

Khela, Harpreet

From: Holland, James (Principal Environmental Health Officer - Environmental Protection)
Sent: 18 June 2025 22:56
To: Khela, Harpreet
Subject: RE: Planning Application 25/0382

25/0382|ADVERTISEMENT CONSENT FOR 1NO. FREESTANDING DIGITAL SIGN|Newport Retail Park Spytty Road Newport NP19 4QQ

The Environmental Protection team would request the following conditions be considered;

There shall be no moving images, animation, video or full motion images displayed.

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

In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with the recommended maximum night time luminance value set out for Environmental Zone E3 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

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

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 the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

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

Brightness of the digital board would be 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions, in line with ILP Guidance. The colour and text of the background will be multicoloured and static.

Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

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

The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

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

No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

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

Cofion gorau / Kind regards,

James Holland CEnvH MCIEH

Prif Swyddog Iechyd yr Amgylchedd / Principal Environmental Health Officer

Tîm Diogelu'r Amgylchedd / Environmental Protection Team

Gwarchod y Gymuned / Community Protection

Amgylchedd a Diogelu'r Cyhoedd / Environment & Public Protection

Cyngor Dinas Casnewydd / Newport City Council

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Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg, yn y ddwy iaith, neu ieithoedd a fformatau eraill. Byddwn yn cyfathrebu â chi yn ôl eich dewis. Ni fydd gohebu yn Gymraeg yn arwain at oedi / The Council welcomes correspondence in Welsh, English, both languages, or other languages and formats. We will respond to you according to your preference. Corresponding in Welsh will not lead to delay.

Os oes gwybodaeth bersonol yn yr e-bost hwn, mae wedi'i rannu gyda chi o dan Adran 115 o Ddeddf Trosedd ac Anhrefn 1998 at y diben penodol o leihau trosedd ac anhrefn. Os teimlwch fod angen rhannu'r wybodaeth hon, gwiriwch gyda Diogelwch Cymunedol ymlaen llaw / If this email contains personal information, it has been shared with you under Section 115 of the Crime and Disorder Act 1998 for the specific purpose of reducing crime and disorder. If you feel this information needs to be shared, please check with Community Safety beforehand.

From: Khela, Harpreet <HARPREET.KHELA@newport.gov.uk>

Sent: 18 June 2025 14:50

To: Holland, James (Principal Environmental Health Officer - Environmental Protection)
<James.Holland@newport.gov.uk>

Subject: Planning Application 25/0382

Good afternoon James,

Please let me know if you have any comments for planning regarding this application.

Kind regards

Harpreet Khela

Planning Officer / Swyddog Cynllunio

Regeneration and Economic Development / Adfywio a Datblygu Economaidd

Newport City Council / Cyngor Dinas Casnewydd

harpreet.khela@newport.gov.uk

Nid yw cynnwys yr ebost yma yn ymrwngio Cyngor Dinas Casnewydd tuag at unnrhyw benderfyniad yn y dyfodol ynglun a cheisiadau a materion cynllunio.

This email cannot and does not make or imply any commitment on behalf of Newport City Council to a particular decision on any future application for planning permission or any other planning matter.

Wrth gyflwyno dogfennau dros ebost sy'n fawr neu'r rheiny a all gynnwys macros, megis ffeiliau Excel, argymhellir i'r anfonwr gysylltu â'r swyddog achos i sicrhau fod y ffeil wedi'i dderbyn ac heb gael ei flocio gan systemau diogelwch TG awtomataidd y Cyngor.

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