

Delegated Decision Report

Application No:	25/0299	Statutory Period Expires:	12th June 2025
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Site:	6-7 Alma Inn Commercial Road Newport NP20 2PA		
Proposal:	ADVERTISEMENT CONSENT FOR 3NO. FASCIA SIGNS, 1NO. PROJECTING SIGN AND DOOR/WINDOW VINYL		
Applicant:	D Dil		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	REFUSED		

1. BACKGROUND

- 1.1 A planning application (15/0542) was granted in 2015 for replacement windows and doors to front and side elevation and renovation and the refurbishment of the front façade. The permission was subject to the following conditions.

The development shall be implemented in accordance with the following plans and documents: Proposed Layouts and Elevations.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

The development formed part of the Council's Vibrant and Viable Places (VVP) programme of work. In identifying properties within Newport, the main aims of the Welsh Government's VVP programme were used as a check list, these were:

- To revitalise and promote the sustainable development of town centres, making the most of their green infrastructure, heritage and historic character;
- To encourage wider investment in housing;
- To deliver strategic, regionally important projects of significant scale; and
- To tackle poverty by creating jobs, encouraging skills development and helping people into work.

It was considered that the proposal represented an improvement on the current appearance of the property and resulted in a positive contribution to the character and appearance of the area. The use of traditional materials in the replacement shopfront was welcomed.

- 1.2 A retrospective planning application (24/0207) for 2no. banner signs and 5no. window logo stickers was refused as the design was considered insensitive over an existing high quality, traditional frontage.
- 1.2 Additionally, a planning application (24/0561) was granted for 3no. painted signs on existing sign boards and 5 no. window logo stickers. It was considered that the proposed signage was sensitively designed and reflective of a traditional shopfront.
- 1.2 A planning application (25/0081) was recently refused for an advertisement consent for 3no fascia signs, a projecting sign and door and window vinyl panels.

It was considered that the proposed banner signs, by reason of their proportions, materials and design, would represent an awkward and insensitively designed addition to an existing high-quality traditional frontage which would detract from the character of the property and cause demonstrable harm to the visual amenity of the area.

2. SITE LOCATION AND CONTEXT

2.1 6-7 Commercial Road is a terraced property with a commercial use at ground floor situated on a prominent corner plot adjacent to Cardiff Road and George Street. The property forms part of a row of terraced properties, all of which have a commercial use at ground floor.

2.2 6-7 Commercial Road currently displays built up lettering in a muted brown colour.

3. DESCRIPTION OF DEVELOPMENT

3.1 It is proposed to erect 3no. fascia signs. The left fascia would measure 3500x500mm and read 'best- one.' The centre fascia would measure 1800x500mm. The third fascia on George Street Fascia would measure 10000x50mm. The material of the fascia's would be folded aluminium tray. There would be 12no window panels that will measure 600x900mm each. It is also proposed to erect a door vinyl measuring 350 x 400mm and 7no internal pelmets, six of which measure 1000x200mm and one that measures 1500x200mm. The projecting sign would measure 500x620mm. The materials of the fascia will be folded aluminium tray and the materials of the window panels will be flat dibond with digitally printed applied vinyl graphics. Additionally, the door vinyl will also be double-sided digitally printed vinyl, and the projecting sign will be flat dibond. None of the proposed works would be illuminated.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
15/0542	REPLACEMENT WINDOWS AND DOORS TO FRONT AND SIDE ELEVATION AND RENOVATION AND REFURBISHMENT OF FRONT FAÇADE	GRANTED WITH CONDITIONS	04/06/2015
24/0207	RETROSPECTIVE ADVERTISEMENTS CONSENT FOR 2NO. BANNER SIGNS AND 5NO. WINDOW LOGO STICKERS	REFUSED	06/06/2024
24/0561	3 NO. PAINTED SIGNS ON EXISTING SIGN BOARDS AND 5 NO. WINDOW LOGO STICKERS	GRANTED WITH CONDITIONS	12/09/2024
25/0081	ADVERTISEMENT CONSENT FOR 3 NO. FASCIA SIGNS, A PROJECTING SIGN AND DOOR AND WINDOW VINYL PANELS	REFUSED	01/04/2025

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)

Policy GP2 (General Amenity)

Policy GP4 (Highways and Accessibility)

Policy GP6 (Quality of Design)

5.4 NEWPORT'S SHOPFRONT DESIGN SUPPLEMENTARY PLANNING GUIDANCE (ADOPTED OCTOBER 2021)

6. CONSULTATION RESPONSES

6.1 Local Highways Authority: No objections.

The signs do not appear to be lit and do not obstruct or interfere with highway. There are therefore no objections on highway grounds.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 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.

Public Safety

8.2 When assessing an advertisements impact on public safety, local planning authorities should have special regard to its effect upon the safe use and operation of any form of traffic or transport, including the safety of pedestrians. As such, the Councils Highways Officer was consulted as part of this application. The Highways Officer has not raised any objection as the signs do not change or move and do not obstruct highway or visibility.

Amenity

8.3 The existing fascia sign is timber, with the letters having been individually attached to the fascia. There is an existing vinyl projecting / hanging sign at first floor level.

- 8.4 The proposed fascia signage would be an aluminium tray that would be attached to the timber fascia. Diabond panels (aluminium composite) would be attached to the hanging sign. These materials would be out of keeping with the traditional character of the building and detract from its visual amenity and that of the street scene.
- 8.5 Regarding the logo window stickers to the glazed windows, the Shopfront Design SPG states that graphic window displays which cover the majority of a shop window are generally discouraged as covering shop windows with stickers can turn shop fronts into oversized advertising hoarding and detracts from the character of the area and appearance of the building. It is considered that the window graphics are not proportional to the windows and significantly detract from the character and appearance of the building. Additionally, it is considered that the proposed materials are not in keeping with the significant character of the property, as this has been subject to a recent improvement scheme by the local authority.

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 have a detrimental effect on public safety, nor residential amenity, however the proposed signage would adversely affect the visual amenity of the property by displaying insensitively designed advertisements over an existing high quality, traditional frontage. The proposal is therefore considered unacceptable.

11. DECISION REFUSED

01 The proposed fascia signs and projecting sign, by reason of the use of modern materials, would be out of keeping with the traditional appearance and design and materials of the shopfront. The proposed window vinyl signs would add visual clutter to the shop front elevation which currently has currently benefits from significant character and a high-quality traditional frontage with good quality muted signage. The scheme would detract from the visual appearance of the building which has been subject to a recent improvement scheme by Newport City Council to the detriment of the visual amenity of the area. The proposal is, therefore, contrary to Policies GP2 and GP6 of the Newport Local Development Plan 2011 – 2026 (Adopted January 2015) and the Council's Supplementary Planning Guidance on Shopfront Design adopted October 2021.

NOTE TO APPLICANT

01 This decision relates to plan Nos: Best One Roxs Convenience Newport, 2024.441_PL01 Elevations Existing

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.