

HERITAGE STATEMENT

Newport City Council

164 Commercial Street, Newport, NP20 1JN

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1. Introduction

- 1.1. This Heritage Statement has been prepared in support of Full Planning Permission and Advertisement Consent for the installation of new fascia signage and associated shopfront alterations at the ground floor commercial unit, **164 Commercial Street, Newport, NP20 1JN.**
- 1.2. This Statement should be read in conjunction with the “Existing”, “As built” and “Proposed” drawings, the Design and Access Statement and the photographs and other documents contained in the application bundle.

2. Site Description

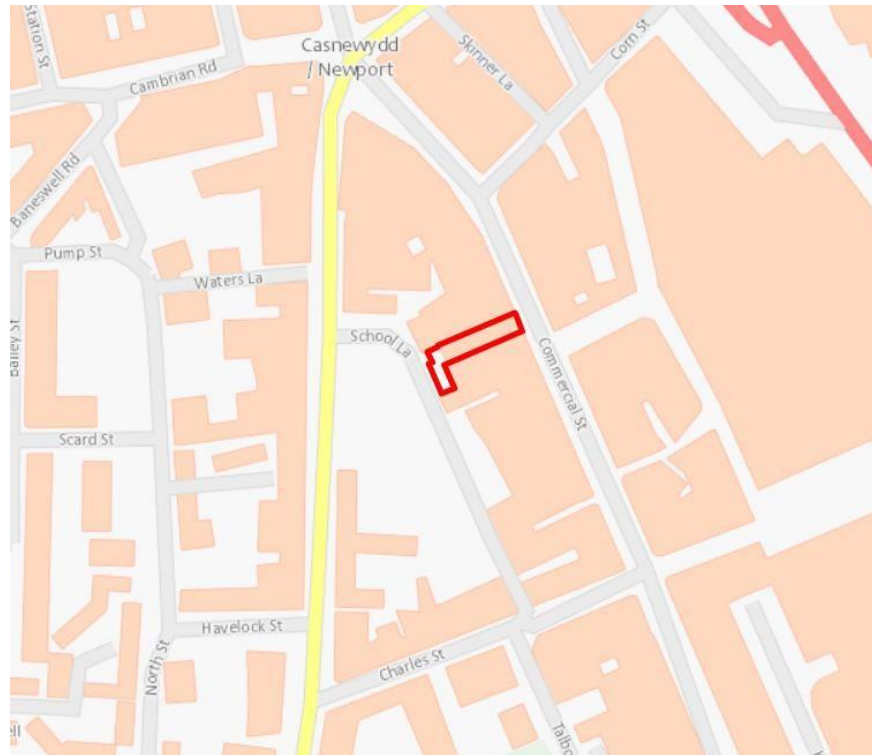


Fig 1: Showing Site map

- 2.1.** The application site is located at 164 Commercial Street, Newport NP20 1JN.
- 2.2.** The property lies within the Newport Town Centre Conservation Area and is designated as a Grade II Listed Building.
- 2.3.** The site forms part of a terraced row of commercial properties fronting Commercial Street, a principal retail and commercial route within Newport city Centre.
- 2.4.** The building comprises a commercial unit at ground floor level with residential accommodation above, reflecting the mixed-use nature of the area.
- 2.5.** The proposal seeks Shopfront and Advertisement Consent for the installation of a new shopfront and associated signage.
- 2.6.** The design aims to enhance the property's visual appearance while preserving the character and appearance of the Conservation Area and respecting the historic fabric of the listed building.



Fig 2: Showing Preexisting Street view from Commercial Street



Fig 3: Showing Existing Street view from Commercial Street.

3. The Proposal.

- 3.1. This retrospective application seeks shopfront and advertisement consent for the installation of new fascia signage and alterations to the existing shopfront at 164 Commercial Street, Newport NP20 1JN.
- 3.2. The proposal is Part retrospective alteration to shopfront elevation at **164 Commercial Street Newport NP20 1JN.**
- 3.3. The proposal seeks to remove some already existing features in shopfront to retain historical elements of listed building.

4. Heritage Assessment

- 4.1. Paragraph 193 requires great weight to be given to an asset's conservation, irrespective of the potential harm to its significance. Paragraph 194 requires any harm to, or loss of the significance of a designated heritage asset to be supported by a clear and convincing justification. Paragraph 196 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset; the harm should be weighed against the public benefits of the proposal.
- 4.2. The purpose of listed building consent is to manage change to make sure that the features which contribute to the building's special architectural or historic interest are retained, as far as possible. These may include its form and layout, the details of its construction, including historical materials and finishes, and historical fixtures, fittings and details, both inside and outside

- 4.3.** The Welsh Ministers have a statutory duty to maintain a list of any buildings which, in their opinion, meet the published criteria as being of special architectural and historic interest. 68 Buildings are added to the statutory lists either because of systematic survey of areas or building types, or following requests from local authorities, amenity societies, other bodies, or individuals, relating to buildings
- 4.4.** One of the purposes of the advertisement control system is to encourage the display of outdoor advertisements which make a positive contribution to the appearance of the environment. It is reasonable to expect that the local planning authority's duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area will result, in practice, in more exacting standards when the authority considers whether to grant consent for a proposed advertisement in such an area.

