

# Delegated Decision Report

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|------------------------|----------------|----------------------------------|------------------------|
| <b>Application No:</b> | <b>25/0127</b> | <b>Statutory Period Expires:</b> | <b>15th April 2025</b> |
|------------------------|----------------|----------------------------------|------------------------|

|                   |                                                        |              |                 |
|-------------------|--------------------------------------------------------|--------------|-----------------|
| <b>Site:</b>      | <b>10 Furnace Way St Modwen Park Newport NP19 4RJ</b>  |              |                 |
| <b>Proposal:</b>  | <b>INSTALLATION OF BUILT UP ILLUMINATED HALO SIGNS</b> |              |                 |
| <b>Applicant:</b> | <b>Thau</b>                                            |              |                 |
| <b>Type:</b>      | <b>Advert Consent</b>                                  | <b>Ward:</b> | <b>Llanwern</b> |
| <b>Decision:</b>  | <b>GRANTED WITH CONDITIONS</b>                         |              |                 |

## 1. BACKGROUND

1.1 None.

## 2. SITE LOCATION AND CONTEXT

2.1 The site is located within St Modwen Park, an industrial estate, in the Llanwern ward. This application refers to Unit 10 in this industrial estate. There are no existing signs on the walls of the unit.

## 3. DESCRIPTION OF DEVELOPMENT

3.1 The applicant seeks planning permission for 4no built up RAL coated halo illuminated signs to be displayed as advertisements on the building. 2no of the halo illuminated signs are 3.7m in width and 2.4m in height. The other 2no signs measure 1.5m in height and 7.8m in width.

## 4. RELEVANT SITE HISTORY

| <b>App Number</b> | <b>Proposal</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Decision</b> | <b>Decision Date</b> |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------|
| 18/0417           | RESERVED MATTERS APPLICATION RELATING TO LAYOUT, SCALE, APPEARANCE, ACCESS AND LANDSCAPING FOR 2NO. COMMERCIAL UNITS (USE CLASS B1, B2, B8) PURSUANT TO OUTLINE PLANNING PERMISSION 06/0471 FOR A MIXED USE REGENERATION OF THE FORMER LLANWERN STEELWORKS AND PARTIAL DISCHARGE OF CONDITIONS 07 (LANDSCAPING), 08 (MATERIALS), 09 (DETAILS OF HARD LANDSCAPED ACCESS), 10 (BOUNDARY TREATMENTS), 12 (OFF STREET PARKING AND CYCLE PARKING), 15 (EMERGENCY ACCESS), 16 (DETAILS OF ROADS/CYCLEWAYS/FOOTWAYS), 18 (ESTATE ROADS), 24 (SITE LEVELS), 33 AND 34 (FOUL AND SURFACE WATER DRAINAGE), 39 (SUSTAINABILITY STATEMENT) AND 43 (FIRE FIGHTING ACCESS) | AC              | 04.10.2018           |
| 18/0424           | RESERVED MATTERS APPLICATION RELATING TO LAYOUT, SCALE, APPEARANCE, ACCESS AND LANDSCAPING FOR 3NO. COMMERCIAL UNITS (USE CLASS B1, B2, B8) PURSUANT TO OUTLINE PLANNING PERMISSION 06/0471 FOR A MIXED USE REGENERATION OF THE FORMER LLANWERN STEEL WORKS AND PARTIAL DISCHARGE OF CONDITIONS 07 (LANDSCAPING), 08 (MATERIALS), 09 (DETAILS OF HARD LANDSCAPING AREAS), 10 (BOUNDARY TREATMENTS), 12 (OFF-STREET PARKING AND CYCLE PARKING), 15 (EMERGENCY ACCESS), 16 (DETAILS OF ROAD/CYCLEWAYS/FOOTWAYS), 18 (FOUL AND                                                                                                                                  | AC              | 11.10.2018           |

