

Delegated Decision Report

Application No:	25/0751	Statutory Period Expires:	5th January 2026
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Site:	Land West Of 1 Kings Wall Drive Newport South Wales		
Proposal:	ADVERTISEMENT CONSENT FOR 1NO TOTEM POLE SIGN, 2NO WALL MOUNTED BILLBOARD SIGNS, 2NO CANOPY MOUNTED LOGO SIGNS, 1NO POSTER DISPLAY SIGN AND 1NO BUILT-UP ALUMINIUM LETTERS SIGN		
Applicant:	Lidl Great Britain Ltd		
Type:	Advert Consent	Ward:	Llanwern
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 This application seeks advert consent for the signage listed below at the Lidl foodstore and nursery at Glan Llyn.

3. DESCRIPTION OF DEVELOPMENT

3.1 Lidl

1. Internally illuminated totem pole – This would measure a height of 5.98m and width of 2.1m.
2. Internally illuminated canopy mounted logo sign – One would be located to the front of the store and one to the side of the store measuring a width of 2.5m and height of 2.5m.
3. Externally illuminated large wall mounted billboard – The advert would be located on the front of the building and would measure a width of 6.3m and height of 3.25m.
4. Externally illuminated small wall mounted billboard – The advert would be located on the front of the building and would measure a width of 3.245m and height of 1.64m.
5. Internally illuminated poster display unit - The advert, including unit, would measure a height of 2.2m, a depth of 0.75m and a width of 1.69m. The advert would be located to the front of the store in the 'trolley bay' area.

3.2 Nursery

1. Built up aluminium letters – The letters would be sited at a height of 1.1m from floor level. The maximum projection would be 50mm and the height of letters 305mm.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
24/0782	RESERVED MATTERS (CONDITION 01) FOR PROPOSED RETAIL STORE, NURSERY (D1) AND 3NO. COMMERCIAL UNITS AND ASSOCIATED WORKS IN LOCAL CENTRE AND PARTIAL DISCHARGE OF CONDITIONS 07 (LANDSCAPING), 08 (MATERIALS/FINISHES TO EXTERNAL SURFACES), 9 (MATERIALS/FINISHES FOR HARD LANDSCAPED AREAS), 10 (BOUNDARY TREATMENTS), 12 (PARKING), 15 (EMERGENCY ACCESS), 16 (ROADS, CYCLEWAYS AND FOOTWAYS), 17 (GREEN TRAVEL STRATEGY), 19 (NOISE ASSESSMENT), 22 (LIGHTING), 23 (ECOLOGICAL MANAGEMENT PLAN), 24 (SITE LEVELS), 27 (GROUND CONDITIONS), 28 PART 1 ONLY (VERIFICATION REPORT), 32 (PILING WORKS), 33 (SURFACE WATER), 34 (FOUL AND SURFACE WATER DRAINAGE AND STORAGE) AND	APPROVED WITH CONDITIONS	26/06/2025

	39 (CARBON REDUCTION STRATEGY) RELATING TO OUTLINE PLANNING PERMISSION 06/0471 FOR REDEVELOPMENT OF SITE TO CREATE A MIXED USE URBAN EXTENSION		
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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)

- GP2 (General Amenity)
- GP4 (Highways and Accessibility)
- GP6 (Quality of Design)

5.4 TECHNICAL ADVICE NOTE 7 (OUTDOOR ADVERTISEMENT CONTROL)

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of amenity meaning the visual amenity of the neighbourhood where the advert is to be displayed and the interest of public safety meaning the safety of people using any form of travel likely to be affected by the poster display.

6. CONSULTATION RESPONSES

6.1 Environmental Health: I confirm I have no objections to the proposals; however, have concerns regarding the Totem Advert as this has a potential of dazzling effects thereby could compromise the road safety of the motorists. Therefore, I would suggest the following Condition should be attached to any permission granted;

The luminance level of for the Totem Advert would 300cd/sqm from dusk-dawn and upto 5000cd/sqm at all other times dependent on time of day/year and ambient conditions in line with ILP Guidance.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

6.2 Local Highways Authority: No objection subject to conditions. Most of the signs are remote from highway. The exception is the totem sign and this does not obstruct highway or visibility splays. It does have potential to dazzle at night therefore we would request a condition. There are no highway related objections subject to the following condition.

Suggested Condition:

1 - The levels of the illuminance of the totem sign shall not exceed 300cd/m² during twilight and night hours; as defined by official lighting up times.

Reason: To avoid glare, dazzle or distraction to passing motorists in the interests of road safety.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Amenity

Regarding visual amenity, the totem sign has been subject to negotiation which has reduced its scale and is now more compatible with other totem signage close by (at the Llanwern Bull PH). The totem is of typical retail store design and the most prominent and large of all the signage proposed. All signs are lit with others being located on building facades and of various sizes. The adverts would be of an appropriate scale and set within the site and on facades that face the wider local centre. No signs are proposed on the rear of the building facing the green and housing beyond. The nursery signage is individual letters and modest in scale. The signs do not appear incongruous either in terms of scale or design.

8.2 Public Safety

Most of the signs are well removed from the public highway with the exception of the totem sign. The totem sign would not obstruct highway or visibility splays however it does have the potential to dazzle at night and therefore a condition should be attached to control the illumination levels in accordance with lighting standards and consultee comments.

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 proposed signage is considered acceptable subject to the conditions below.

11. DECISION

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: Proposed Signage Masterplan Drawing No.P510 Rev A, Proposed Nursery Signage Elevations Drawing No.P511 Rev A, Proposed Lidl Signage Elevations Drawing No.P512, Proposed Lidl Totem Details Op2 Drawing No.P518, Proposed Lidl Canopy Logo Sign Details Drawing No.P514, Proposed Lidl Small Wall Mounted Billboard Details Drawing No.P515, Proposed Lidl Large Wall Mounted Billboard Details Drawing No.P516 and Proposed Lidl Poster Display Unit Drawing No.P517.

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

02 In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum nighttime luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals' Professional Lighting Guide 'Brightness of Illuminated Advertisements including Digital Displays' (PLG 05) (or its equivalent in a replacement guide) in cd/m². In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within PLG 05 (or its equivalent in a replacement guide) in cd/m².

NOTE TO APPLICANT

01 This decision relates to plan Nos: Proposed Signage Masterplan Drawing No.P510 Rev A, Proposed Nursery Signage Elevations Drawing No.P511 Rev A, Proposed Lidl Signage Elevations Drawing No.P512, Proposed Lidl Totem Details Op2 Drawing No.P518, Proposed Lidl Canopy Logo Sign Details Drawing No.P514, Proposed Lidl Small Wall Mounted Billboard Details Drawing No.P515, Proposed Lidl Large Wall Mounted Billboard Details Drawing No.P516 and Proposed Lidl Poster Display Unit Drawing No.P517.

02 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.

03 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.