

Delegated Decision Report

Application No:	26/0509	Statutory Period Expires:	31st August 2026
------------------------	----------------	----------------------------------	-------------------------

Site:	Chapelwood Primary Care Centre, Well Western Valley Road Rogerstone Newport NP10 9DU		
Proposal:	ADVERTISEMENT CONSENT FOR NEW SIGNAGE INCLUDING WINDOW VINYLs		
Applicant:	J Crowcroft		
Type:	Advert Consent	Ward:	Rogerstone East
Decision:	Granted with Conditions		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The application site comprises the Well Pharmacy, which is situated adjacent to Chapelwood Primary Care Centre within the Rogerstone East ward. The pharmacy currently displays vinyl advertisements on the windows facing the car park.

3. DESCRIPTION OF DEVELOPMENT

3.1 The application seeks Advertisement Consent for the installation of 10 new window vinyls. Each vinyl would measure 1,080mm in width and 1,095mm in height and would be displayed on the pharmacy windows facing the car park. In addition, the proposal includes the replacement of the existing signage on the north-western elevation with a wall-mounted sign panel measuring 1.75m in width and 1m in height. A lockable service ladder is also proposed on this elevation.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
15/1011	DISPLAY OF 1NO. ILLUMINATED FASCIA SIGN, 1NO. NON ILLUMINATED SERVICE MENU BOARD AND 7NO. WINDOW VINYLs	Granted with Conditions	11.09.2015

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)
- 5.3.1 Policies GP2 (General Amenity), GP4 (Highways and Access) and GP6 (Quality of Design) of the Newport Local Development Plan 2011-2026 (Adopted January 2015) are relevant to the determination of this application.
- 5.4 TECHNICAL ADVICE NOTES
- 5.4.1 Technical Advice Note (TAN) 7: Outdoor Advertisement Control are relevant to the determination of this application.
- 5.5 THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

6. CONSULTATION RESPONSES

- 6.1 **Highways:** No objection.

7. PUBLIC REPRESENTATIONS

- 7.1 A site notice was put up on the 17.07.2026. No representations were received.
- 7.2 ROGERSTONE COMMUNITY COUNCIL: No representations were received

8. ASSESSMENT

8.1 Principle of Development

- 8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).
- 8.1.2 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 Amenity

- 8.2.1 The proposed signage is not significantly different from the previously approved signage, with the amendments being limited in both scale and design. The signage is considered appropriate to the use of the site and remains proportionate to the scale and form of the host building.

8.3 Public Safety

- 8.3.1 The signage replaces existing signage and is non-illuminated. Given its location, there would be no impact on Highway users. The Highways Officer raises no objection to the application. The proposals accord with policy GP4.

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 It is considered that the advertisements are acceptable in terms of visual amenity and public safety. The adverts are in accordance with Policies GP2, GP4 and GP6 of the Newport Local Development Plan 2011-2026 (adopted January 2015).

11. **RECOMMENDATION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and Documents: Site Location Plan, Site Map, Elevations, Specifications, Photographs
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 and GP6 were relevant to the determination of this application.