

HERITAGE STATEMENT

111-113 HIGH ST, NEWPORT, ISLE OF WIGHT, PO30 1TJ

1. INTRODUCTION

- 1.1. This Heritage Statement has been prepared on behalf of Tesco Stores Ltd (the applicant) in support of two applications for minor works to the ground floor retail unit at 111-113 High Street, Newport, Isle of Wight, PO30 1TJ.
- 1.2. The application proposes the following development:
 - Application for advertisement consent to install 2 no. externally illuminated box fascia, 5 no. non-illuminated box fascia and 1 no. externally illuminated projecting sign; and
 - Application for full planning permission to install 3 no. double stacked Daikin AC units, 1 no. standard packaged CO2 gas cooler, 1 no. steel MOE door, brick infill area, 2.4m high hit and miss timber fence enclosure with 1 no. access gate, and 2.4m high palisade access gate.
- 1.3. The remainder of this statement is set out as follows:
 - Section 2 outlines the site and surroundings including the relevant heritage designations;
 - Section 3 sets out the relevant planning policy context;
 - Section 4 details the proposal considerations against the relevant planning policy and heritage context; and
 - Section 5 provides a conclusion.

2. SITE AND SURROUNDINGS

- 2.1. The site consists of a vacant retail unit located to the ground floor of a 3-storey building, with residential uses above. The unit was formerly occupied by Bright House. T
- 2.2. The site is situated within the Newport Conservation Area, and specifically within Character Area 1 – Historic Town Centre. Character Area 1 is identified by its *“very active and bustling town centre which forms the main focus for commercial activity on the Island”*.
- 2.3. The site is also located within the Newport High Street Heritage Action Zone.
- 2.4. The building is understood to have been constructed in the early 1960s and is not listed.
- 2.5. There are Grade II listed buildings in close proximity, including 110-112 and 18 St James’ Street, and 46-50 and 114-118 High Street.
- 2.6. The predominant land use in the surrounding area is commercial and the site is situated in a corner position on a primary retail frontage within Newport Town Centre, fronting both the High Street and St James’ Street.
- 2.7. The High Street is lined with restaurants, cafes and further retail development including JD Sports, which adjoins the site to the west, and Taylor & Son’s jewellers, which adjoins the site to the north.

3. PLANNING POLICY CONTEXT

- 3.1. The following planning policy documents are of relevance to the site:

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- The Island Plan Core Strategy (2012); and
- National Planning Policy Framework (2023).

The Island Plan Core Strategy (2012)

- 3.2. Policy DM2 of the Island Plan Core Strategy (2012) requires developments to secure high quality design, which respects local context and character, is sustainable and integrates well with the surrounding streets. The policy states that:

“The Council will support proposals for high quality and inclusive design to protect, conserve and enhance our existing environment whilst allowing change to take place. A robust design process with the use of skilled designers and pre-application discussions will be promoted.

Relevant information according to the site’s size, location and context will be required in order for the Council to determine planning applications properly and quickly. All new development should respond to a clear understanding of physical, social, economic, environmental and policy context. Development proposals will be expected to:

- 1. Provide an attractive, functional, accessible, safe and adaptable built environment with a sense of place.*
- 2. Optimise the potential of the site but have regard to existing constraints such as adjacent buildings, topography, views, water courses, hedges, trees, wildlife corridors or other features which significantly contribute to the character of the area.*
- 3. Be appropriately landscaped to provide an attractive setting for the development that integrates with the surroundings.*
- 4. Complement the character of the surrounding area, particularly in Conservation Areas and AONB, as defined in Conservation Area Appraisals, Village Design Statements or other Supplementary Planning Documents that define locally distinctive areas.*
- 5. Minimise the consumption of natural resources and the production of waste or pollution.*

Development proposals which preserve or enhance a Heritage Asset or the setting of a Heritage Asset will be supported.”

