

Delegated Decision Report

Application No:	25/0601	Statutory Expires:	Period	15th October 2025
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Site:	Chartist Tower Upper Dock Street Newport South Wales		
Proposal:	ADVERTISEMENT CONSENT FOR THE DISPLAY OF 2 NO. FASCIA SIGNS (NON-ILLUMINATED) AND 18 NO. VINYL WINDOW SIGNS		
Applicant:	M Brown		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	REFUSED		

1. BACKGROUND

- 1.1 Planning permission was granted to change the use of the application site to a Gaming Arcade under application 25/0283. This application seeks consent for the display of advertisements associated with that use. The advertisements appear to be in situ and the application is therefore retrospective.

2. SITE LOCATION AND CONTEXT

- 2.1 The site is located within the City Centre as shown on the Proposals Map contained within the Newport Local Development Plan 2011 – 2026 (adopted January 2015). The elevation of the buildings which faces Corn Street is allocated as a Secondary Shopping Frontage. The site is also located within an Archaeologically Sensitive Area.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 Advertisement consent is sought for the display of 2 no. fascia signs (non-illuminated) and 18 no. vinyl window signs. The proposed signage would be positioned across the ground floor facades of the building that face Upper Dock Street and Corn Street, directly fronting these streets.

4. RELEVANT SITE HISTORY

Application Number:	Proposal:	Decision:	Decision Date:
25/0283	CHANGE OF USE TO ARCADE	Granted with Conditions	03.07.2025
23/0767	CHANGE OF USE OF GROUND FLOOR AND FIRST FLOOR TO PROVIDE 15NO. CINEMA PODS WITH OVERNIGHT ACCOMODATION, SHOWER/TOILET FACILITIES AND INTERNAL ASSOCIATED WORKS	Granted with Conditions	09.11.2023
18/0465	CHANGE OF USE OF CHARTIST TOWER TO PART HOTEL (USE CLASS C1), COMPRISING ANCILLARY FACILITIES (GYM, CONFERENCE SPACE, STORAGE SPACE, OFFICES & RESTAURANT) AND GROUND FLOOR COFFEE SHOP (USE CLASS A3) AT FORMER UNITS 8-11, PART RETENTION AND RECONFIGURATION TO CREATE OFFICE FLOOR SPACE (USE CLASS B1), CHANGE OF USE OF UNITS 1-3 TO A RESTAURANT (USE CLASS A3), AND EXTERNAL ALTERATIONS TO THE FACADE OF CHARTIST TOWER (TO INCLUDE ROOF TOP LOUVRES, CLADDING, NEW FENESTRATION AND	Granted with Conditions	21.09.2021

	GLASS BOX EXTENSION) AND TO THE RETAIL UNITS FRONTING UPPER DOCK STREET, AUSTIN FRIARS (FORMER UNITS 1-7 & 12-13) AND COMMERCIAL STREET (THE FORMER BHS)		
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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 WELSH GOVERNMENT TECHNICAL ADVICE NOTE (TAN) 7: OUTDOOR ADVERTISEMENT CONTROL

WELSH GOVERNMENT TECHNICAL ADVICE NOTE (TAN) 24: THE HISTORIC ENVIRONMENT

5.4 HISTORIC ENVIRONMENT ACT (WALES) 2023.

5.5 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

Policies SP9 (Conservation of the Natural, Historic and Built Environment), GP2 (General Amenity), GP4 (Highways and Accessibility), GP6 (Quality of Design) and CE7 (Conservation Areas) of the Newport Local Development Plan 2011-2026 (adopted January 2015) are relevant to the determination of this application.

5.6 Consideration has also been given to the following documents in the assessment of this application: CADW Managing Change to Listed Buildings in Wales, CADW Managing Conservation Areas in Wales.

6. CONSULTATION RESPONSES

6.1 Local Highways Authority:

No objection. No highway impact is anticipated.

6.2 Principal Heritage Officer:

It is proposed to install new (non-illuminated) fascia signage and window vinyl to the ground floor of the contemporary Chartist Tower building, applied to the two elevations which front onto Corn Street and Upper Dock Street. Due to the location of the proposed, this is a question of Setting impact: upon nearby listed assets and upon the Town Centre Conservation Area, within south-westerly views down Corn Street.

Said view is not identified as an "Important" within the Town Centre CAA. It does, however, afford a key view of the Grade II Westgate Chambers/Westgate Buildings (Cadw Ref: 21004),

wherein its central bay (featuring highly ornate central attic gable, large multi-light semi-circular window, and off-centre pedimented doorway) takes centre stage.

