

Delegated Decision Report

Application No:	26/0423	Statutory Period Expires:	30th July 2026
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Site:	414-416 Chepstow Road Newport NP19 8JH		
Proposal:	ADVERTISEMENT CONSENT FOR 2NO. FASCIA SIGNS		
Applicant:	Greggs Plc		
Type:	Advert Consent	Ward:	Alway
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The site is a commercial property located within the Beechwood District Centre

3. DESCRIPTION OF DEVELOPMENT

3.1 Advert consent is sought for the installation of 2no fascia signs, 1no to the front of the building and 1no to the side of the building.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
06/0099	ERECTION OF SINGLE STOREY REAR EXTENSION AND SECURITY FENCING (RESUBMISSION)	GRANTED WITH CONDITIONS	23/02/2006
19/0913	CHANGE OF USE OF FIRST FLOOR TO 2NO. BEDROOM FLAT AND ASSOCIATED EXTERNAL ALTERATIONS	GRANTED WITH CONDITIONS	04/12/2020
19/1263	PROPOSED CHANGE OF USE OF PART OF GROUND FLOOR RETAIL SHOP TO ONE BED FLAT	REFUSED	27/02/2020
20/0464	PROPOSED CHANGE OF USE OF PART OF GROUND FLOOR RETAIL SHOP TO ONE BED FLAT (RESUBMISSION)	GRANTED WITH CONDITIONS	02/07/2020
25/0974	S73 APPLICATION TO EXTEND THE TIME PERIOD FOR THE COMMENCEMENT OF DEVELOPMENT IN RELATION TO 20/0464 PROPOSED CHANGE OF USE OF PART OF GROUND FLOOR RETAIL SHOP TO ONE BED FLAT (RESUBMISSION)	GRANTED SUBJECT TO S106	06/05/2026
25/0975	S73 APPLICATION TO EXTEND THE TIME PERIOD FOR THE COMMENCEMENT OF DEVELOPMENT IN RELATION TO 19/0913 CHANGE OF USE OF FIRST FLOOR TO 2NO. BEDROOM FLAT AND ASSOCIATED EXTERNAL ALTERATIONS	GRANTED SUBJECT TO S106	06/05/2026
25/1029	CERTIFICATE OF LAWFULNESS FOR PROPOSED CONVERSION OF SPACE OVER AN A1 SHOP INTO A SINGLE FLAT	GRANTED	12/03/2026

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)

- GP2 (General Amenity)
- GP4 (Highways and Accessibility)
- GP6 (Quality of Design)

5.4 TECHNICAL ADVICE NOTE 7 (OUTDOOR ADVERTISEMENT CONTROL) TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of amenity meaning the visual amenity of the neighbourhood where the advert is to be displayed and the interest of public safety meaning the safety of people using any form of travel likely to be affected by the poster display.

6. CONSULTATION RESPONSES

- 6.1 Local Highways Authority: No objection to signage. The application is understood to be for signage alone. This raises no issues.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Amenity

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of amenity meaning the visual amenity of the neighbourhood where the advert is to be displayed. One fascia sign is proposed on the front of the building, facing Chepstow Road and one fascia sign is proposed on the side of the building facing toward Warwick Road. The property is a semi-detached commercial property located within Beechwood District Centre. It is considered that the proposed signage is appropriately sited and scaled in relation to the site and surrounding area. It would not appear incongruous, either in terms of scale or design.

8.2 Public Safety

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of public safety meaning the safety of people using any form of travel likely to be affected by the poster display. The proposed non-illuminated fascia signs would be installed on the front and side of the building, set back from the highway. The Council's Highways Officer offers no objection to the proposed signage. It is therefore considered that owing to the location, scale and design of the proposed signage, it is considered that it would not result in a harmful impact to public safety.

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 signage is considered to be acceptable and it is therefore recommended that advert consent is granted subject to the following conditions.

11. **DECISION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: Existing and Proposed Elevation AA Drawing No.RWST/S7081/12 and Existing and Proposed Elevation BB Drawing No.RWST/S7081/13.

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: Location Plan, Existing and Proposed Elevation AA Drawing No.RWST/S7081/12 and Existing and Proposed Elevation BB Drawing No.RWST/S7081/13.

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.