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Newport City Council
Civic Centre
Newport
South Wales
NP20 4UR

3 November 2025

Dear Sir/Madam

Re: Application for Full Planning Permission (Plant Equipment) and Advertisement Consent (New Signage) at U3.4 Ringland Centre, Newport, NP19 9HG

I am instructed by Greggs PLC to submit a planning application for the installation of new plant equipment and advertisement consent for the display of new signage at U3.4 Ringland Centre, Newport, NP19 9HG.

The application has been submitted via the Planning Portal reference: PP-14445587 and the application fee has been paid directly.

With this application, please find enclosed the following plans:

1. Site Location Plan, Ref: TQEQY25231173953102;
2. Proposed and Existing Elevations, Ref: RCEN/S6984/12;
3. Proposed and Existing Elevations, Ref: RCEN/S6984/13;
4. Proposed and Existing Ground floor plans, Ref: RCEN/S6984/14
5. Proposed and Existing Elevations, Ref: RCEN/S6984/16; *and*
6. Proposed and Existing Elevations, Ref: RCEN/S6984/17;

In addition to the above, I would be grateful if you could take into consideration the contents of this letter in the determination of both the full and advertisement applications.

Site and Surroundings

The application site comprises an unoccupied A3 retail unit recently constructed as part of the approved S73 application 25/0490 (August 2025) pursuant to reserved matters application 19/1207 (January 2022) pursuant to outline permission 18/1181 (October 2019).

The site does not fall within a conservation area nor is it a locally listed building. The site is also not within a Flood Zone.

Planning History

In October 2019 Outline Planning Permission (18/1181) was granted with all matters reserved for demolition of Ringland centre, 6no. bungalows and library and construction of approximately 170no. homes and 1700 square metres of A1/A2/A3 floorspace, landscaping, internal road network, car parking and associated infrastructure on 3rd October 2019.

A Reserved Matters application (ref: 19/1207/RM), pursuant to outline permission 18/1181, was approved in January 2022. This application addressed the outstanding matters relating to access, appearance, landscaping, layout, and scale, and its approval enabled Block 3 to be developed for Class A1 uses.

Subsequently, in August 2025, a Section 73 application (ref: 25/0490) was approved, permitting the retail units within Block 3 to operate under Class A3 use.

Accordingly, as the site now benefits from a lawful A3 use, this application seeks consent solely for the installation of plant equipment and advertisement consent to facilitate the occupation and operation of the premises by Greggs.

The Proposal

The application seeks consent for two new fascia signs to the front and side of the building. The application also seeks consent for the installation of new extracts and AC condensers to the rear of the building.

Planning Policy Background

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that all applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. For the purposes of Section 38 of the Planning and Compulsory Purchase Act 2004 the statutory development plan comprises Newport Local Development Plan 2011-26 (Adopted January 2015).

Newport Local Development Plan 2011-26

Policy GP6 (General Development Principles – Quality of Design) states that good quality design will be sought in all forms of development. The aim is to create a safe, accessible, attractive, and convenient environment. When considering development proposals, the following fundamental design principles should be addressed:

- i. All development should be sensitive to the unique qualities of the site and respond positively to the character of the area.
- ii. All development should maintain a high level of pedestrian access and connectivity, and be laid out to minimise noise pollution.

- iii. Where possible, development should reflect the character of the locality but avoid inappropriate replication of neighbouring architectural styles. Designers are encouraged to display creativity and innovation in design.
- iv. New development should appropriately reflect the scale of adjacent townscape. Care should be taken to avoid over-scaled development.
- v. High-quality, durable, and preferably renewable materials should be used to complement the site context. Detailing should be incorporated as an integral part of the design at an early stage.
- vi. New development should be inherently robust, energy- and water-efficient, flood-resilient, and adaptable, thereby facilitating the flexible reuse of the building. Where existing buildings are present, imaginative and sensitive solutions should be sought to achieve their reuse.

Policy GP7 (General Development Principles – Environmental Protection and Public Health) states that development will not be permitted which would cause or result in unacceptable harm to health because of land contamination, dust, instability or subsidence, air, heat, noise or light pollution, flooding, water pollution, or any other identified risk to environment, local amenity or public health and safety.

Planning Discussion

Advertisements

As outlined in the Policy Section, advertisements must be assessed against amenity and public safety considerations. In amenity terms, the proposal is appropriate to the site and surrounding area.

Greggs' approach to signage is to provide clear and easily identifiable signage of an appropriate scale to the shopfront and wider area. It is considered that the proposed signage is therefore in line with the character and appearance of the building, the adjoining retail units and the wider area and does not detract from the existing visual amenity of the area.

With respect to highway safety, it is not considered that the proposal raises any issues relating to those either travelling on foot or in vehicles adjacent or around the site. The advertisements enable identification of the unit whilst causing no harm to public safety.

On this basis, it is considered that the proposal accords with the general guidance on advertisements, as well as Policy GP7 of the Local Plan.

Amenity

The application site is not in close proximity to any residential dwellings. The proposed plant equipment will be positioned to the rear of the site and incorporates a modern, quiet design. As such, no adverse impact on amenity is anticipated.

Accordingly, the proposal is considered to comply with Policy GP7 (General Development Principles – Environmental Protection and Public Health) of the Local Plan.

Conclusion

Based on the above and enclosed, it is respectfully requested that planning permission and advertisement consent are forthcoming.

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Abbie Larter at abbie@jmsplanning.com or on 07510 575207.



Yours faithfully
Abbie Larter
JMS Planning & Development
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