

PLANNING DESIGN & HERITAGE STATEMENT

Town and Country Planning Act 1990

Town and Country Planning (Control of
Advertisements) Regulations 1992

Newport

June 2025

INTRODUCTION

1. This statement is submitted in support of a dual application by New World Payphones (NWP) for planning permission¹ and advertisement consent².
2. NWP, the UK's second-largest Code System Operator, manages approximately 2,000 telephone kiosks under rights granted by Section 106 of the Communications Act 2003.
3. These operational rights are relevant to the planning system through the Town and Country Planning (General Permitted Development) Order 1995 (as amended), which provides extensive permitted development rights for the provision of electronic communications infrastructure³.
4. NWP is currently undertaking a national programme to modernise its network by replacing obsolete telephone boxes with new, multi-functional digital communication kiosks. This modernisation aligns with both national and local planning policy aims to enhance the public realm and support the evolving needs of communities.
5. The current proposal involves the installation of nine new communications kiosks in Newport city centre. Each kiosk will provide public benefits, including wayfinding, emergency defibrillator access, and advertising. The proposed locations are:
 - O/S Old Station Building, Queensway
 - O/S 33 High Street
 - O/S 154 Commercial Street
 - O/S Friars Walk Shopping Centre
 - O/S University of South Wales Building, Usk Way
6. Planning Policy Wales (Edition 12, 2024) recognises that high-quality and reliable communications infrastructure is essential to economic growth and social well-being⁴. It supports planning decisions that facilitate the expansion of electronic communications networks, including next-generation technologies such as 5G⁵. Local planning authorities are also advised not to inhibit competition between operators or to question the necessity for specific telecommunications systems⁶.

¹ Section 62 of the Town and Country Planning Act 1990

² Regulation 9 of the Town and Country Planning (Control of Advertisements) Regulations 1992

³ Planning Policy Wales (PPW) 12th Edition (February 2024), paragraph 5.2.4

⁴ Ibid. Paragraph 5.2.1

⁵ Ibid. Paragraph 5.2.11

⁶ Ibid. Paragraph 5.2.10

7. While supported by complementary legislation, the proposal has been designed as a single, integrated scheme. Neither the communications kiosk nor the advertisement display is intended to operate independently. As such, the proposal should be assessed holistically.
8. The application comprises the following documents and drawings:
 - Application Form: Planning and Advertisement Consent
 - Site Location Plan
 - Proposed Site Plan
 - Proposed Kiosk Elevations
 - New World Payphones: Kiosk Specifications Document
 - New World Payphones: Management Plan
 - Community Infrastructure Levy Form
9. The requisite fee will be submitted via the Planning Portal. Notice will also be served on the relevant highway authority.

THE PROPOSED NEW COMMUNICATIONS KIOSK

10. An estimated 2.68 million people in the UK—and approximately 560,000 people in Greater London—do not own a mobile phone.
11. Public telephone boxes continue to serve as an essential safety net for individuals without access to a landline or working mobile. In areas with limited or unreliable mobile coverage, they can offer the only means of contacting friends and family, helplines, or emergency services.
12. This need is acknowledged by Ofcom:

“For those without access to a landline or working mobile, or in areas with poor mobile coverage, a public call box can be the only option for making calls to friends and family, helplines and, crucially, emergency services”.

13. Between June 2019 and May 2020, nearly 150,000 emergency calls were made from public phone boxes. During the same period, 25,000 calls were made to Childline and 20,000 to Samaritans.
14. However, the way the public interacts with street-based communications infrastructure is evolving. In response, NWP is updating its network to reflect contemporary needs—providing essential digital services and maintaining a baseline level of provision across urban areas.
15. The new communication kiosk is built from durable, high-quality materials and incorporates a multi-functional interface, including:
 - A telephone system accepting card, contactless, and/or cash payments;
 - An interactive portrait touchscreen offering wayfinding and public information;
 - Equipment to enable public Wi-Fi and/or small-cell connectivity;
 - An integrated defibrillator; and
 - On the reverse, a digital display (1635mm H x 925mm W) for advertisements and public messaging, including council notices, public health advice, and emergency alerts.
16. The kiosk has been designed with sensitivity to its setting, particularly in locations such as Newport city centre where much of the area lies within a designated conservation area. Its proportions are modest, its finishes contemporary yet understated, and its profile slim enough to avoid visual dominance.

17. The open, transparent structure ensures inclusivity, accommodating users with mobility impairments, while discouraging concealment and anti-social behaviour. The overall design takes cues from the heritage of British public call boxes, balancing tradition and modern functionality in a manner respectful of Newport's historic townscape.
18. Further details regarding dimensions, siting, and visual appearance are included in the accompanying site plans and elevation drawings.

