

Delegated Decision Report

Application No:	25/0186	Statutory Period Expires:	5th May 2025
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Site:	Costa Coffee Ty Newport Hotel Chepstow Road Newport NP18 2LX		
Proposal:	DISPLAY OF 1NO. 10M HIGH INTERNALLY ILLUMINATED DOUBLE SIDED TOTEM POLE		
Applicant:	Costa Ltd		
Type:	Advert Consent	Ward:	Bishton And Langstone
Decision:	REFUSED		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 Ty Newport Hotel is a 4no storey hotel with a large front car park, situated in the Bishton and Langstone ward. Costa Coffee is situated in the car park and currently, there are existing signs on the southeast and southwest elevations. The site is located in the countryside.

3. DESCRIPTION OF DEVELOPMENT

3.1 The applicant seeks planning permission for the installation of an internally illuminated double sided totem pole, measuring 10m in height, with an aluminium red powder coated tray to display the opal acrylic wording. The tray will measure 2m in width, 0.3m in depth and 1.7m in height. The letters are proposed to be illuminated using internal LED illumination.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
89/0141	USE OF LAND FOR CLASS B1 (OFFICE/LIGHT INDUSTRIAL) USE	R	06.10.1989
17/0429	DEVELOPMENT OF 146 BEDROOM HOTEL UP TO FOUR STOREYS IN HEIGHT AND ASSOCIATED PARKING, SERVICING ARRANGEMENTS AND LANDSCAPING, PROVISION OF A DRIVE-THROUGH COFFEE SHOP OF 209m2 IN FLOOR AREA AND CONSTRUCTION OF A NEW ACCESS ONTO THE A48 AFFECTING PUBLIC RIGHT OF WAY 394/80/1	GC	18.10.2017
18/0668	VARIATION OF CONDITION 01 (PLANS) OF 17/0429 FOR THE DEVELOPMENT OF 146 BEDROOM HOTEL UP TO FOUR STOREYS IN HEIGHT AND ASSOCIATED PARKING, SERVICING ARRANGEMENTS AND LANDSCAPING, PROVISION OF A DRIVE-THROUGH COFFEE SHOP OF 209m2 IN FLOOR AREA AND CONSTRUCTION OF A NEW ACCESS ONTO THE A48 AFFECTING PUBLIC RIGHT OF WAY 394/80/1	GC	16.05.2019
19/1179	VARIATION OF CONDITION 01 (PLANS) OF PLANNING PERMISSION 18/0668 FOR THE VARIATION OF CONDITION 01 (PLANS) OF 17/0429 FOR THE DEVELOPMENT OF 146 BEDROOM HOTEL UP TO FOUR STOREYS IN HEIGHT AND ASSOCIATED PARKING, SERVICING ARRANGEMENTS AND LANDSCAPING, PROVISION OF A DRIVE-THROUGH COFFEE SHOP OF 209M2 IN FLOOR AREA AND CONSTRUCTION OF A NEW	GC	23.01.2020

	ACCESS ONTO THE A48 AFFECTING PUBLIC RIGHT OF WAY 394/80/1. AMENDMENT IN RELATION TO LAYOUT AND ELEVATIONS OF PROPOSED A3 UNIT		
22/0427	VARIATION OF CONDITION PC1 (APPROVED PLANS) OF PLANNING PERMISSION 17/0429 FOR A DEVELOPMENT OF 146 BEDROOM HOTEL UP TO FOUR STOREYS IN HEIGHT AND ASSOCIATED PARKING, SERVICING ARRANGEMENTS AND LANDSCAPING, PROVISION OF A DRIVE-THROUGH COFFEE SHOP OF 209m2 IN FLOOR AREA AND CONSTRUCTION OF A NEW ACCESS ONTO THE A48 AFFECTING PUBLIC RIGHT OF WAY 394/80/1. VARIATION SOUGHT IN RESPECT OF TEMPORARY HOTEL CAR PARKING AND TEMPORARY FENCING	GC	22.06.2022
16/1310	EIA SCREENING OPINION FOR 160NO. BED HOTEL, STAND ALONE A3 UNIT AND DRIVE THRU RESTAURANT AND 180NO. VEHICLE PARKING SPACES	ENVSNR	31.01.2017
18/0526	DISPLAY OF VARIOUS NON ILLUMINATED AND INTERNALLY AND EXTERNALLY ILLUMINATED SIGNAGE	PGPR	02.08.2018

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)

- GP4 (Highways and Accessibility)
- GP6 (Quality of Design)
- SP5 (Countryside)

5.4 SUPPLEMENTARY PLANNING GUIDANCE NONE

6. CONSULTATION RESPONSES

6.1 Highways Officer: No objection –

The sign would not interfere with highway operations, and the proposed static luminance levels are acceptable. We would however request that the permission conditions the sign to have a maximum luminance level of 600cd/sqm as proposed during the hours of darkness.