5. Heritage Policy Framework

- National Planning Policy Framework (2021).
- Planning (Listed Buildings and Conservation Areas) Act 1990
- Newport Local Development Plan (2011–2026)
 - Policy GP6
 - Policy CE7
 - Policy R1

National Planning Policy Framework (2021).

- 5.1.** The NPPF emphasizes the importance of achieving well-designed, sustainable development that respects local character and heritage significance. Sections 12 (Achieving Well-Designed Places) and 16 (Conserving and Enhancing the Historic Environment) are relevant. The proposal seeks to enhance the appearance of the shopfront while preserving the historic and architectural integrity of the listed building and its conservation area setting.

Planning (Listed Buildings and Conservation Areas) Act 1990.

- 5.2.** Under Sections 16(2) and 72(1) of the Act, special regard must be given to preserving the special architectural or historic interest of listed buildings and their contribution to the character or appearance of conservation areas. The proposed works are designed to be sympathetic to the host building, ensuring minimal visual impact and the preservation of its heritage significance.

Newport Local Development Plan (2011–2026).

5.3. Policy GP6 – Quality of Design

This policy seeks high-quality, well-integrated design that complements the site's context and local character. The proposed shopfront and signage adopt materials and proportions that reflect the historic façade and contribute positively to the streetscape.

5.4. Policy CE7 – Conservation Areas and Listed Buildings

CE7 requires development to preserve or enhance the character, appearance, and setting of conservation areas and listed buildings. The proposed alterations respect the building's architectural detailing and maintain its contribution to the conservation area.

5.5. Policy R1 – Retail and Commercial Frontages

Policy R1 supports the maintenance and improvement of active ground floor frontages within primary retail areas. The proposal improves the visual quality and functionality of the commercial unit, supporting the vitality of Commercial Street as a key retail destination.

6. Assessment of Impact.

Advertisement and Visual Impact

- 6.1.** The proposed advertisement is modest in scale and restrained in design, comprising subtle internally illuminated, individual cut lettering applied directly to the fascia panel.
- 6.2.** This approach ensures that the signage is proportionate to the shopfront, visually subordinate to the architectural composition, and fully compliant with the SPG's design standards.
- 6.3.** By removing previous vinyl graphics, the proposal maintains a visually calm and coherent appearance that complements the traditional streetscape. The signage will have no adverse impact on visual amenities or public safety.

Design and Heritage Enhancement

- 6.4.** The scheme re-establishes a balanced and traditionally proportioned ground floor frontage, reinstating the original rhythm and hierarchy of materials.
- 6.5.** By maintaining these defining elements, the façade will once again be read as a cohesive and authentic heritage frontage, enhancing the visual integrity and overall character of the Commercial Street conservation setting.

- 6.6.** The proposals ensure that the building continues to contribute positively to the town Centre’s historic fabric while providing a modern, durable, and well-detailed frontage suited to contemporary commercial use.

Accessibility and Function

- 6.7.** The proposal retains the existing recessed entrance, maintaining level and unobstructed access into the retail unit.
- 6.8.** The introduction of modern tempered single-glazed doors improves thermal efficiency, acoustic performance, and ease of maintenance, ensuring long-term usability and comfort while preserving the proportions and alignment of the historic opening.

The impact of the appearance in the listed building:

- 6.9.** Overall, the proposed alterations will preserve and enhance the appearance of the building within the listed building and Newport town Centre Conservation Area. The replacement shopfront respects the scale, style, and materials of its context and will not result in harm to the special character or appearance of the listed building and conservation area. The proposal is therefore considered to comply with relevant local and national heritage policies.

7. Conclusion.

- 7.1.** Based on the submitted details, the proposed shopfront alterations and advertisement represent a well-considered and contextually appropriate enhancement to 164–165 Commercial Street, Newport.

- 7.2.** The proposal accords with all relevant national and local planning policies, preserving visual amenity, public safety, and the architectural integrity of the surrounding street scene.
- 7.3.** Accordingly, planning and advertisement consent are respectfully sought for this combined application, as it achieves both heritage conservation and functional improvement in line with Newport City Council's design objectives.