- 3.3. Relevant to the site’s location within a conservation area and listed building status, Policy DM11 of the Island Plan Core Strategy (2012) aims to positively conserve and enhance the special character of the Island’s historic and built environment. The Policy states that:

“Development proposals will be expected to:

- 1. Deliver economic led regeneration.*
- 2. Relate to the continued use, maintenance, rescue/refurbishment, repair and re-use of heritage assets and historic places, especially where identified as being at risk, or likely to become at risk.*

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3. *Relate to the conservation, enhancement and enjoyment of the Island's heritage assets and public realm.*

4. *Consider and balance the relationship between the quality of place, economic, social and environmental characteristics.*

5. *Be informed by sufficient evidence to reveal impacts upon the significance of heritage assets and their settings which may include the Council's Conservation Area Appraisals and Management Plans and the Local List Supplementary Planning Document."*

National Planning Policy Framework

- 3.4. The NPPF is a key material consideration. It is underpinned by a presumption in favour of sustainable development and in terms of that presumption, Paragraph 11 states that for decision taking this means *'approving development proposals that accord with an up-to-date development plan without delay...'*
- 3.5. Paragraph 85 goes on to advise that *'planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth.'*
- 3.6. Paragraph 141 of the NPPF addresses advertisements, affirming the requirement for LPA's to determine applications for advertisement consent simply in the *'interests of amenity and public safety, taking account of cumulative impacts'*.
- 3.7. The following section assesses the proposals against the above relevant planning policy and heritage considerations.

4. PROPOSALS AND HERITAGE CONSIDERATIONS

Advertisement consent

Proposal

- 4.1. Advertisement consent is sought for the display of 2 no. externally illuminated box fascia, 5 no. non-illuminated box fascia and 1 no. externally illuminated projecting sign.
- 4.2. The externally illuminated box fascias will be externally illuminated via trough light, and coloured red, white and blue to read 'TESCO express', located centrally above the entrance on the High Street, and on the east elevation on St James's Street. The non-illuminated box fascias will be located above the window glazing and brick façade on both elevations, with a woodtex strip to the base. The projecting sign will be situated at a height of 3m on the right side on the main elevation, coloured red, white and blue to read 'TESCO express'.
- 4.3. Additional detail on the signage proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No.'s 01_NEWP_01B, 03_NEWP_03F, 02_NEWP_02F, 02_NEWP_02E, 03_NEWP_03G and 02_NEWP_02G).

Considerations

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- 4.4. Firstly, it is notable that the site is located along the High Street in a predominantly retail location and benefits from a retail character. Indeed, various advertisements have been in place at the site previously including illuminated signage. Illuminated signage has been granted numerous times such as LPA ref. A/00333/K/P/01055/02 and LPA ref. A/00333/L/P/00320/16. Various surrounding units also display illuminated signage, including the adjoining JD Sports.
- 4.5. On this basis, the installation of advertisements, including illuminated signage at the site is clearly acceptable and established.
- 4.6. In line with policies DM2 and DM11 of the Island Plan Core Strategy (2012), the proposed signage is located and positioned appropriately in relation to the scale and proportions of the shopfront and has been designed and coloured suitably so that the signage does not detract from the local street character and surrounding area. The primary fascia comprises letters that are appropriately sized and will be sited to the dedicated area above the entrance, and on the St James's Street elevation which are both the locations where previous advertisements, most recently Bright House, have been placed. On this basis, the location of externally illuminated fascias above the entrance is clearly acceptable.
- 4.7. Furthermore, the non-illuminated box fascias will be located above and in proportion with the window glazing. The projecting sign has been designed to take an unobtrusive form, being a modest 800x650mm and located over 4m from street level.
- 4.8. The signage will display colours and lettering to reflect the branding of the intended occupier, Tesco Express. The branding and colouring are considered acceptable given the large variation found elsewhere along the High Street. The lettering is sized appropriately and centrally placed, not running of the edges of the fascia. The advertisements will be formed of high-quality materials and well-maintained. An Oak woodtex strip is proposed to the non-illuminated fascia panels in order to provide greater visual interest. The built-up lettering illustrated on the externally illuminated fascia panel will simply state the name of the business (Tesco) to avoid a cluttered and busy appearance.
- 4.9. In line with policy DM11, the signage has been designed sensitively given the heritage context. Due to the Conservation Area setting, external illumination via trough light is proposed. The site's previous occupier, Bright House, also displayed external illumination via trough light, thus this is already well established at the site. It is notable that various other units in close proximity to the site display illuminated signage, such as JD Sports, The Body Shop and the O2 shop. Thus, the principle of external illumination is considered acceptable in this context.
- 4.10. Ultimately, given the retail character of the area, the former acceptance of adverts, including external illumination of this nature at the site and in the area, the advertisements proposed here are considered to be acceptable in heritage terms and will preserve the character of the Conservation Area.