|         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |    |            |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------|
|         | SURFACE WATER DRAINAGE), 39 (SUSTAINABILITY STATEMENT) AND 43 (FIREFIGHTING ACCESS)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |            |
| 22/0700 | INSTALLATION OF TWO NON-ILLUMINATED TENANT FASCIA SIGNS, TWO NON-ILLUMINATED 'ST. MODWEN SIGNATURE SWAN' LOGOS AND ONE NON-ILLUMINATED BUILDING SIGNAGE NUMBER ON EACH BUSINESS UNIT (UNITS 2-7)                                                                                                                                                                                                                                                                                                                                                                                                                                                               | AC | 15.12.2022 |
| 23/0193 | INSTALLATION OF 2NO. NON-ILLUMINATED FASCIA SIGNS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | AC | 20.04.2023 |
| 22/0857 | INSTALLATION OF 2NO. INTERNALLY ILLUMINATED WAYFINDING ENTRANCE SIGNS AND 11NO. NON ILLUMINATED DIRECTIONAL WAYFINDING SIGNS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | GC | 20.10.2022 |
| 17/0248 | APPROVAL OF RESERVED MATTERS PURSUANT TO OUTLINE PERMISSION 06/0471 FOR THE REGENERATION OF THE FORMER LLANWERN STEELWORKS (GLAN LLAN) IN RELATION TO THE CONSTRUCTION OF ACCESS ROADS AND FOUL AND SURFACE WATER DRAINAGE ON THE CELTIC BUSINESS PARK INCLUDING LANDSCAPING DETAILS AND DETAILS TO DISCHARGE CONDITION 7 (LANDSCAPE MANAGEMENT), CONDITION 9 (DETAILS OF HARD SURFACING), CONDITION 16 (DETAILS OF ROADS, CYCLEWAYS & FOOTWAYS), CONDITION 18(ESTATE ROADS), CONDITION 22 (STREETLIGHTING), CONDITION 24 (SITE LEVELS), CONDITION 33 (SURFACE WATER DRAINAGE) & CONDITION 34 (FOUL AND SURFACE WATER DRAINAGE) OF PLANNING PERMISSION 06/0471 | AC | 25.05.2017 |
| 20/1138 | NON-MATERIAL AMENDMENT TO PLANNING PERMISSION 18/0417 FOR RESERVED MATTERS APPLICATION RELATING TO LAYOUT, SCALE, APPEARANCE, ACCESS AND LANDSCAPING FOR 2NO. COMMERCIAL UNITS (USE CLASS B1, B2, B8) PURSUANT TO OUTLINE PLANNING PERMISSION 06/0471 FOR A MIXED USE REGENERATION OF THE FORMER LLANWERN STEELWORKS TO AMEND POINT OF ACCESS TO UNIT 2 AND LANDSCAPING LAYOUT                                                                                                                                                                                                                                                                                 | AC | 07.01.2021 |
| 15/1219 | RESERVED MATTERS DETAILS FOR ERECTION OF TWO BUSINESS UNITS (6,000SQM) AND ASSOCIATED DEVELOPMENT FORMING PHASE 2 OF CELTIC BUSINESS PARK AND PARTIAL DISCHARGE OF CONDITIONS 07 (LANDSCAPING), 08 (BUILDINGS MATERIALS), 09 (HARD LANDSCAPING MATERIALS), 10 (BOUNDARY TREATMENTS), 12 (PARKING), 16 (ROADS, CYCLEWAYS, FOOTWAYS), 18 (ESTATE ROADS), 24 (LEVELS), 33 (SURFACE WATER), 39 (CARBON REDUCTION AND SUSTAINABILITY STATEMENT) OF PLANNING PERMISSION 06/0471 FOR GLAN LLYN REDEVELOPMENT                                                                                                                                                          | AC | 10.12.2015 |

## 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)
- GP6 (Quality of Design)

## 5.4 SUPPLEMENTARY PLANNING GUIDANCE NONE.

## 6. CONSULTATION RESPONSES

6.1 Environmental Health Officer: No objections

6.2 Highways Officer: No objections –

The proposals would have no impact on highways and there are therefore no objections raised.

## 7. PUBLIC REPRESENTATIONS

7.1 None

## 8. ASSESSMENT

8.1 The signs are scaled appropriately and are proportionate to the size of the building as well as being positioned in logical areas of the facades. They are within its car park as to ensure they have an appropriate relationship with the host without causing visual clutter of the street scene. The signs are also considered to be in keeping with the scale and commercial character of the host building. All of the signs are halo illuminated signs. There are no visible existing advertisements close-by of comparable scale and form but the site lies in an industrial estate, which supports large, illuminated signage compatible with the large scale of the host buildings. The unit is set behind other units which means that it is not visible but in the street scene and they are located at distance from residential properties such that their illumination will not cause nuisance. The proposal therefore accords with policies GP2 and GP6.

8.2 With regards to highway safety, the proposed signage is at an appropriate height above the ground and is not visible from the highway and is in an area where road users should be familiar with illuminated signs advertising businesses. The highway officer offers no objection to the application. The proposal therefore accords with policy GP4.

## 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 In terms of public amenity and public safety, the proposed adverts are acceptable and in accordance with the policies GP2 and GP6 of the Newport Local Development Plan 2011-2026 (adopted January 2015) and subsequently granted subject to conditions.

## 11. DECISION

### **GRANTED WITH CONDITIONS**

#### ***01 PLANS CONDITION***

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

- Proposed signage received 18.02.2025
- Site Location Plan received 18.02.2025

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:

- Proposed signage received 18.02.2025
- Site Location Plan received 18.02.2025

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