

Delegated Decision Report

Application No:	25/0710	Statutory Period Expires:	12th November 2025
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Site:	<i>Celtic Technology Centre Celtic Way Celtic Lakes Newport South Wales</i>		
Proposal:	<i>ADVERTISEMENT CONSENT FOR DISPLAY OF 3 NO. ILLUMINATED SIGNS, 3 NO. NON ILLUMINATED SIGNS AND 1 NO. SUBSTATION ID SIGN</i>		
Applicant:	<i>D Ruffe</i>		
Type:	Advert Consent	Ward:	Tredegar Park And Marshfield
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None relevant.

2. SITE LOCATION AND CONTEXT

2.1 The site is located within an industrial area characterised by large commercial units and outdoor plant and equipment. To the north east of the site lies the residential area of Pencarn Avenue.

3. DESCRIPTION OF DEVELOPMENT

3.1 The proposal includes the 7no. advertisements (3no. illuminated and 4no. non-illuminated).

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
25/0711	S73 APPLICATION TO VARY CONDITIONS 1 (APPROVED PLANS), 4 (BOUNDARY TREATMENTS) AND 8 (LANDSCAPING) OF 23/0549 FOR S73 APPLICATION TO VARY CONDITIONS 1 (APPROVED PLANS), 7 (LANDSCAPING AND PLANTING SCHEME) AND 10 (NOISE ASSESSMENT) OF 20/0039 ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE. AMENDMENTS INCLUDE CHANGES TO BUILDING FOOTPRINTS AND DESIGN, LOCATION OF GENERATORS, CHANGES TO DRAINAGE STRATEGY AND LANDSCAPING AND OTHER LAYOUT CHANGES	Pending consideration	n/a
24/0589	NMA APPLICATION TO VARY CONDITION 1 (APPROVED PLANS) OF 23/0549 S73 APPLICATION TO VARY CONDITIONS 1 (APPROVED PLANS), 7 (LANDSCAPING AND PLANTING SCHEME), 10 (NOISE ASSESSMENT) AND 11 (NOISE SURVEY) OF 20/0039 ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY	Approved with conditions	25.07.2024

	GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE. PROPOSED NON MATERIAL AMENDMENTS INCLUDE PROVISION OF A LINK BRIDGE AT SECOND STOREY LEVEL BETWEEN TWO DATA CENTRE BUILDINGS		
24/0530	PARTIAL DISCHARGE OF CONDITIONS 7 (LANDSCAPING), 11 (NOISE) AND 16 (LIGHTING) RELATING TO 23/0549 S73 APPLICATION TO VARY CONDITIONS 1 (APPROVED PLANS), 7 (LANDSCAPING AND PLANTING SCHEME), 10 (NOISE ASSESSMENT) AND 11 (NOISE SURVEY) OF 20/0039 ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE. AMENDMENTS INCLUDE CHANGES TO BUILDING FOOTPRINTS AND DESIGN, LOCATION OF GENERATORS, CHANGES TO DRAINAGE STRATEGY AND LANDSCAPING AND OTHER LAYOUT CHANGES	Approved	20.09.2024
23/0549	S73 APPLICATION TO VARY CONDITIONS 1 (APPROVED PLANS), 7 (LANDSCAPING AND PLANTING SCHEME), 10 (NOISE ASSESSMENT) AND 11 (NOISE SURVEY) OF 20/0039 ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE. AMENDMENTS INCLUDE CHANGES TO BUILDING FOOTPRINTS AND DESIGN, LOCATION OF GENERATORS, CHANGES TO DRAINAGE STRATEGY AND LANDSCAPING AND OTHER LAYOUT CHANGES	Granted with conditions	26.10.2023
23/0463	PARTIAL DISCHARGE OF CONDITIONS 13 (CEMP), 16 (BIO DIVERSITY CONSTRUCTION ENVIRONMENTAL MANAGEMENT PLAN), 17 (LANDSCAPE AND ECOLOGICAL MANAGEMENT PLAN), 23 (CONTAMINATION LAND REPORTING), 31 (ARBORICULTURALIST) AND 32 (ARCHAEOLOGICAL WRITTEN SCHEME OF INVESTIGATION) OF 20/0039 ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE	Approved	07.09.2023

21/0613	PARTIAL DISCHARGE OF CONDITIONS 5 (DRAINAGE DETAILS), 6 (PARKING LAYOUT) AND 12 (NOISE MITIGATION) OF PLANNING PERMISSION 20/0039 FOR THE ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE	Approved	10.08.2021
21/0594	NON MATERIAL AMENDMENT APPLICATION TO VARY CONDITION 6 (PARKING SURVEY) OF PLANNING PERMISSION 20/0039 FOR THE ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE	Approved with conditions	30.07.2021
20/0039	ERECTION OF 4NO. THREE-STOREY DATA CENTRE BUILDINGS COMPRISING B8 USE AND ANCILLARY B1 USE, PROVISION OF EMERGENCY GENERATORS, SECURITY LODGE, HARD AND SOFT LANDSCAPING, INTERNAL ACCESS ROADS, CAR PARKING AND SUSTAINABLE DRAINAGE	Granted with conditions	10.09.2020

5. PLANNING POLICY

- 5.1 The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended)

6. CONSULTATION RESPONSES

- 6.1 Highways Officer: No objection - Only one sign is visible from publicly accessible roads, and the lighting level is 200cd/sqm, which is acceptable. None of the signs impact highway in any way. There are therefore no highway related objections.
- 6.2 Environmental Health Officer: No response.

7. PUBLIC REPRESENTATIONS

Site Notice was put up on the 24th September 2025.

- 7.1 NEIGHBOURS: No comments received.

8. ASSESSMENT

- 8.1 The proposal includes the erection of 7no. advertisements, three of which are illuminated. One illuminated advertisement is located at the site entrance near the public highway, with the remaining signs being located within the site itself.
- 8.2 The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) Part 1 General, Powers to be exercised in the interests of amenity and public safety 4. sets out the consideration of such applications are limited to amenity and public safety.
- 8.3 The Highways Officer has been consulted on the application and raises no objection, specifically noting the illuminated sign near the adopted highway would not result in any adverse impacts.

- 8.4 No objection has been received from the Environmental Health Officer. It is considered that the proposed signage would not lead to any adverse impacts on the amenity of any residential property in accordance with Policy GP2.

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 result in any harm toward the safe use of the highway network or residential amenity in accordance with the considerations of the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

11. DECISION GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents:

- Site Location Plan (Drawing ref: 5217851-ATR-SI-00-D-A-001000 Rev P01)

- Substation Design (Drawing ref: 6.0)
- Site Sign Location Plan (Drawing ref: 1.0)
- Footing Details (Drawing ref: 5.1)
- eMb ILLUMINATED BUILDING ID MONUMENT(Drawing ref: 5.1)
- eMa DRIVEWAY ENTRY MONUMENT (Drawing ref: 4.1)
- eMa DRIVEWAY ENTRY MONUMENT (Drawing ref: 4.0)
- eDa NON-ILLUMINATED VEHICULAR DIRECTIONAL (Drawing ref: 3.1)
- eDa NON-ILLUMINATED VEHICULAR DIRECTIONAL (Drawing ref: 3.0)
- eBa ILLUMINATED WALL SIGN – SKYLINE (Drawing ref: 2.0)
- eBa ILLUMINATED WALL SIGN – SKYLINE (Drawing ref: 2.1)

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 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.