

Delegated Decision Report

Application No:	26/0065	Statutory Period Expires:	10th April 2026
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Site:	Newport Railway Station Queensway Newport NP20 4AX		
Proposal:	REPLACEMENT OF A 48 SHEET ADVERTISEMENT DISPLAY WITH A D48 DIGITAL ADVERTISEMENT SCREEN		
Applicant:	G Lewis		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The application site is Newport Railway Station, the proposed digital advertisement screen will be installed near the station's southern entrance. It will face the taxi and drop off area accessed from Queensway, replacing the existing display. The location falls within the Stow Hill ward and is surrounded by commercial units and office buildings

3. DESCRIPTION OF DEVELOPMENT

3.1 The application seeks Advertisement Consent for the installation of 1 no. D48 Digital Advertisement Screen. The screen will measure 6m in width and 3m in height and will externally the rear will be a solid sheet of black metal.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
95/0947	ERECTION OF 1X48 SHEET UNIPOLE DISPLAY UNIT	APP	22.12.1995

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. There will not be a significant adverse effect on local amenity,

including in terms of noise, disturbance, privacy, overbearing, light, odours and air quality

GP4 - General Development Principles. Highways and Accessibility states that development shall only be permitted if it is not detrimental to highway or pedestrian safety or result in traffic generation exceeding the capacity of the highway network

GP6 - Quality of design. Good quality design will be sought in all forms of development. the aim is to create a safe, accessible, attractive and convenient environment

5.4 Technical Advice Note

(TAN) 7: Outdoor Advertisement Control and Technical advice note

(TAN) 12: design

5.5 THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

6. CONSULTATION RESPONSES

6.1 Heritage Officer:

No impact upon the Town Centre conservation area or the setting of listed assets shall result from these works.

6.2 Local Highways Authority:

The proposal replaces a traditional billboard with an LED equivalent. It does not obstruct highway or visibility splays, and the proposed levels of luminance would not raise any issues.

It can be seen from highway, we would therefore request conditions relating to flashing, changing and type of images as is usual for this type of advertising.

In conclusion, there are no highway related objections subject to the following conditions.

7. PUBLIC REPRESENTATIONS

7.1 N/A

8. ASSESSMENT

8.1 Principle of Development:

8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

8.1.2 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

8.2 Amenity:

8.2.1 The proposed signage will be positioned on the southern elevation of the site and will be positioned 4m from the taxi/ pick up area and 36m from the entrance to the station. Given the overall scale and sitting and the existing advertisement display it is not considered that the proposal would have any adverse impact upon the amenity of the area. Whilst the signage is illuminated, it is considered that there would be no detrimental impact on the character and amenity of the surrounding area. It is considered necessary to condition that the existing signage is removed prior to the proposed signage being erected in accordance with the proposed details contained within the submitted documents including Existing and Proposed Elevations.

8.3 Public Safety:

8.3.1 The Local Highways Authority (LHA) have been consulted on this application and raised no objection subject to conditions. They deemed the advertisement to not obstruct highway or

visibility splays. As a result of the conditions, the illumination levels are at an acceptable level, it is considered that the proposal would not create a distraction to drivers or adversely impact upon the public safety. As a result, the proposal is deemed to be in accordance with Policy GP4 and therefore is deemed to be acceptable.

8.4 **Response to highways:**

8.4.1 Following the response from the councils' highways officer, it was deemed necessary to attach the suggested conditions 1 to 3 to the application in order to ensure public safety was upheld.

8.5 **Heritage:**

8.5.1 The Heritage Officer was consulted on the proposed advertisement screen and raised no objections, stating there would be no impact upon the Town Centre conservation area or the setting of listed assets shall result from these works.

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 It is considered that the digital advertisement hoarding is acceptable in terms of visual amenity and public safety. The adverts are in accordance with Policies GP2, GP4, and GP6 of the Newport Local Development Plan 2011-2026 (adopted January 2015).

11. DECISION

Granted subject to the following conditions:

01 The development shall be implemented in accordance with the following plans and Documents: Site Location Plan, Existing and Proposed Elevations T4937A4060, D48 Digital Specification, Block Plan

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 The levels of the illuminance shall not exceed 600cd/m² during daylight hours or 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.

03 The screen display shall only show two-dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.

Reason: To avoid distraction to passing motorists in the interests of road safety.

04 The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.

Reason: To avoid distraction to passing motorists in the interests of road safety.

NOTE TO APPLICANT

01 This decision relates to plan Nos: Site Location Plan, Existing and Proposed Elevations T4937A4060, D48 Digital Specification, Block Plan

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.