

Delegated Decision Report

Application No:	26/0034	Statutory Period Expires:	1st May 2026
------------------------	----------------	----------------------------------	---------------------

Site:	Newport Retail Park, Wessex Garages Spytty Road Newport NP19 4QR		
Proposal:	ADVERT CONSENT FOR 1NO. ILLUMINATED TOTEM SIGN, 1NO. ILLUMINATED FASCIA SIGN, 1NO. NON ILLUMINATED WALL MOUNTED SIGN, 1NO. NON-ILLUMINATED FREESTANDING SIGN AND 2NO. NON ILLUMINATED FASCIA SIGNS		
Applicant:	Kia UK Limited		
Type:	Advert Consent	Ward:	Liswerry
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The site is located within Newport Retail Park, situated in the Liswerry ward. The site is in a prominent location within the entrance to the retail park and is visible from Seven Stiles Avenue.

3. DESCRIPTION OF DEVELOPMENT

3.1 This application seeks advertisement consent for the installation of 1no. illuminated totem sign, 1no. illuminated fascia sign, 1no. non illuminated wall mounted sign, 1no. non-illuminated freestanding sign and 2no. non illuminated fascia signs. The illuminated totem sign (Sign A) would measure 4m in height, 1.18m in width and 200mm in depth and would be sited to the front of the forecourt, fronting Seven Stiles Avenue. The non-illuminated fascia sign (Sign B) would measure 227mm x 850mm x 30mm and would be sited on the southwest facing elevation, 5.4m above ground level. The non-illuminated wall mounted sign (Sign C) would measure 2000mm x 592mm x 70mm and would be sited 100mm above ground level on the southwest elevation. The non-illuminated freestanding sign would measure 2.4m in height, 710mm in width, 150mm in depth and would be sited in the centre of the car park to the southeast of the forecourt. The 2no non illuminated fascia signs (Sign E) would measure 1000mm x 265mm x 20mm and would be sited 1.2m above ground level on the northeast and southeast facing elevations which face the customer car park.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
01/0429	ERECTION OF INTERNALLY & EXTERNALLY ILLUMINATED SIGNAGE	GRANTED WITH CONDITIONS	15.06.2001
01/0671	ERECTION OF 4.5M HIGH EXTERNALLY ILLUMINATED TOTEM SIGN	GRANTED WITH CONDITIONS	03.08.2001
04/1699	DISPLAY OF INTERNALLY ILLUMINATED SIGNAGE	GRANTED WITH CONDITIONS	17.12.2004
07/0827	RETENTION OF VARIOUS SIGNAGE	GRANTED	23.08.2007
08/0190	PROVISION OF INTERNALLY ILLUMINATED FREESTANDING ENTRANCE SIGN	GRANTED WITH CONDITIONS	20.03.2008
12/0073	DISPLAY OF 4NO. INTERNALLY ILLUMINATED SIGNS AND 1NO. EXTERNALLY ILLUMINATED ENTRANCE GATE	GRANTED WITH CONDITIONS	23.03.2012

21/1128	ADVERTISEMENT CONSENT FOR 5NO. INTERNALLY ILLUMINATED FASCIA SIGNS AND 1NO. INTERNALLY ILLUMINATED PYLON SIGN	GRANTED WITH CONDITIONS	22.12.2021
---------	---	-------------------------	------------

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 WELSH GOVERNMENT TECHNICAL ADVICE NOTE (TAN) 7: OUTDOOR ADVERTISEMENT CONTROL

5.4 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

- CE4 (Archaeology)
- GP2 (General Amenity)
- GP4 (Highways & Accessibility)
- GP6 (Quality of Design)

6. CONSULTATION RESPONSES

6.1 HIGHWAYS OFFICER

No objection

The levels of illumination are acceptable and there is no obstruction of highway or visibility splays or hazard to pedestrians/cyclists.

There are therefore no highway related objections

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 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 When assessing an advertisement's 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.

8.3 Amenity

As the property is within a retail park, there are no neighbouring residential properties within

a 300m radius of the site and therefore it is considered that there would be no adverse impact to residential amenity.

- 8.4 Moreover, given the location of the application site within a retail park, advertisements are not uncommon within the vicinity and are plentiful in this location. The application site is adjacent to a number of commercial units, some of which display advertisements of a similar ilk via freestanding totem signs. The signage is commensurate with the setting and context and do not result in in-combination effects that are harmful to amenity. Therefore, it is considered that the advertisements are acceptable in this regard.

8.5 **Public/ Highways Safety**

TAN 7 acknowledges that free standing units alongside the highway usually have a dominant impact upon their surroundings, and they therefore need to be sited with particular care to ensure that their effect on pedestrians and highway users is not overwhelming. The Council's Highways Officer has advised that the levels of illumination are acceptable and there is no obstruction of highway or visibility splays or hazard to pedestrians/cyclists. There are therefore no highway related objections and no adverse impact on public/highways safety is anticipated.

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 advertisements will not have an adverse impact upon public safety, nor amenity. The proposal is in accordance with Policies GP2, GP4 and GP6 of the Newport Local Development Plan 2011 - 2026 (Adopted January 2015) and the guidance set out in The Welsh Government Technical Advice Note 7.

11. DECISION

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents

- Block Plan
- Site Location Plan
- Proposed Signage

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 This decision relates to plan Nos: Block Plan, Site Location Plan, Proposed Signage.

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP4 and GP6 were relevant to the determination of this application.

03 Due to the minor nature of the proposed development (including any demolition) and the location of the proposed development, it is considered that the proposals did not need to be screened under the Environmental Impact Assessment Regulations.