

Notice of Decision



B Porte
Bauer Media Outdoor
33 Golden Square
Soho
London
W1F 9JT

**TOWN AND COUNTRY PLANNING ACT 1990 [as amended]
TOWN AND COUNTRY PLANNING [CONTROL OF ADVERTISEMENTS] REGULATIONS 1992 [as amended]**

Application No: **25/0708**
Application Type: **Advert Consent**
Proposal: **INSTALLATION OF ILLUMINATED DIGITAL 48-SHEET ADVERTISEMENT DISPLAY**
Site/Location: **Crown Buildings, 11 Chepstow Road, Newport, South Wales, NP19 8BQ**
Decision Date: **23rd October 2025**

In pursuance of its powers under the above legislation the Council of the City of Newport notifies you of its decision in respect of your application, registered by them on 29th August 2025. The application has been:-

Refused

Reason(s) for refusal:

1. The advertisement by reason of its scale, design and siting represents an unduly dominant and incongruous addition to the streetscene and will have a significant harmful amenity impact on heritage assets of recognised importance, specifically the setting of the nearby listed War Memorial and other grade II listed heritage assets closeby that are an important listed assemblage. As such the proposal is contrary to policies SP9, GP2 and GP6 of the Newport Local Development Plan 2011-2026 (Adopted January 2015) and Planning Policy Wales 12. It is contrary to Technical Advice Note 7 (outdoor advertisement control) and Section 90 of the Historic Environment Wales Act (2023).

NOTE TO APPLICANT

The development should be carried out strictly in accordance with the approved plans. Any subsequent modifications should be agreed in writing with the Head of Regeneration and Economic Development.

This decision notice is issued in respect of Planning Permission only and does not convey any approval which may be required under any other legislation or provisions, such as, but not limited to, Highways and Building Regulations. For advice on the requirements of the Building Regulations and allied legislation, and/or whether there is a need for a Building Regulations submission, please contact the Council's Building Control Section on 01633 656656 or email building.control@newport.gov.uk. For advice on obtaining relevant permissions from the Highway Authority, please contact highway.planning@newport.gov.uk

The plans have been assessed on the basis of the scale or dimensions stipulated and any statement of 'do not scale' (or similar) has been disregarded.

Where there are conditions which require details to be approved prior to the commencement of development, failure to submit these details prior to commencement of development may result in the permission being invalidated.

The Local Planning Authority has a target to determine Discharge of Condition applications within 8 weeks of receipt of the details, and so you are advised to programme any work accordingly.

1. This decision relates to plan Nos: Location Plan Drawing No.PY4880/001, Site Plan Drawing No.PY4880/002, Existing Elevation Drawing No.PY4880/003, Proposed Elevation Drawing No.PY4880/004 and Standard Specification Drawing No.PY4880/005.
2. The development plan for Newport is the Newport Local Development Plan 2011 - 2026 (Adopted January 2015). Policies GP2, GP4, GP6 and SP9 were relevant to the determination of this application.
3. 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.

Signed on behalf of the Council



Newport City Council
Regeneration and Economic Development
Civic Centre
Newport
South Wales
NP20 4UR

Tracey Brooks Bsc Hons Dip TP MRTPI ILM
Pennaeth Adfywio a Datblygu Economaidd / Head of Regeneration and Economic Development
Cyngor Dinas Casnewydd / Newport City Council

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IMPORTANT! PLEASE READ THE NOTES ON THE REVERSE OF THIS FORM

Notes for Applicants

TOWN AND COUNTRY PLANNING ACT 1990 (as amended)

Appeals to the Welsh Government

- If you are aggrieved by the decision of your Local Planning Authority to refuse permission or grant it subject to conditions, then you can appeal to the Welsh Government under Section 78 of the Town and Country Planning Act (as amended).
- Appeals must be made within a prescribed time period that is dependent on the application type. These time periods along with further information on the appeals process are available here and should be checked immediately: [Planning appeals | Sub-topic | GOV.WALES](#)
- Appeals in respect of:
 - Householder and 'minor commercial' development must be received within 12 weeks from the date of the decision notice;
 - Advertisement consent applications must be received within 8 weeks from the date of the decision notice; and,
 - Other types of planning application must be received within 6 months from the date of the decision notice.

Appeal forms can be downloaded at Planning Casework (gov.wales) or are obtainable from Planning and Environment Decisions Wales, Crown Buildings, Cathays Park, Cardiff, CF10 3NQ, email PEDW.Casework@gov.wales

- The Welsh Ministers can allow a longer period for giving notice of an appeal, but are not normally prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the Local Planning Authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.
- In practice, the Welsh Ministers do not refuse to consider appeals solely because the Local Planning Authority based their decision on a direction given by them.

Purchase Notices

- If either the Local Planning Authority or the Welsh Government refuses permission to develop land or grants it subject to conditions, the owner may claim that he/she can neither put the land to a reasonable beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted.
- In these circumstances, the owner may serve a Purchase Notice on the Council. This notice will require the Council to purchase his/her interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990 (as amended).