

Delegated Decision Report

Application No:	25/1052	Statutory Period Expires:	24th February 2026
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Site:	<i>Crosshands Hotel 446 Chepstow Road Newport South Wales NP19 8JF</i>		
Proposal:	ADVERT CONSENT FOR A NON ILLUMINATED 48 SHEET FREESTANDING ADVERT PANEL (RETROSPECTIVE)		
Applicant:	<i>D Wheeler</i>		
Type:	Advert Consent	Ward:	Alway
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

- 1.1 When assessing the application site previously, it is noted from at least July 2008 to October 2020, there has been a freestanding, non-illuminated advertisement board on site akin to the current proposal. This can be seen below. Between October 2020 and April 2021, the board had been removed and can also be seen below.

July 2008:



October 2020:



April 2021:



2. SITE LOCATION AND CONTEXT

- 2.1 The application site is to the rear of the Crosshands Public House adjacent to Beechwood District Centre. The application site is on a prominent corner between Chepstow Road and Somerton Road and surrounded by a mix of commercial and residential properties.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 The application is a retrospective application and seeks consent for a 48 sheet non-illuminated freestanding advert panel on the boundary of Crosshands hotel. The advert board is facing toward Somerton Road and measures 6.1m (Width) x 4.27m (Height). The advertisement would contain close board fencing at the base and would be a general advertisement board. The advertisement panel would be a galvanised metal sheet with timber uprights.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
15/0180	ERECTION OF VARIOUS ILLUMINATED AND NON-ILLUMINATED SIGNAGE.	GC	02.04.2015

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 Technical Advice Note 7: Outdoor Advertisement control

5.4 Town and Country Planning (Control of Advertisement) Regulations 199

5.5 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

Policy GP2 (General Amenity)

Policy GP4 (Highways and Accessibility)

Policy GP5 (Natural Environment)

Policy GP6 (Quality of Design)

6. CONSULTATION RESPONSES

6.1 Environmental Health: No comments received.

6.2 Local Highways Authority: There is no objection in principle to the advertising, however the precise design and location will obstruct pedestrian visibility for vehicles exiting the car park. The sign would either have to allow visibility between 600 and 1000 mm above footway or move 2m away from the access to address the objection.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Principle of Development

The application site is within the defined settlement boundary as shown on the proposals map that accompany the Newport City Council Local Development Plan, accordingly there is a presumption in favour of development and the efficient use of land is encouraged.

8.2 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.

8.3 The application site is located fronting Somerton Road. It is acknowledged that the surrounding area contains a mix of residential and commercial properties, and as such, the presence of signage is not uncommon within the vicinity. Although the proposed advertisement board would be a large standalone structure, consideration has been given to the previous development on the site of similar ilk, which existed from at least 2008 to 2021, as referenced in Section 1 of the report. Although this earlier sign has since been removed, it is considered to have been an established feature of the streetscene. Consequently, the proposed advertisement board is not deemed to result in demonstrable visual harm in this location nor an incongruous addition, given the historical context. The advertisement is non-illuminated which further reduces its prominence and is important in this location having regard to proximity to residential dwellings potentially sensitive to light pollution. The fencing to the base of the signage will weather over time and is of comparable design to the previous signs that have been present on the site. The sign scale and location are also comparable. Therefore, it is considered the signage is acceptable in this location in terms of its design.

8.4 When assessing the impact of advertisements on public safety, local planning authorities must consider their effect on the safe use of highways and pedestrian routes. The Highways Officer raised objections, advising that the proposed sign would obstruct pedestrian visibility for vehicles exiting the car park. To meet the required visibility splays, the sign must either provide clear visibility between 600mm and 1000mm above the footway or be set back 2 metres from the access; the proposal does not achieve this. However, signage of a similar scale occupied this position for many years prior and formed an established feature of the streetscene. Crash Map records show no evidence that the former sign contributed to safety issues, and the access itself has long operated with visibility constraints due to an existing boundary wall to the North of the access. Given this established layout, it is reasonable to expect that drivers egressing, and pedestrians will proceed with caution to limit potential conflict at this established access point. On balance, and in light of the historic context and absence of recorded incidents, the proposal is deemed acceptable in this instance.

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 advertisement is considered visually acceptable given the historic presence of similar signage on the site. While the Highways Officer has raised concerns regarding pedestrian visibility, the long-established access arrangement, existing physical constraints, and absence of any recorded safety issues indicate that the sign is unlikely to result in an unacceptable impact on public safety in accordance with TAN7.

11. **DECISION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: Site Location Plan; Proposed Elevations and Dimensions; Site Photograph
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 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.