

Delegated Decision Report

Application No:	25/0727	Statutory Period Expires:	30th October 2025
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Site:	Pure Vida Hub Church Street Caerleon Newport NP18 1AW		
Proposal:	ADVERTISEMENT CONSENT FOR 2NO FASCIA SIGNS AND 1NO FREESTANDING SIGN NON ILLUMINATED		
Applicant:	Downs		
Type:	Advert Consent	Ward:	Caerleon
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The building is a former chapel situated in Church Street in Caerleon village. It is within the Caerleon Conservation area. The building occupies a limited curtilage with a low wall and railings to the site frontage.

3. DESCRIPTION OF DEVELOPMENT

3.1 2no modest fascia signs are proposed. One would be directly above the entrance door comprising individually applied fret-cut lettering in a teal colour stating 'NUMBER ONE REAL ESTATE' and letters having a maximum height of approximately 10cm. A further fascia sign is proposed above the entrance porch having a height of approximately 80cm and width of 70 cm. Both appear to replace existing signage in the same locations. The existing notice board sign is to be replaced with the details of the occupier and opening times but is comparable to the existing. The maximum projection of the signage is 0.01m from the building. The signage would incorporate teal coloured writing on a white background in response to the Heritage Officer comments. None of the signage would be illuminated.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
13/1158	DEMOLITION OF REAR EXTENSION AND ERECTION OF CANOPY ROOF AT REAR OVER PART OF EXISTING YARD, ERECTION OF REAR EXTENSION, FORECOURT ALTERATIONS, EXTERNAL ALTERATIONS TO BUILDING, ALTERATIONS TO PORCH AND INTERNAL WORKS ASSOCIATED WITH USE OF BUILDING AS CHILDRENS DAY NURSERY	GRANTED WITH CONDITIONS	12.12.2013
13/1159	CONSERVATION AREA CONSENT FOR DEMOLITION OF FRONT BOUNDARY ENCLOSURE TO FORECOURT AND REAR EXTENSION	GRANTED	19.12.2013

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 SP9 Conservation of the Natural, Historic and Built Environment protects habitats and species as well as Newport's listed buildings, conservation areas, historic parks and gardens, scheduled ancient monuments, archaeologically sensitive areas and landscape designated as being of outstanding historic interest.

Policy GP2 General Development Principles – General Amenity states that development will not be permitted where it has a significant adverse effect on local amenity in terms of noise, disturbance, overbearing, light, odours and air quality. Development will not be permitted which is detrimental to the visual amenity. Proposals should seek to design out crime and anti-social behaviour, promote inclusion and provide adequate amenity for future occupiers.

Policy GP5 General Development Principles – Natural Environment states that proposals should be designed to protect and encourage biodiversity and ecological connectivity and ensure there are no negative impacts on protected habitats. Proposals should not result in an unacceptable impact of water quality or the loss or reduction in quality of agricultural land (Grades 1, 2 and 3A). There should be no unacceptable impact on landscape quality and proposals should enhance the site and wider context including green infrastructure and biodiversity.

Policy GP6 General Development Principles – Quality of Design states that good quality design will be sought in all forms of development. In considering proposals, a number of factors are listed which should be considered to ensure a good quality scheme is developed. These include consideration of the context of the site; access, permeability and layout; preservation and enhancement; scale and form of the development; materials and detailing; and sustainability.

6. CONSULTATION RESPONSES

6.1 Local Highways Authority: The signs are unlit and do not obstruct highway or visibility. There are therefore no highway related objections.

6.2 Principal Heritage officer: Caerleon Methodist Church is prominently located within the Caerleon Conservation Area (CA). Despite modern alterations, the original form of the building remains as a good example of 19th century nonconformist religious architecture, and as such it makes a positive contribution to the character of the CA.

The existing signage is acrylic board printed and, though large, the black-on-white colour-scheme substantially reduces its prominence against the white-painted background of the building's elevation.

The proposed signage above the porch appears to be of individually applied fret-cut lettering, of a reduced scale compared to the existing.

Signage proposed to porch and adjacent freestanding sign is of the same material as the existing, but with a reversed colour-theme wherein the principal colour is to the background, with white lettering. This enhances the prominence of the signage, thus reducing the prominence of the built asset. If their colour-theme was to be reversed, we could likely conclude preservation of character and appearance. Individually applied, fret-cut lettering above the prominent doorway would be an even better choice, resulting in some

enhancement over an applied vinyl board.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Policies GP2 and GP6 of the Newport Local Development Plan 2011-2026 (Adopted January 2015) and Technical Advice Note (TAN) 7: Outdoor Advertisement Control are of relevance to the determination of this application. TAN7 states that applications for advertisement consent can only consider amenity and public safety. Development will not be permitted which is detrimental to the visual amenity. Proposals should seek to design out crime and anti-social behaviour, promote inclusion and provide adequate amenity for future occupiers. Policy GP6 states good quality design will be sought in all forms of development. In considering proposals, a number of factors are listed which should be considered to ensure a good quality scheme is developed. These include consideration of the context of the site; access, permeability and layout; preservation and enhancement; scale and form of the development; materials and detailing; and sustainability.

8.2 The proposed signage has been updated in response to the Heritage officer's comments with individual fret cut lettering proposed above the door and the colour scheme has been amended to teal lettering with a white background. Subsequently, the prominence of the signage has been reduced and it would not result in an adverse impact to the visual amenity of the building or area. The signage will preserve the character and appearance of the conservation area.

8.3 Movement:

The Head of Infrastructure (Highways) confirms the signs are acceptable in terms of vehicular and pedestrian safety and offers no objections.

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 signage is acceptable and will preserve the character and appearance of the Caerleon conservation area. It will not result in an adverse highway safety impact.

10.2 The application is granted subject to the following conditions.

11. RECOMMENDATION

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: SD1126-03C, SD1126-05C, SD1126-06B.

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: SD1126-03C, SD1126-05C, SD1126-06B, SD1126-00

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