

26 August 2025

Newport City Council
Planning Services
NP20 4UR

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992 (AS AMENDED)**

APPLICATION FOR EXPRESS CONSENT AT CHEPSTOW ROAD, NEWPORT

On behalf of Bauer Media Outdoor, please find enclosed an application for express advertisement consent submitted in accordance with the above Regulations.

The application comprises the following documents and drawings:

- Completed Application Form
- Site Location Plan
- Site Block Plan
- Existing Elevations
- Proposed Elevations
- Proposed Specifications
- Poster/Digital 48 Sheet Comparison

The application fee of £460 has been submitted via the Planning Portal under the above reference.

THE APPLICATION SITE

The application site comprises land within the curtilage of the Crown Building, on Chepstow Road, in Newport's city centre.

The proposal seeks consent for the installation of an illuminated 48-sheet digital advertisement. Such advertisements are now increasingly common as the advertising industry transitions towards more flexible and sustainable media platforms.

This approach is consistent with other recent grants of consent in Newport, including the newly consented installation at 55 Chepstow Road¹, which would introduce an identical 48-sheet digital sequential display when implemented. Similarly, an identical display was permitted on Railway Street (adjacent the Queensway) in 2023, subject to conditions².

The proposed display will be operated in accordance with industry best practice, including the 2021 Roadside Advertising Code published by Outsmart, and will be designed and managed to ensure there is no unacceptable impact on local amenity or public safety.

THE PROPOSED ADVERTISEMENT

The proposed advertisement would feature a landscape-format display with a surface area of 18 sqm. The display unit would be housed within a pressed metal and reinforced plastic frame that is lightweight and can be installed with minimal additional engineering.

The screen will present a series of static images, changing at 10-second intervals in accordance with industry standards. It will not feature any movement, animation, or flashing lights, and transitions between images will occur via a gradual, smooth fade.

Illumination levels will comply with the recommendations of the Institute of Lighting Professionals, as set out in *The Brightness of Illuminated Advertisements Including Digital Displays* (PLG05/23). This guidance, widely recognised by both local authorities and the advertising industry, represents the most recent standard for illuminated signage.

Table 10.4 of PLG05/23 (summarised overleaf) outlines recommended maximum luminance levels during hours of darkness. Acknowledging variations in ambient light throughout the day, the document advises that digital displays should not exceed 5,000 candela per square metre (cd/sqm) in daylight conditions, and discourages local authorities from imposing unreasonable restrictions on such installations. Section 5 of PLG05/23 provides examples of conditions considered disproportionate.

¹ Newport planning application ref. 25/0334

² Newport planning application ref. 23/1153

Importantly, the guidance emphasises the use of technology that adjusts display brightness in response to prevailing light levels, such as ambient light sensors. The proposed advertisement will incorporate such systems to ensure compliance.

In practice, the display will adjust automatically to ambient light conditions, with a maximum output of 3,000 cd/sqm on the brightest days. However, typical luminance for bright colours is around 2,500 cd/sqm in full daylight, falling to approximately 375 cd/sqm on dull, overcast days.

Zone	Surrounding	Lighting environment	Examples	Maximum recommended luminance (cd/sqm) at night (displays over 10 sqm)
E2	Rural	Low district brightness	Village or relatively dark outer suburban locations	200
E3	Suburban	Medium district brightness	Small town centres or suburban locations	300
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity	300

Summary of Table 10.4 of PLG05/23

During hours of darkness, the display will operate at a fixed night-time setting, with luminance capped at 300 cd/sqm. This ensures full compliance with PLG05/23 and eliminates the risk of the display appearing excessively bright or causing glare.

Additionally, content will be managed remotely in real time, with the installation monitored 24/7 using diagnostic software. This allows for prompt maintenance and rapid resolution of any technical issues that may arise.

To ensure compliance, Bauer Media Outdoor advance a series of planning conditions, in addition to those applied as standard by Schedule 2 of the Regulations:

- i. During periods of darkness, luminance shall not exceed 300 candela/sqm in accordance with PLG05/23 or any successor document;
- ii. The screen display shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image;
- iii. The display shall be switched off between the hours of 00.00 and 05.00;

- iv. The advertisement display shall not change more frequently than every 10 seconds; and
- v. The illumination of the advertisement shall not at any time be intermittent.

POLICY FRAMEWORK

The powers to control advertisements under the Regulations may be exercised solely in the interests of amenity and public safety, including any cumulative impacts.

Planning Policy Wales (“PPW”) and the Technical Advice Note 7 (“TAN7”) reaffirm this approach. Under section 222 of the Town and Country Planning Act 1990, planning permission is deemed granted for any development involving the display of advertisements, provided it accords with the Regulations.

Section 38(6) of the Planning and Compulsory Purchase Act 2004—and the associated primacy of the development plan—does not apply to advertisements. As such, local planning policies are material only to the extent that they are relevant to amenity or public safety; they are not determinative. Greater weight is therefore given to site-specific circumstances.

Digital poster displays represent a more sustainable and efficient advertising platform. The proposed installation is fully recyclable, and unlike traditional paper or vinyl formats—which remain in situ until manually replaced—this digital display is remotely managed. It significantly reduces the need for site visits and reliance on non-renewable materials.

PLANNING BALANCE

TAN 7 advises that local characteristics should be taken into account when assessing amenity, including the presence of features of historic, architectural, or cultural interest. In this instance, the site is not within a conservation area.

The guidance specifically supports the siting of advertisements in commercial and industrial areas, particularly along well-lit main roads, where their impact is generally consistent with the surrounding context. That description fits this location precisely. The site occupies the eastern edge of the city centre, at the junction of two principal thoroughfares, and forms part of a local centre characterised by a concentration of retail, service, and commercial premises.

The proposed structure would be located within the car park area on the north-western boundary of the site and would be visible in one direction only, to westbound traffic along Caerleon Road. It would be obscured from view to its rear by virtue of the landscaping on the adjoining land.

The display would be illuminated in accordance with PLG05/23 and calibrated to a level comparable with a conventional poster display (see enclosed illustration). Within the

context of a well-lit central route, the proposal would not materially increase overall illumination or result in visual harm.

Taken together, the proposal would integrate with its commercial setting, maintain the established advertising character of the site, and would not adversely affect the character or appearance of the surrounding area.

With regard to public safety, TAN7 acknowledges that advertisements are designed to attract attention, and that concerns are less likely to arise where they are located in busy commercial environments or associated with retail activity.

The proposed display would be visible to vehicles travelling west along Caerleon Road. The road is level, well-lit, and subject to a 30-mph speed limit, with no unusual junction arrangements or features likely to complicate the driving task.

The display would present static images only—without movement, animation, or flashing—and image transitions would occur gradually. These operational characteristics, as noted above, would be secured by condition.

The offset and elevated position of the signage ensures that sightlines are not obstructed and that all highway infrastructure remains clearly visible, consistent with PPG guidance.

In these circumstances, the proposed display would not pose a potentially hazardous distraction to road users acting with reasonable care for their own safety and that of others.

SUMMARY

The proposal submitted reflects the applicants' preferences.

Should the Council wish to discuss any aspect of the scheme, Bauer Media Outdoor would welcome the opportunity to address any concerns prior to determination.

I look forward to receiving confirmation that the application has been validated. If you require additional information or clarification, please do not hesitate to contact me.

Yours faithfully

Ben Porte
Planning Manager

T: 07764 326 789

E: ben.porte@bauermediaoutdoor.com