6.2 Ecology Officer: No objection –

Although the illumination may be intrusive, I do not see that it would compromise any dark corridor of importance to nocturnal species such as bats or dormice.

As the sign is double-sided there may be some light spillage onto the vegetation to the south of the car park, but this area is already subject to artificial lighting associated with the car park and the road junction. This being the case I do not see that this feature is likely to significantly increase light disturbance on this occasion.

6.3 Landscape Officer:

From a street scene perspective this feature would be extremely detrimental by adding additional significant visual pollution in a vertical and illuminated form. The Costa Coffee unit is already clear and unattractive enough in itself.

This would have an adverse effect on public visual amenity.

There is no reason that this additional signage is justifiable.

If this application *is* considered for approval, then I would strongly recommend that the illuminated pole idea is completely rejected and that a small (W1mm x H500mm) sign on the existing low wall, designed in a more passive, less pronounced corporate style might be acceptable. Perhaps painted on the masonry with a fade, rustic finish.

I would refer this case to our biodiversity/ecological officers for further comment.

7. PUBLIC REPRESENTATIONS

- 7.1 COMMUNITY COUNCIL: Langstone Community Council was consulted, and no response was received.

8. ASSESSMENT

- 8.1 The sign is scaled to a significant height, disproportionate to the size of the building which is only 1no storey high. The location, being a drive thru and hotel in an otherwise flat landscape, does not support large signage. While there are existing advertisements on the front elevation which are of similar scale and form to each other, none are scaled quite as large as the proposed totem pole. Whilst a developed site close to the motorway, there is a pleasant amenity in the locality with wide verges and peripheral landscaping. This is not an industrial or commercial park per se. The coffee outlet is part of a hotel development and already has rooftop signage. The applicant argues that the site suffers lower than expected turnover due to poor visibility, assumedly from its set back position, however the sign is an unacceptable reaction to this and poorly conceived. It is a tall pole with a logo atop and a bold affixed arrow pointing down to the site. It will be seen alongside what is otherwise a pleasant landscaped vista and be seen as an unnecessarily tall afterthought.

It is highly visible by reason of its elevation and proposed illumination.

The Landscape officer has raised concerns and the signage seems to have little regard to its setting. A more compact, appropriately located sign would serve the same purpose and be less jarring in this context. The applicant letter points to the sign replacing existing flagpoles but the latter have a different visual effect and are not illuminated. Flagpoles at hotels are commonplace and they appear sympathetic in context. The proposed sign is a contrived attempt to attract unforeseen shortfalls of trade without considering how this may impact visual amenity. It will also set an undesirable precedent for similar tall adverts in this location to serve the hotel for example or for such adverts at the commercial area on the opposite side of the road. Therefore, the proposal does not accord with policies GP2 and GP6.

- 8.2 The Highway Officer has been consulted on this application and has commented that the sign would not interfere with highway operations, and the propose static luminance levels are acceptable.

- 8.3 The site is located in the countryside and therefore must accord with policy SP5. Development in the countryside will only be permitted where the use is appropriate in the countryside, respect the landscape character and biodiversity of the immediate and surrounding area and is appropriate in scale and design. It is considered that the proposed advertisement would have a detrimental impact on the countryside and does not accord with policy SP5.
- 8.4 A previous application on the site for 13no advertisements (18/0526), which included a proposal for a totem pole (advert 01), was part granted and part refused. The proposed totem was unacceptable and was also proposed to be located at the site entrance. It was to measure 6.35m high, nearly 4m shorter than the proposed totem pole at Costa Coffee.

This was refused on the grounds that due to its size and location, it would be detrimental to visual amenity. With regard to the size and location of the previously refused totem, whilst it was considered acceptable in terms of public safety, it was considered to would have an unacceptable impact on visual amenity contrary to policy GP2 of the Newport Local Development Plan 2011-2026 (adopted January 2015). The current proposal does not appear to have regard to this previous decision and the reasons for it, now proposing an even taller totem style sign in the same context and similar location.

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 is unacceptable on the grounds of amenity.

11. DECISION

REFUSED

01 By reasons of the size, design, illumination and prominent location of the sign, it will result in a detrimental impact on visual amenity and is contrary to Policies SP5 and GP2 of the Newport Local Development Plan 2011-2026 (adopted January 2015).

NOTE TO APPLICANT

01 This decision relates to plan Nos:

- proposed elevation 27903
- site location plan received 11.3.25

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP6, GP4 and SP5 were relevant to the determination of this application.

03 As consideration of this request did not raise significant additional environmental matters over and above those previously considered as part of the original application, it is considered that the proposals did not need to be screened under the Environmental Impact Assessment Regulations.