This view is also framed by the side (but no less grand) elevations of GII Listed 13 Commercial Street (Cadw Ref: 3012) and GII Listed Barclay's Bank (Cadw Ref: 23106), both of which present very characterful elevations to the street. These assets make a very positive contribution towards the character and appearance of the Town Centre Conservation Area and, therefore, a very positive contribution towards the setting of said area. This is particularly strong within nearby views, from the south-western end of Dock Street – just beyond the conservation area boundary.

However, it is only as the viewpoint retreats further to the north-west, beyond the junction with Upper Dock Street, that the proposed development comes into view. From here, the bright vinyl and fascia signage will still inevitably result in some visual distraction within this south-westerly view, though it will not be directly intrusive (being offset to the south) and will essentially form part of those major, C20 developments to the south-western side of Upper Dock Street. Within this context, harm to setting is considerably less.

The overall result is some cumulative harm to the setting of said listed buildings – and the setting of the Town Centre Conservation Area. This is something which you would need to weigh against any potential public benefit, as part of the overall 'planning balance'.

6.3 Heneb – The Trust for Welsh Archaeology:

Thank you for notifying us of this application; consequently, we have reviewed the detailed information contained on your website and can confirm that archaeological mitigation is not required. We have reviewed the area against the information in the regional Historic Environment Record (HER) which shows as follows:

The proposed works are within the Conservation Area of Newport Town Centre and the Archaeologically Sensitive Area (ASA) of Newport. The building once formed part of Barclay's Bank, a Grade II Listed Building (Cadw ref. 23106). A review of the 1st – 4th Edition (1883; 1902; 1920; 1937) historic Ordnance Survey maps show the footprint of the property. The proposal includes external alterations. The works are of small scale, and with our understanding of the historic environment, it is unlikely that significant archaeological remains will be encountered or that existing features will be disturbed. Therefore, the potential impact is considered low.

As a result, there is unlikely to be an archaeological restraint to this proposed development and consequently, as the archaeological advisors to your Members, we have no objections to the positive determination of this application. The record is not definitive, however, and features may be disturbed during the course of the work. In this event, please contact this division of the Trust.

7. PUBLIC REPRESENTATIONS

7.1 None.

8. ASSESSMENT

8.1 The Welsh Government Technical Advice Note (TAN) 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 application site forms the ground floor facades of a modern building located within the Newport City Centre. The building is positioned in an area with high pedestrian footfall and its corner location increases its visual prominence in the street scene. The advertisements proposed have been applied to elevations of the building which front Corn Street and Upper Dock Street and are visually prominent owing to their bright colours and haphazard arrangement when viewed from the public realm.

- 8.2.2 The Council's Shopfront Design SPG indicates that signage should be limited to the name of the shop with a simple graphic logo and the street number. Too much information which creates visual clutter will not be acceptable. Whilst advertisement signage is a common feature of the city centre, it is considered that when taken together the proposals are harmful to the visual amenity of the area, due to their quantity, arrangement, design and bright colouring, which results in visual clutter and garish and unsympathetic ground floor building facades. In addition, the proposals would reduce the ability to see in to the building, and therefore reduce active frontages in a city centre location with high footfall. Furthermore, as noted above, the proposals are considered to result in some cumulative harm to the setting of the nearby listed buildings, and to the setting of the Town Centre Conservation Area. It is not considered that there are any public benefits that outweighs this harm.
- 8.2.3 Based on the above, it is considered that the proposed signage scheme would have an unacceptable impact upon visual amenity.
- 8.3 *Public Safety:*
- 8.3.1 When assessing an advertisements 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. Regarding the impact of the signage on public safety, the Council's Highways Officer was consulted and has not raised any objection. The proposals do not obstruct the footpath or highway or impact upon visibility. In addition, they are not illuminated and are not considered to adversely impact upon pedestrian 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 proposal would not have a detrimental effect on public safety or residential amenity, however the cumulative impact of the proposed advertisements is considered to be harmful to the visual amenities of the area and to that of the nearby heritage assets.

11. RECOMMENDATION

REFUSED, FOR THE FOLLOWING REASON:

1. Due to their quantity, haphazard arrangement, design and bright colouring, the proposed advertisement signage is considered to result in visual clutter and a garish appearance to the building's ground floor façades, which diminishes active street frontages, to the detriment of the visual amenity of the street scene and that of the setting of the nearby listed buildings and Town Centre Conservation Area. As such, the proposal is contrary to Policies SP9, GP4, GP6 and CE7 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015), Planning Policy Wales Technical Advice Note 24: The Historic Environment (May 2017) and the Historic Environment Act (Wales) 2023.

NOTE TO APPLICANT

01 This decision relates to Plan Nos: Site Location Plan, Existing Elevations with Measurements, Elevation Measurements, Elevation Print Plan, Proposed Elevations, North Elevation Photographs, East Elevations, Photograph 1 and Photograph 2.

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies SP9, GP2, GP4, GP6 and CE7 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.