Installation of Plant

Proposal

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- 4.11. Planning permission is sought for the installation of 3 no. double stacked Daikin AC units, 1 no. standard packaged CO2 gas cooler, 1 no. steel MOE door, brick infill area, 2.4m high hit and miss timber fence enclosure with 1 no. access gate, and 2.4m high palisade access gate.
- 4.12. The plant machinery is to be installed within the existing rear servicing yard. The existing plant machinery is to be removed. A new steel MOE door and brick infill area are to be installed to replace the existing double swing door at the rear of the unit. A 2.4m high hit and miss timber fence enclosure with 1 no. access gate is to be installed around the plant machinery. A 2.4 m high palisade access gate is to be installed at the entrance to the rear servicing yard, on St James's Street.
- 4.13. Additional detail on the plant proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No's 01_NEWP_01A, 03_NEWP_03A, 03_NEWP_03B, 02_NEWP_02B, 02_NEWP_02A, 03_NEWP_03C, 03_NEWP_03D, 03_NEWP_03E, 02_NEWP_02D and 02_NEWP_02C).

Considerations

- 4.14. The plant machinery is to be installed within the existing service yard, enclosed by a timber fence, thus not visible from the High Street frontage or upper floors. Therefore, the installation of plant machinery is not considered to impact the appearance of the area or harm the character or of the conservation area.
- 4.15. The application proposes the replacement of existing equipment thus the installation of machinery is clearly acceptable and already established at the site.
- 4.16. The existing double swing access gate at the entrance to the servicing yard on St James's Street is to be replaced by a 2.4 m high palisade access gate. The proposed gate is formed of high-quality materials and will have no impact on the setting of the conservation area.
- 4.17. On this basis the proposed equipment is not considered to harm the character or appearance of the listed building and conservation area.

5. CONCLUSION

- 5.1. This Heritage Statement has been prepared to support two minor works applications required to facilitate the occupation of the ground floor retail units located at 111-113 High Street, Newport, Isle of Wight, PO30 1TJ.
- 5.2. The proposal has been considered with regards to local planning policy, local context, and historical context.
- 5.3. Various advertisements including illuminated signage have been in place at the site previously, associated with its former occupiers. On this basis the principle of advertisements and illuminated signage on the site is clearly acceptable and established.

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- 5.4. The principle of the externally illuminated proposed signage is also established via the surrounding development and in any case the site is located within a predominantly retail location, and therefore the adverts are considered acceptable.
- 5.5. The signage has been designed sensitively given the heritage context and is positioned appropriately in relation to the scale of the shopfront and has been designed and coloured suitably.
- 5.6. The plant is proposed within the existing service yard, thus highly unlikely to further impact the appearance of the area. The proposed equipment is not considered to harm the character or appearance of the conservation area.
- 5.7. When considering the amendments as a whole it is argued that the proposals will have a positive effect on the character and appearance of the conservation area.
- 5.8. Thus, it is considered that the proposals will not adversely affect the appearance of the existing unit, will benefit the wider conservation area, and will therefore have no adverse effect in heritage terms.
- 5.9. On this basis, it is concluded that the proposal should not be refused on heritage grounds.