

From: Arnall, Guy

Sent: 27 May 2026 13:49

To: Ostler, Marnie (Planning Officer) <Marnie.Ostler@Newport.gov.uk>

Subject: RE: Planning Consultation Request for case ref: 26/0369 (Streethub Unit On Footpath Outside Monmouthshire House John Frost Square Newport South Wales) (ADV)

Hi Marnie

Re: ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS

Planning Policy Wales (Edition 12, 2024) states that:

"6.1.6 The Welsh Government's specific objectives for the historic environment seek to:

- preserve or enhance the character or appearance of conservation areas, whilst the same time helping them remain vibrant and prosperous;*

6.1.14 There should be a general presumption in favour of the preservation or enhancement of the character or appearance of conservation areas or their settings...

6.1.15 There is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds.

6.1.16 Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area."

Policy CE7 of Newport Local Development Plan 2011 – 2026, January 2015 states that:

"DEVELOPMENT WITHIN OR ADJACENT TO CONSERVATION AREAS WILL BE REQUIRED TO:

- i) BE DESIGNED TO PRESERVE OR ENHANCE THE CHARACTER OR APPEARANCE OF THE CONSERVATION AREA, HAVING REGARD TO THE CONSERVATION AREA APPRAISAL WHERE APPROPRIATE.*
- ii) AVOID THE REMOVAL OF EXISTING HISTORIC FEATURES, INCLUDING TRADITIONAL SHOPFRONTS AND JOINERY.*
- iii) USE MATERIALS WHICH ARE TRADITIONAL, OR APPROPRIATE TO THEIR CONTEXT.*
- iv) COMPLEMENT OR REFLECT THE ARCHITECTURAL QUALITIES OF NEARBY BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION TO THE CHARACTER OF THE AREA.*
- v) PAY SPECIAL ATTENTION TO THE SETTINGS OF BUILDINGS, AND AVOID THE LOSS OF ANY EXISTING DOMESTIC GARDENS AND OPEN SPACES WHICH CONTRIBUTE TO THE CHARACTER OF THE AREA.*
- vi) AVOID ADVERSE IMPACT ON ANY SIGNIFICANT VIEWS, WITHIN, TOWARDS AND OUTWARDS FROM THE CONSERVATION AREA."*

The site in question is located outside of the Town Centre Conservation Area, to the eastern end of Llanarth Street, where the road opens out into John Frost Square.

The view east along Llanarth Street (from the junction with Commercial Street, Charles Street and Llanarth Street) is identified as an '*Important View*' within the Town Centre Conservation Area Appraisal 2018 Consultation Draft.

Llanarth Street itself had been set out by the 1835 plan of Newport, as an important route connecting Commercial Street to the riverside wharfs. Today it still connects the commercial heart of the city and the riverside. Though much of the historic development to the eastern end of the street has been lost, entrance to this key intersection is still framed to one side by the Grade II Listed Lloyds TSB building (Cadw reference: 23109). The prominent corner location of this building upon the street contributes positively towards its significance – and towards the character and appearance of the conservation area. To the other side of the intersection is 40-41 Commercial Street: a late C20 commercial building designed in a postmodern historicist idiom which consciously reflects the scale and form of the previous building on the site.

As proposed, a double-sided advertising hub, comprising of 2no. 75" LCD advert screens (overall unit size 1236mm x 2980mm) replaces an existing BT KX300 kiosk (dimensions: H 2160mm, W 1170mm, D 1010mm Triangular), located within the middle of the thoroughfare and orientated to face the direction of pedestrian flow.

The new will appear larger in scale than the existing kiosk and more prominent due to illuminated and animated advertising. However, it is located some way from both the key intersection identified above - and from the conservation area boundary. Consequently, the setting of the listed asset will not be harmed. Intervening trees also will provide some visual cover during the summer months, reducing the impact of the new within long views between Commercial Street and river. Upon this basis, it is considered that there will be a low level of harmful impact upon the setting of the Town Centre Conservation Area.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer
Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development
Cyngor Dinas Casnewydd / Newport City Council