



Supporting Statement – Express Advertisement Consent

Display of two replacement advertising signs

Celtic Springs

Newport

NP10 8FZ

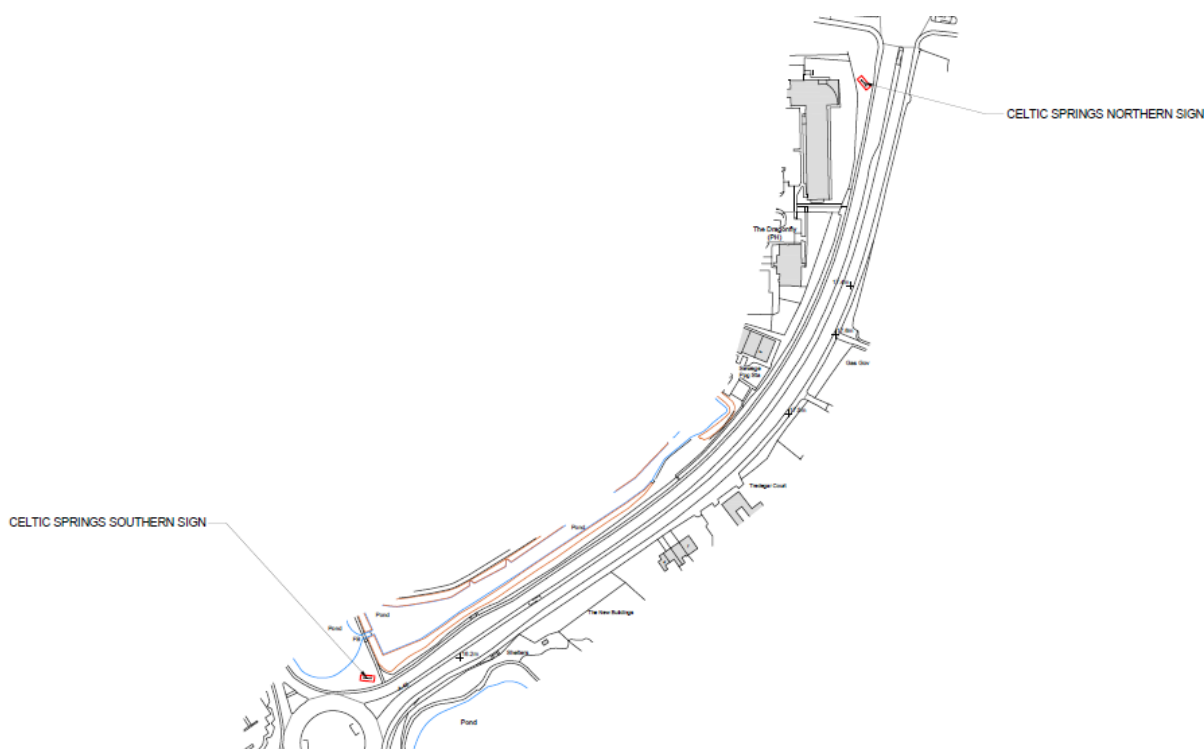
T. 01884 38662

Introduction

This supporting statement has been prepared to accompany an express advertisement consent application submitted to Newport City Council. The application seeks express advertisement consent for the display of two replacement advertisement signs at Celtic Springs Business Park, Newport, NP10 8FZ. As the remainder of this statement will demonstrate, it is considered the display of the two replacement signs will result in no unacceptable amenity, safety or highways impacts.

The Site and Surrounding Area

The location of the two replacement signs are located off from the A48 high, located to the southwest of Celtic Springs Business Park. As identified on the location plan below, the existing 'southern' and 'northern' signs will be replaced in the same location with smaller signs, set back from the highway. The replacement advertising signs will create no unacceptable impacts or harm in this location.



Site Location Plan

T. 01884 38662



Existing 'southern' sign



Existing 'northern' sign

Policy Context

The following section of this planning, design and access statement highlights the current national and local planning policies relevant to the determination of the proposal.

National Policy

The revised NPPF was published in December 2024 and sets out the government's planning policies for England and how these are expected to be applied.

Paragraph 141 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Policy

There are no specific policies contained within the Newport Local Plan regarding advertisements.

The Case for Permission

The applicants (CS Management Company 2002 Limited) are seeking advertisement consent to replace the two existing signs to Celtic Springs Business Park. The existing signs, as pictured above, are in need of replacement due to their age and deterioration in condition. The two

T. 01884 38662

replacement signs on the southern and northern sides will be smaller in size but will enhance the visual amenity and legibility of the signs in this location when compared to the existing.

The signs will feature a 2500mm x 6000mm internal frame with a concrete foundation, clad in aluminium in four sections, painted in a graphite grey colour. The main logo/lettering will be white aluminium stand off lettering and white vinyl, with perforated aluminium sheet cladding offset to the rear. The signs will feature no illumination. Overall, the proposal is considered to be acceptable with regards to amenity, highways, public safety and visual impact.

Appearance and Visual Amenity

As the site is located within an existing commercial location as part of Celtic Springs Business Park, the visibility of advertisement boards is not uncommon, particularly along the main A48 highway. The replacement signs are smaller than the existing signs and are not visually harmful, set back from the immediate roadside due to the natural buffer of the pedestrian pavement and grass.

The design and appearance of the replacement signs are considered to be appropriate for its location, with the current signs currently detracting from the appearance due to their wear over time, with the new aluminium clad signs meeting the needs of the Celtic Spring Business Park.

The overall appearance of the signs with regards to their size and design integrates well within the site and its commercial business park context, with minimal visual change proposed and no unacceptable visual harm created.

Highways Impacts

Proposals should ensure that no detriment is posed to the surrounding highways and that the road network. The siting of the advertisement boards do not affect the existing accesses to the site or use of the A48 highway which will continued to be used in a safe manner, as it has done with the existing signage in place.

The replacement signs are not illuminated, are smaller in scale than the existing, and are set back from the immediate roadside, not resulting in any harmful impacts upon the safe use of the highway.

T. 01884 38662

The signs will not obstruct the sightline of drivers or pose a distraction, complying with the guidance set out in the Town and Country Planning Control of Advertisements Regulations 2007.

Public Safety

The signs are to be safely secured at ground level and otherwise pose no other risk to public safety due to their location and size.

Conclusion

Overall, the display of the two replacement advertising signs at Celtic Springs is not considered to create any unacceptable harm or adverse impacts with regards to highways, amenity, visual impact or public safety, and therefore advertisement consent should be granted without delay.