

DESIGN AND ACCESS STATEMENT

Newport City Council

164 Commercial Street, Newport, NP20 1JN

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1. Introduction

- 1.1. This Design and Access Statement accompany a retrospective application for 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. It explains the concept and principles of the proposed development concerning key issues such as the surrounding context. It also examines how the proposal accords with relevant National and Local Planning Policy and other material planning policy considerations.
- 1.3. This statement is divided into seven main sections and has the relevant information included in the introduction, the context of the site, the proposed development, planning history, planning policy context, appraisal and conclusions.
- 1.4. In addition, the Design and Access Statement is supported by the application submissions sent electronically via the Planning Portal.

2. Site Description

- 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.

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.

4. Planning History.

- 4.1. Ref. No: 05/1597 | Status: Withdrawn | 164 Commercial Street Newport NP20 1JN | Installation of new shopfront
- 4.2. Ref. No: 05/1587 | Status: Withdrawn | 164 Commercial Street Newport NP20 1JN | Display of internally illuminated shop sign

- 4.3.** Ref. No: 05/1586 | Status: Withdrawn | 164 Commercial Street Newport NP20 1JN | Listed building consent for installation of new shopfront
- 4.4.** Ref. No: 94/0704 | Status: Granted | 164 Commercial Street Newport NP20 1JN | Erection of a non-illuminated projecting shop sign.

5. Planning Policies

- 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. Appraisal.

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.

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.