

Delegated Decision Report

Application No:	25/0322	Statutory Period Expires:	2nd July 2025
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Site:	34 High Street Newport NP20 1GG		
Proposal:	ADVERTISEMENT CONSENT FOR ATM TABLET SIGNAGE		
Applicant:	Natwest Group		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 34 High Street is a Grade II Listed Building on the corner of High Street and Bridge Street in the city centre of Newport. The building is listed as Natwest, a bank building to the north of High Street.

3. DESCRIPTION OF DEVELOPMENT

3.1 The proposed development seeks to replace the above signage of two ATM tablets. The proposed signage would measure 40.5cm in height and 90.2cm in width. The existing signs measure 38.5cm in height and 89.3cm in length.

3.2 The signage for ATM N311031 is currently acrylic and will be replaced with an acrylic tablet sign as existing. The signage for ATM304231 is currently vinyl and will be replaced with an acrylic tablet sign to match with the other ATM sign.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision
89/0012	INSTALLATION OF AUTOMATIC CASH SERVICE TILL	G
89/0013	APPLICATION FOR LISTED BUILDING CONSENT: INSTALLATION OF AUTOMATIC CASH SERVICE TILL	G
93/0494	ERECTION OF INTERNALLY ILLUMINATED PROJECTING SIGN	R
93/1096	TWO NON-ILLUMINATED HANGING SIGNS AND ONE SLIPS BIN	GC
96/0740	ERECTION OF 4 INTERNALLY ILLUMINATED FASCIA SIGNS AND 3 NON-ILLUMINATED WALL SIGNS	G
96/0805	LISTED BUILDING APPLICATION FOR THE ERECTION OF REPLACEMENT EXTERNAL SIGNAGE	G
98/0302	LISTED BUILDING CONSENT APPLICATION FOR INTERNAL ALTERATION PROVIDING A NEW SUITE OF MEETING ROOMS, NEW COUNTER AND SERVICE AREA, INSTALLATION OF RAISED FLOOR, NEW LIGHTING, AND REPLACEMENT OF VENTILATION GRILLS.	G
00/0795	LISTED BUILDING CONSENT APPLICATION FOR ALTERATION TO INNER LOBBY DOORS	GC

01/0123	LISTED BUILDING CONSENT APPLICATION FOR INSTALLATION OF SATELLITE ANTENNA	G
02/1077	DISPLAY OF ILLUMINATED ATM SIGN AND NON-ILLUMINATED FASCIA, PROJECTING AND WALL MOUNTED SIGNS	G
02/1114	LISTED BUILDING CONSENT APPLICATION FOR DISPLAY OF NON-ILLUMINATED AND ILLUMINATED SIGNAGE	G
06/0842	DISPLAY OF 2NO. NON-ILLUMINATED PROJECTING SIGNS	G
06/0843	LISTED BUILDING CONSENT FOR MODERNATION AND RECONFIGURATION OF INTERIOR, REPLACEMENT OF 2 PROJECTING SIGNS AND REDECORATION OF 2 EXTERNAL WINDOWS, DOORS AND ALTERATION TO FRONT STEPS	G
09/1120	LISTED BUILDING CONSENT FOR ALTERATIONS TO INTERNAL LAYOUT COMPRISING REPLACEMENT OF 1NO. COUNTER POSITION WITH A NEW PARTITION TO ACCOMMODATE 1NO. NEW CASH DEPOSIT MACHINE AND REPLACEMENT OF 1NO. ATM WITH 1NO. CASH DEPOSIT MACHINE.	G
14/1166	INSTALLATION OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING SIGN	GC
14/1167	LISTED BUILDING CONSENT FOR THE INSTALLATION OF ILLUMINATED PROJECTING SIGNS AND FASCIA SIGN	GC
15/0461	LISTED BUILDING CONSENT FOR INTERNAL ALTERATIONS AND INSTALLATION OF 2NO. WELSH DRAGON VINYL SIGNS	G
15/0577	5NO. INTERNALLY SUSPENDED POSTER UNITS AND VARIOUS WINDOW VINYLs	GC
16/0827	LISTED BUILDING CONSENT FOR THE INSTALLATION OF A NEW FIBRE CABLE FROM THE EXTERNAL ELEVATION	G
17/0596	LISTED BUILDING CONSENT FOR ALTERATION TO HEIGHT OF AN ATM AND REPLACEMENT OF THE EXISTING MACHINE	G
18/0208	LISTED BUILDING CONSENT FOR REPLACEMENT ROOF COVERINGS	GC

5. PLANNING POLICY

5.1 THE NATIONAL DEVELOPMENT FRAMEWORK: FUTURE WALES - THE NATIONAL PLAN 2040

Future Wales sets out the Welsh Government's land use priorities and provides a national land use framework for SDPs and LDPs. Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes.

