commercial signage replaced with improved quality signage
Fixings	Minimal and reversible intervention
Building fabric	No significant impact
Architectural features	Retained and unaffected
Illumination	Controlled low-energy LED illumination
Streetscape	Maintains and enhances commercial frontage
Overall heritage impact	Negligible to minor beneficial impact

11. Conclusion

The proposed replacement signage represents a carefully considered and proportionate alteration to the Grade II Listed Building at 42 Commercial Street, Newport.

The works are limited in extent and have been designed to ensure that the special architectural and historic interest of the building is preserved.

The signage improves the appearance of the commercial frontage, supports the continued use of the building, and introduces modern energy-efficient illumination while respecting the historic environment.

The proposal therefore results in no harm to the significance of the listed building and maintains the character and appearance of the surrounding historic streetscape.

Listed Building Consent and Advertisement Consent are respectfully sought.