

Delegated Decision Report

Application No:	26/0417	Statutory Period Expires:	28th July 2026
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Site:	195A Cromwell Road Newport South Wales NP19 0HT		
Proposal:	ADVERTISEMENT CONSENT FOR THE ERECTION OF 1NO. NON ILLUMINATED TIMBER SIGN		
Applicant:	S Gibbons		
Type:	Advert Consent	Ward:	Liswerry
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The property is an end of terrace dwelling located along Cromwell Road. The surrounding area is a mix of commercial and residential.

3. DESCRIPTION OF DEVELOPMENT

3.1 Advert consent is sought for the erection of 1no non-illuminated timber sign on the east side elevation of 195a Cromwell Road. The sign would measure a height of 3m, width of 3m, depth of 0.05m and be set at a height of 2.45m from the ground to the base of the sign.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
08/1632	ERECTION OF 1NO. ATTACHED DWELLING WITH ASSOCIATED PARKING AND BOUNDARY WALLS	GRANTED WITH CONDITIONS	23/04/2009

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. The sign is close to an informal crossing point, however it is unlit and unlikely to be any more distracting than existing signage in the area. We would not therefore offer any formal objection.

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. The proposed sign would be sited on the east side elevation of the dwelling facing towards a commercial site. 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 sign would be sited on the east side elevation of the dwelling at a height of 2.45m from the ground. The Council's Highways Officer advises that the proposed sign would be close to an informal crossing point. However, as the proposed sign would be non-illuminated, it is unlikely that it would be anymore distracting than existing signage in the area. The Highways Officer therefore offers no objection to the application. 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 sign is acceptable and is therefore 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: Site Plan Drawing No.2638/02 and Proposed East Elevation Drawing No.2638/03.

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, Drawing No.2638/01, Site Plan Drawing No.2638/02 and Proposed East Elevation Drawing No.2638/03.

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.