Telephony

19. Public telephony remains a core function of the communication kiosk. Each unit offers fully accessible call services, accepting both cash and card payments, and providing free access to emergency numbers and designated charities.
20. The handset is designed for durability and resilience in busy urban settings. It features a vandal-resistant alphanumeric keypad, an armoured handset cord with an internal steel lanyard, and inductive coupling to support users with hearing aids. All controls are positioned at an accessible height—no more than 1060mm from ground level—in accordance with BS8300-1:2018 and BS8300-2:2018, ensuring compliance with inclusive design standards.
21. In addition, each kiosk incorporates remote diagnostic and monitoring capabilities to ensure operational reliability and rapid response to faults.

Wayfinding Touchscreen

22. On the active side of the kiosk, an integrated touchscreen provides a user-friendly interface displaying local wayfinding information, including street maps, emergency contact numbers, and guidance on using the kiosk's services.
23. This interactive feature enhances the value of the kiosk for both residents and visitors, supporting navigation through the city centre and directing pedestrians to nearby amenities, attractions, and services—including independent businesses.
24. The touchscreen includes an accessibility mode which, when activated, repositions interface buttons to a lower height for easier use by wheelchair users and others with limited reach or mobility. This functionality further supports the kiosk's role as an inclusive public asset.

Small Cells

25. Each kiosk is designed to accommodate small cell telecommunications equipment, offering the potential to improve 4G (and in future, 5G) coverage in busy areas of Newport city centre.
26. Where a coverage or capacity need is identified, infrastructure-as-a-service providers may install small cell nodes within the kiosk structure. This allows for discreet and efficient network expansion, without the visual impact of new standalone masts or cabinets.
27. By co-locating public services and digital connectivity infrastructure, the kiosks offer a smart and sustainable solution to rising demand for mobile data. Their integration into the street scene avoids unnecessary visual clutter, while enabling faster, more reliable service for residents, businesses, and visitors.

Defibrillator

28. Each kiosk includes an integrated automated external defibrillator (AED) as a vital public health feature. With over 30,000 out-of-hospital cardiac arrests occurring annually in the UK—and a survival rate of less than 1 in 10—access to a defibrillator within the critical first minutes can significantly increase the chances of survival.
29. New World Payphones (NWP) is working in partnership with the Community Heartbeat Trust (CHT), a leading charity supporting communities in the provision and management of defibrillators. CHT pioneered the repurposing of telephone kiosks for AED installations and continues to lead best practice in their public deployment.
30. Upon installation, each defibrillator will be registered with The Circuit—the UK's national defibrillator network—ensuring its location is known to local ambulance services and available to emergency responders in real time.



The Advertisement – British Made

31. The reverse side of each kiosk will feature an integral digital advertising display measuring 1635mm by 925mm. Advertising has long been associated with public telephone infrastructure, supporting the financial viability and maintenance of the network. In this case, the advertisement panel is not only integral to the kiosk's design but also essential to funding the broader rationalisation and modernisation of the estate.
32. The display will present a rotation of static images, changing every 10 seconds. There will be no movement, animation, or flashing content. Transitions between images will use a gradual fade effect to minimise visual distraction.
33. Display brightness will comply with the recommendations of the Institute of Lighting Professionals (ILP), as set out in The Brightness of Illuminated Advertisements Including Digital Displays (PLG05, 2023). This guidance recommends a maximum of 600 candela per square metre (cd/m^2) at night and 5000 cd/m^2 during daylight hours for displays under 10 sqm. The proposed panel will operate at a reduced maximum brightness of 280 cd/m^2 during periods of darkness—well within ILP limits.
34. During daylight hours, the display will be fitted with ambient light sensors to monitor prevailing conditions and adjust brightness accordingly. The maximum brightness during the day is capped at 2500 cd/m^2 , again remaining within ILP guidance.
35. NWP acknowledges the importance of planning conditions to regulate the display's operation and offers the following for consideration by planning officers and consultees:
 - The development shall operate in accordance with the approved drawings and documents specified by the local planning authority.
 - Express advertisement consent shall be granted for a period of five years in accordance with the Regulations.
 - During periods of darkness, luminance shall not exceed 600 cd/m^2 , in accordance with ILP PLG05 (2023) or any successor guidance.
 - The panel shall include a default mechanism to freeze the current image in the event of malfunction.
 - Only static images shall be displayed, with a minimum display time of ten seconds per image.

Maintenance and Servicing

36. The design of the NCK prioritises long-term maintainability, with regular servicing and cleaning integral to its operation. New World Payphones is responsible for managing the kiosks and conducts physical inspections of each unit at least once every two weeks.
37. Cleaning includes both hand washing and pressure washing, ensuring that kiosks remain in a presentable condition. Inspections verify the condition and functionality of key components, including telephony, wayfinding screens, and advertising displays. Full details are provided in the accompanying Specification Document and Maintenance Plan.

