

Delegated Decision Report

Application No:	25/0225	Statutory Period Expires:	15th May 2025
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Site:	3 Lakeside Drive Coedkernew Newport NP10 8BB		
Proposal:	ADVERTISEMENT CONSENT FOR 1NO. FREESTANDING DIGITAL SIGN		
Applicant:	Property Manager		
Type:	Advert Consent	Ward:	Tredegar Park And Marshfield
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

- 1.1 There is no record of a previous planning permission for the existing sign. However, Google Street View Images shows that the sign has been there since October 2015.

2. SITE LOCATION AND CONTEXT

- 2.1 It is proposed to remove an existing freestanding sign and erect 1no. freestanding digital sign located towards the rear North East corner of unit 3 Celtic Springs Business Park, Lakeside Drive, Newport. The proposed sign would be seen from the A48.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 The existing sign is a standard signboard with no digital display. It is 5.5m in width and 2.5m in height. The feet of the existing sign measure 1.5meters in height.
- 3.2 The proposed sign would be a 48 sheet digital display with 6m wide x 3m high. It would be 1cm in depth. The feet of the proposed sign would measure 2.4 metres in height.
- 3.3 The proposed sign would be slightly to the left of the where the existing sign is.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision
09/1069	INSTALL 3NO. ILLUMINATED FASCIA SIGNS	GRANTED WITH CONDITIONS

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 Local Highways Authority: *No objections, subject to conditions.*

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, subject to conditions. The conditions have been provided below.

8.3 Amenity

Taking into account the commercial character of the area and the lack of residential units in the locality, it is considered that the design proposed would not represent harm on the commercial character of the area. The proposal is considered to be in accordance with Policy GP6.

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 not have a detrimental effect on public safety, residential amenity, nor visual amenity. Therefore, the proposal is considered acceptable.
11. **DECISION
GRANTED WITH CONDITIONS**
- 01 The development shall be implemented in accordance with the following plans and documents < T4874 A4 061 Specification - Proposed Digital 48 LED Display, T4874 A4 060 Elevations - Existing and Proposed, T4874 A4 051 Site Plan – Proposed, T4874 A4 050 Location Plan – Proposed >.
Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.
- 02 The levels of the illuminance shall not exceed 300cd/m² during twilight and night hours; as defined by official lighting up times.
Reason: To avoid glare, dazzle or distraction to passing motorists in the interests of road safety.
- 03 The screen display shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason: To avoid distraction to passing motorists in the interests of road safety.
- 04 The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
Reason: To avoid distraction to passing motorists in the interests of road safety.
- 05 The illumination of the advertisement(s) shall not at any time be intermittent.
Reason: To avoid distraction to passing motorists in the interests of road safety.
- 06 A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
Reason: To avoid distraction to passing motorists in the interests of road safety.

NOTE TO APPLICANT

01 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.