Policy 1 - Where Wales Will Grow

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Policy 9 - Resilient Ecological Networks and Green Infrastructure

5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

Policy GP2 (General Amenity)

Policy GP6 (Quality of Design)

Policy SP9 (Conservation of the Natural, Historic and Built Environment)

Policy CE7 (Conservation Areas)

5.4 NEWPORT'S SHOPFRONT DESIGN SUPPLEMENTARY PLANNING GUIDANCE (ADOPTED OCTOBER 2021)

5.5 TECHNICAL ADVICE NOTE (TAN) 12: DESIGN TECHNICAL ADVICE NOTE (TAN) 24: THE HISTORIC ENVIRONMENT

6. CONSULTATION RESPONSES

6.1 Principal Heritage Officer: *No response.*

6.2 Local Highways Authority: *No response.*

7. PUBLIC REPRESENTATIONS

Site Notice was put up on 07.05.2025 and a Press Notice was published 10.05.2025.

7.1 No representations were received.

8. ASSESSMENT

8.1 The proposed development seeks to replace the signage above an ATM at 34 High Street. The Welsh Government Technical Advice Note 7 provides guidance on Outdoor advertisement control and states that applications for advertisement consent can only consider amenity and public safety. As such, the impact on visual/residential amenity and the effect on public safety are assessed as part of this application.

8.2 The proposed sign would have a loss of 20cm² of the granite plinth. This would not have a significant impact on the elevation and therefore is deemed appropriate.

8.3 When assessing an advertisements impact on public safety, local planning authorities should have special regard to its effect upon the safe use and operation of any form of traffic or transport, including the safety of pedestrians. Due to its location it is considered that the sign will not obstruct the highway or visibility.

8.4 Regarding the logo window stickers to the glazed windows, the Shopfront Design SPG states that graphic window displays which cover the majority of a shop window are generally discouraged as covering shop windows with stickers can turn shop fronts into oversized advertising hoarding and detracts from the character of the area and appearance of the building. It is considered that the window graphics are proportional to the windows and would not significantly detract from the character and appearance of the building. Additionally, it is considered that the proposed materials are in keeping with the significant character of the property.

9. OTHER CONSIDERATIONS

9.1 ***Crime and Disorder Act 1998***

Section 17(1) of the Crime and Disorder Act 1998 imposes a duty on the Local Authority to exercise its various functions with due regard to the likely effect of the exercise of those

functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. This duty has been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable increase in crime and disorder as a result of the proposed decision.

9.2 Equality Act 2010

The Equality Act 2010 identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership.

9.3 Having due regard to advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected characteristics;
- taking steps to meet the needs of people from protected groups where these differ from the need of other people; and
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

9.4 The above duty has been given due consideration in the determination of this application. It is considered that there would be no significant or unacceptable impact upon persons who share a protected characteristic, over and above any other person, as a result of the proposed decision.

9.5 Planning (Wales) Act 2015 (Welsh language)

Section 31 of the Act clarifies that impacts on the Welsh language may be a consideration when taking decisions on applications for planning permission so far as it is material to the application. This duty has been given due consideration in the determination of this application. It is considered that there would be no material effect upon the use of the Welsh language in Newport as a result of the proposed decision.

9.6 Newport's Well-Being Plan 2018-23

The Wellbeing of Future Generations (Wales) Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with the sustainable development principle to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. This duty has been considered during the preparation of Newport's Well-Being Plan 2018-23, which was signed off on 1 May 2018. The duty imposed by the Act together with the goals and objectives of Newport's Well-Being Plan 2018-23 have been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable impact upon the achievement of wellbeing objectives as a result of the proposed decision.

10. CONCLUSION

10.1 The proposed works would not have detrimental impact on the character or appearance of the building and therefore complies with policies GP2, GP6, SP9 and CE7.

**11. DECISION
GRANTED WITH CONDITIONS**

01 The development shall be implemented in accordance with the following plans and documents <NWSSTP24-P2-560059-EXT-MS-Construction-001, NWSSTP24-P2-560059-EXT-MS-Construction-002, Site Location Plan >.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

NOTE TO APPLICANT

01 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP6, SP9 and CE7 were relevant to the determination of this application.