

Delegated Decision Report

Application No:	25/0854	Statutory Period Expires:	13th February 2026
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Site:	Llanwern Village Development Site Phase 1 Cot Hill Llanwern Newport NP18 2DP		
Proposal:	ADVERT CONSENT FOR 2NO HOARDING ADVERTISING BOARDS		
Applicant:	S Thomas		
Type:	Advert Consent	Ward:	Llanwern
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 Llanwern Village Development Site, Phase 1, also known as Great Milton Park is a residential development located in the Llanwern ward. The site is accessed via Cot Hill along Ringland Way (A48).

3. DESCRIPTION OF DEVELOPMENT

3.1 Advertisement consent is sought for 2no hoarding advertising boards. Each board would measure 4.88m in width, 141mm in depth and 2.44m in height. Each board would be attached to 4no x 3.9m tall posts and the board would be set 1.5m above ground level. Both signs would be adjacent to Ringland Way (A48) although sign 1 would face toward the junction between Cot Hill and Ringland Way and sign 2 would face toward oncoming traffic on the opposite side of the A48.

3.2 It is also proposed to remove 2no free standing façade signs and 2no free standing flags from the northernmost corner of the field at the entrance to Cot Hill. The 2no signs to be removed measure approximately 3m in height x 1.4m in width and the 2no flags measure up to 6m in height.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
19/1099	ADVERTISEMENT CONSENT FOR THE DISPLAY OF VARIOUS NON-ILLUMINATED MARKETING SIGNS, CONSISTING OF 4NO.GALLOWS SIGNS, 12NO. LEADER BOARD SIGNS, 2NO. SHOW HOME FACADE SIGNS AND 15NO. FLAGS	GRANTED WITH CONDITIONS	20.12.2019
19/1082	ADVERTISEMENT CONSENT FOR 1NO. STACK HOARDING SIGN	GRANTED WITH CONDITIONS	12.12.2019

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

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 WELSH GOVERNMENT TECHNICAL ADVICE NOTE (TAN) 7: OUTDOOR ADVERTISMENT CONTROL

5.4 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

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

6. CONSULTATION RESPONSES

6.1 HIGHWAYS OFFICER

No objection

The signs do not obstruct highway or visibility and are not lit or moving. There are therefore no highway related objections

6.2 ENVIRONMENTAL HEALTH OFFICER

No objection.

6.3 WELSH GOVERNMENT (ROADS)

No objection

I refer to your consultation regarding the above planning application and advise that the Welsh Government as highway authority for the M4 motorway does not issue a direction in respect of this application.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 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 When assessing an advertisement's impact on public safety, local planning authorities should have special regard to its effect upon the safe use and operation of any form of traffic or transport, including the safety of pedestrians.

8.3 Amenity

The impact on residential amenity must be considered. The nearest residential properties (no.11 and no.12 Halle Close) are located approximately 60m away from the proposed signage and are located on the adjacent side of the A48 dual carriageway. Both signs are non-illuminated, so the signs would not cause light disturbance to neighbouring properties. Given the separation distance, it is considered that the proposed signage would not cause an adverse impact to residential amenity.

8.4 In terms of visual amenity, the site currently benefits from existing signage of a similar ilk at the entrance to Cot Hill and further into Great Milton Park which was granted under applications ref.19/1099 and ref.19/1082 in 2019. The existing signage consists of 4no gallows signs, 12no leader board signs, 2no show home façade signs and 15no flags. It is proposed to remove the 2no free standing façade signs and 2no flags from the entrance to Cot Hill. The existing signs which are to be removed are located in the northernmost corner of the enclosed grass bank.

8.5 The proposed signage would be situated in the enclosed grass embankment between the A48 and Great Milton Park. It is understood that the proposed advertisements are intended to promote sales and to provide clear and legible information to visitors regarding the two phases within the development during the remaining period of the development at Great Milton Park. Given the temporary nature of the proposed signage, it is considered necessary to include a condition requiring the removal of the signage within 5 years to prevent the erection of generic advertisement boards in this pleasant open space. Given that the former free-standing signage is to be removed, the erection of new signage is unlikely to give rise to a cumulative impact and owing to the temporary nature of the signage it is considered that the advertisements would not harm the amenity of the site and the surrounding area.

8.6 **Public/Highways Safety**

TAN 7 acknowledges that free standing units alongside the highway usually have a dominant impact upon their surroundings, and they therefore need to be sited with particular care to ensure that their effect on pedestrians and highway users is not overwhelming. Due to the prominent siting of the proposed signage on a frequently used thoroughfare, the Council's Highway Officer was consulted on the application. The Highways Officer has not raised an objection as the signs do not obstruct highway or visibility and are not lit or moving. Allied to this, the proposal would not have any detrimental impact on pedestrian users given that the signage is located entirely within the site boundary.

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 have a detrimental effect on public safety, residential amenity nor the visual amenities of the application site or the wider area in accordance with Welsh Government Technical Advice Note 7 (Outdoor Advertisement Control) and Policies GP2, GP4 and GP6 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

11. DECISION

GRANTED WITH CONDITIONS

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

- Signage Application Plan
- Location Plan, Great Milton Park Signage
- GMP Advertising Cover Letter Redacted
- 01 - 3551-15-09-03 Location Plan.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

02 This permission shall be for a limited period expiring 1 March 2031 when the signs shall be removed and the land restored to its former condition.

Reason: In the interests of visual amenity, in accordance with Policy GP6 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

03 Prior to the installation and display of the 2no hoarding advertisement boards hereby approved, the existing signage as shown in document 'Existing Signage' shall be completely removed from the site.

Reason: In the interests of visual amenity, in accordance with Policy GP6 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

NOTE TO APPLICANT

01 This decision relates to plan Nos: Signage Application Plan, Location Plan, Great Milton Park Signage, GMP Advertising Cover Letter Redacted, 01 - 3551-15-09-03 Location Plan.

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.