

Delegated Decision Report

Application No:	25/0380	Statutory Period Expires:	14th July 2025
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Site:	76 High Cross Road Rogerstone Newport NP10 9AD		
Proposal:	ADVERTISEMENT CONSENT FOR 1NO. ILLUMINATED FASCIA SIGN, 1NO. NON ILLUMINATED WELCOME PANEL, 3NO. ILLUMINATED CANOPY FASCIA SIGNS, 1NO. ILLUMINATED POLE SIGN AND WINDOW GRAPHICS		
Applicant:	R Jakhu		
Type:	Advert Consent	Ward:	Rogerstone North
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

- 1.1 The application (25/0285) was recently refused for a change of use from car sales and motor service garage back to its original use of a petrol filling station. This was due to the following reasons:

01 Insufficient information has been submitted to demonstrate the proposed use would not result in harm on the safe and efficient use of the highway network contrary with Policy GP4 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

02 The development would have a significant adverse impact upon interests of acknowledged importance, namely the vitality and viability of existing retail centres defined by Newport Local Development Plan. No information has been submitted to attempt to evidence need for the proposed A3 unit. This is contrary to Planning Policy Wales (Ed.12) and to Policies SP19 and R8 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

- 1.2 The site has been previously used as a petrol filling station, however the most recent lawful use was for car sales and vehicle servicing and MOT testing station despite this not being in operation for several years.

2. SITE LOCATION AND CONTEXT

- 2.1 The site is located to the north side of High Cross Road adjacent a row of semi-detached residential properties. There are two vehicle access points onto High Cross Road; the site is laid with hardstanding and features a canopy and flat roofed building

3. DESCRIPTION OF DEVELOPMENT

- 3.1 It is proposed to erect new signage consisting of:

- 1) An internally illuminated shop fascia that reads 'Spar', measuring 6.3m in length and 0.9m in height.
- 2) Non- illuminated window graphics on the front sign, two of which measure 0.5m in height and 1.67m in length and two of which measure 0.5 in height and 2.825m in length.
- 3) A non-illuminated, wall mounted welcome panel measuring 0.45m in length and 1.1m in height.
- 4) An illuminated forecourt canopy fascia sign on the left elevation measuring 0.76m in height and 7.2m in length.
- 5) An illuminated forecourt canopy fascia sign on the central elevation measuring 0.76m in height and 11.69m in length.
- 6) An illuminated forecourt canopy fascia sign on the right elevation measuring 0.76m in height and 7.2m in length.
- 7) Illuminated downlighters on canopy fascia signs.
- 8) An illuminated double sided pole sign measuring 5.5m in height and 1.74

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
91/0453	ERECTION OF INTERNALLY ILLUMINATED SIGNS FOR PETROL STATION	GRANTED WITH CONDITIONS	05/07/1991
91/1254	ERECTION OF INTERNALLY ILLUMINATED POLE SIGNS	GRANTED WITH CONDITIONS	19/12/1991
24/0881	CERTIFICATE OF LAWFULNESS FOR EXISTING USE OF SITE AS A PETROL FILLING STATION	REFUSED	12/12/2024
25/0285	CHANGE OF USE FROM CAR SALES AND MOTOR SERVICE GARAGE BACK TO ORIGINAL USE OF PETROL FILLING STATION	REFUSED	19/06/2025

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 GP4 (Highways and Accessibility)

Policy GP6 (Quality of Design)

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

6. CONSULTATION RESPONSES

6.1 Ecology Officer: *I have no objection to this application as there is very little in the way of habitats nearby that could support protected species which would be significantly impacted by the illuminated signs proposed.*

6.2 Local Highways Authority: *No objection- Subject to the luminance levels not exceeding the quoted levels we would not anticipate any adverse impacts. 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.

Public Safety

- 8.2 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. As such, the Councils Highways Officer was consulted as part of this application. The Highways Officer has not raised any objection as the signs do not change or move and do not obstruct highway or visibility.

Amenity

- 8.3 The proposed fascia sign would be internally illuminated and fixed onto the existing background with an aluminium back tray. The canopy signage would be white painted aluminium fascia with blue and yellow vinyl applied to the face. There would be built up illuminated letters that read 'Valero' measuring 400cd/m in addition to 2no built up 'V' logos measuring 150cd/m and 3no. downlighters that would be 5.5m long and measure cd/m. It is considered that these materials would be in keeping with the character of the area and would not detract from the visual amenity of that of the street scene.
- 8.4 The window graphics would be grey adhesive vinyl with the full digital print which would be applied externally to the face of the glazing. Regarding the logo window stickers, 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 do not significantly detract from the character and appearance of the building.

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 proposal would have a detrimental effect on public safety, residential amenity, nor would it adversely affect the visual amenity and character of the area. The proposal is therefore considered acceptable.

11. **DECISION
GRANTED WITH CONDITIONS**

01 The development shall be implemented in accordance with the following plans and documents <Site Location Plan, All Proposed Works>.

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, GP4, GP6 were relevant to the determination of this application.