

Delegated Decision Report

Application No:	26/0169	Statutory Period Expires:	8th May 2026
------------------------	----------------	----------------------------------	---------------------

Site:	40-41 Commercial Street Newport NP20 1HP		
Proposal:	ADVERTISEMENT CONSENT FOR THE DISPLAY OF HALO ILLUMINATED FASCIA LETTERING AND 2 NO. EXTERNALLY ILLUMINATED (TROUGH LIGHTING) PROJECTING SIGN		
Applicant:	Done Brothers (Cash Betting) Ltd.		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The site is located within the city centre conservation area. The three storey building is on a prominent corner plot on Commercial Street and Llanarth Street characterised by an angular form of Gothic architecture.

3. DESCRIPTION OF DEVELOPMENT

3.1 The proposal seeks advertisement consent for the display of halo lighting to each letter on fascia sign and 2no. projecting signs with tough lighting.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
26/0168	PROPOSED CHANGE OF USE OF A VACANT RETAIL UNIT (CLASS A1 SHOPS) TO A BETTING SHOP (SUI GENERIS) AND MINOR WORKS	Pending consideration	n/a
21/0954	CHANGE OF USE OF UPPER FLOORS TO CREATE AN 11 BEDROOM HOUSE IN MULTIPLE OCCUPATION (SUI GENERIS USE), THE CREATION OF EXTERNAL AMENITY SPACE AND THE INSTALLATION OF AN ADDITIONAL DOOR FACING LLANARTH STREET TO ALLOW ACCESS TO THE BIN/BIKE STORE	Refused	24.11.2022
17/0928	INSTALLATION OF 4NO. INTERNALLY ILLUMINATED FASCIA SIGNS AND 2NO. INTERNALLY ILLUMINATED PROJECTING SIGNS	Granted with conditions	01.12.2017
98/0032	REPLACEMENT OF PART OF SHOPFRONT	Granted	26.03.1998
98/0015	ERECTION OF 2 INTERNALLY ILLUMINATED SHOP SIGNS	Granted	27.02.1998

5. PLANNING POLICY

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

5.2 Historic Environment (Wales) Act 2023

5.3 Technical Advice Note 7 – Outdoor Advertisement Control
Technical Advice Note 24 – The Historic Environment

6. CONSULTATION RESPONSES

- 6.1 Principal Heritage Officer: I am happy with these revisions.
- 6.2 Environmental Health Officer: No response.
- 6.3 Glamorgan Gwent Archaeological Trust: No response.
- 6.4 Highways Officer: No objection - The signs do not obstruct highway or visibility splays; there are no concerns regarding driver distraction and the level of lighting is acceptable.

7. PUBLIC REPRESENTATIONS

Application was not advertised.

- 7.1 NEIGHBOURS: No comments received.

8. ASSESSMENT

- 8.1 The proposal includes the erection of 2no. projecting signs with trough lighting above and halo lights to the lettering on fascia signage to the front and side elevation.
- 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, Section 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 highway would not result in any adverse impacts. Since the submission of the Highways Officers comments, the scheme has been altered to address the Principal Heritage Officers comments. The proposed scheme now includes halo lighting to fascia lettering and trough lighting to the projecting signs. As the Highways Officer raised no objection to the previous scheme, it is considered that no further consultation was required regarding the new design as the impacts are similar.
- 8.4 No comments have been received from the Environmental Health Officer. The proposed lighting is considered to not result in an adverse impact upon residential amenity given the separation distance to residential properties and the signage location to the ground floor elevation only as per neighbouring commercial properties. 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.
- 8.5 The Historic Environment (Wales) Act 2023 Section 160 sets out that when exercising a planning function in relation to a building or other land in a conservation area, a person must have special regard to the desirability of preserving or enhancing the character or appearance of that area. During the course of the application, the scheme was amended to address the concerns raised by the Principal Heritage Officer who now raises no objection to the scheme. Following the alterations to the projecting signs design, it is now considered that the proposal accords with the duties of the Historic Environment (Wales) Act 2023 to preserve the appearance of the conservation area, TAN24 and Policies SP9 and CE7.

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 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:

- Proposed Elevations (Drawing ref: 1384WP-EL Rev 4)

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 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP4, GP6, GP7 and CE7 were relevant to the determination of this application.

02 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.