

Delegated Decision Report

Application No:	26/0055	Statutory Period Expires:	23rd March 2026
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Site:	Three Horseshoes 45 Pillmawr Road Newport NP20 6WG		
Proposal:	ADVERTISEMENT CONSENT FOR 4NO ILLUMINATED HOARDING SIGNS, 2NO NON-ILLUMINATED HOARDING SIGNS, 1NO ILLUMINATED HANGING SIGN AND 1NO ILLUMINATED FASCIA SIGN		
Applicant:	Star Pubs And Bars		
Type:	Advert Consent	Ward:	Malpas
Decision:	Granted with Conditions		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The application property is a public house set within a curtilage comprised of a rear beer garden and large car parking area located within the eastern area of the pub grounds. The building itself is mid-to-late 20th Century and has a relatively traditional public house appearance with a principal elevation facing south-west onto Pillmawr Road.

3. DESCRIPTION OF DEVELOPMENT

3.1 The application seeks Advertisement Consent for the installation of a double-sided pictorial sign, gable board with applied letters, 1no. set of individual letters with a trough light, new sign writing, new entrance sign, 3no. poster cases, 1no. parking sign, 6no. floodlights and a new lantern. The signage will mostly be in place of the existing signage on the property.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
26/0173	NEW EXTERNAL CLADDING TO FIRST FLOOR OF BUILDING	Pending Consideration	N/A
16/0544	DISPLAY OF VARIOUS ILLUMINATED AND NON ILLUMINATED SIGNAGE	GRANTED	21.07.2016
12/0877	CREATE NEW ENTRANCE TO BAR BY FORMING NEW PORCH	GRANTED WITH CONDITIONS	26.10.2012

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)

5.3.1 Policies GP2 (General Amenity), GP4 (Highways and Access) and GP6 (Quality of Design) of the Newport Local Development Plan 2011-2026 (Adopted January 2015) are relevant to the determination of this application.

5.4 TECHNICAL ADVICE NOTES

5.4.1 Technical Advice Note (TAN) 5: Nature Conservation And Planning and Technical Advice Note (TAN) 7: Outdoor Advertisement Control are relevant to the determination of this application.

5.5 THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

6. CONSULTATION RESPONSES

6.1 ***Environmental Health***: No response received.

6.2 ***Highways***: No objection.

7. PUBLIC REPRESENTATIONS

7.1 1no. representation was received from a neighbouring occupier:

- The investment in the pub is welcome, the building has suffered from longstanding neglect and poor management.
- The number and scale of LED signs proposed are considered excessive for a pub located within a residential area that is already well illuminated by street lighting. Potential impacts on residential amenity through light pollution
- Concerns around the use of building as a pub including poor management, noise, abusive behaviour, and a lack of maintenance.

8. ASSESSMENT

8.1 Principle of Development

8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

8.1.2 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 Amenity

8.2.1 The proposed signage is not significantly different from the previous signage, and the changes are limited in scale and design. Overall, the amendments sought are welcomed and are deemed an improvement over the existing signage. The proposed signage is considered to be in keeping with the commercial use of the site and the fascia signage respects the scale and form of the host building.

8.2.2 Concern has been raised with regards to the impact of the illumination levels of the signage and additional lighting. There is already lighting on site, and it is not considered that the alterations would be worse than the existing arrangement. It is considered that there would be no significant detrimental impact on the residential amenity of neighbouring occupiers.

8.3 Public Safety

8.3.1 As the proposed signage is not substantially different from the previous signage, and the illumination levels are low level, it is considered that the proposal would not create a

distraction to drivers or adversely impact road safety. The Highways Officer raises no objection to the application. The proposals accord with policy GP4.

8.4 Response to Third Parties

- 8.4.1 Concerns have been raised regarding the existing operation of the pub and associated anti-social behaviour. While these comments are noted, the current application relates solely to advertisement consent. The use and management of the premises do not form part of the planning assessment and are not material to this proposal. Issues relating to anti-social behaviour are matters for the police and not within the scope of this application.

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 It is considered that the advertisements are acceptable in terms of visual amenity and public safety. The adverts are in accordance with Policies GP2, GP4 and GP6 of the Newport Local Development Plan 2011-2026 (adopted January 2015).

11. RECOMMENDATION

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and Documents: Site Location Plan, Existing and Proposed Signage
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 and GP6 were relevant to the determination of this application.