Tree Planting

38. As part of its environmental commitment, New World Payphones has partnered with Trees for Cities, an international charity focused on greening urban spaces and enhancing biodiversity.



39. For every NCK installed or upgraded, NWP proposes to plant one tree in collaboration with the local authority. Suitable locations can be identified and agreed with the Council, and the arrangement formalised through a legal agreement—such as under Section 278 of the Highways Act 1980, or Section 75 of the Town and Country Planning (Scotland) Act 1997 where applicable.

Council Communications

40. In addition to its commercial function, the digital display can serve as a valuable communication tool for the local authority. Subject to agreement, New World Payphones proposes to allocate one 10-second slot per hour—free of charge—for Council use. This slot can be used to display public service announcements, information for residents and visitors, local event details, or emergency communications.

International Commission on Non-Ionizing Radiation Protection (ICNIRP)

41. Radiofrequency electromagnetic fields (EMFs) underpin many modern technologies, including mobile phones, Wi-Fi, Bluetooth, and small-cell infrastructure. Public exposure limits for EMFs are governed by guidelines issued by the International Commission on Non-Ionizing Radiation Protection (ICNIRP) and the EU Council Recommendation of 12 July 1999 (1999/519/EC).
42. The proposed kiosk, including any telecommunications equipment it contains, is fully compliant with these international standards. The design ensures that public exposure to radiofrequency emissions (in the range 0 Hz to 300 GHz) remains within safe limits in all publicly accessible areas.
43. A Declaration of Conformity with Public RF Exposure Guidelines—formerly known as the ICNIRP Declaration—is available upon request and can be submitted to the local planning authority as part of the determination process.

Endorsement of Replacement Kiosks

44. The proposed communication kiosks represent a significant enhancement in both amenity and functionality compared to outdated telephone infrastructure. Similar proposals across the United Kingdom have received favourable consideration in planning decisions. For example, an Inspector in the London Borough of Hillingdon remarked:

“the existing phone box, which would be replaced as part of the proposed advertisement, is a tired looking feature...the new kiosk would introduce a more appropriate, modern feature and in this respect, it would improve visual amenity”⁷.

45. This positive view has been echoed by Inspectors across other London Boroughs. In the Royal Borough of Kensington and Chelsea, where 19 new kiosks were approved, the Inspector noted:

“would not add to street clutter but rather would replace tired looking telephone kiosks with a modern one that would still retain a distinctly traditional and recognisable telephone kiosk in a black finish that would be compatible with the general street furniture in the area.”⁸

⁷Planning Appeal Ref. APP/R5510/Z/16/3157043

⁸ Planning Appeal ref. APP/K5600/W/17/3190377

46. Elsewhere, similar proposals have received direct local planning authority support. In Middlesbrough, a scheme was approved in February 2023. The decision notice stated:

“The application is satisfactory in that the design and appearance of the proposed telephone kiosk accords with the principles of the National Planning Policy Framework (NPPF) and, where appropriate, the Council has worked with the applicant in a positive and proactive way in line with paragraphs 186-187 of the NPPF. In addition, the telephone kiosk accords with the local policy requirements (Policy CS5, CS13, REG20 & DC1 of the Council's Local Development Framework).”⁹

47. Similarly, in Wakefield, the Council granted approval¹⁰ for a rationalisation programme in July 2019, stating:

“[t]he proposed kiosks will replace... telephone kiosks which have been in situ for some considerable time. The proposed kiosk will lessen the overall visual impact simply by reducing the overall built form. The appearance will be more contemporary than the existing units with side windows and roof taking design cues from the original cast iron phone boxes which together with a matt black colour scheme would provide a more subtle appearance than those units currently in situ. Additionally, the two open sides would provide improved user safety and surveillance.”

48. These decisions highlight widespread recognition of the design quality, improved accessibility, and reduced visual impact of NWP's modern kiosk infrastructure. Through careful planning and community engagement, NWP has successfully renewed, upgraded, and expanded its network, delivering clear public benefit while enhancing the built environment.

⁹ Middlesbrough planning ref. 22/0734/FUL

¹⁰ Wakefield planning ref. 19/01082

NATIONAL AND LOCAL POLICY CONTEXT

Planning Policy Wales (Edition 12, February 2024)

49. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.
50. This is reiterated in PPW¹¹, a material consideration in planning decisions in Wales, which states that the purpose of the planning system is to contribute to the achievement of sustainable development. More specific development-type guidance and advice (i.e. on advertisements and design) is set out in the accompanying Technical Advice Notes (TAN).
51. Chapter 3 of PPW advises on how to achieve well-designed places, underscoring the principles of placemaking and sustainable development, promoting good design as central to the planning process. Chapter 5 emphasises the role of the planning system in encouraging businesses to invest, innovate and adapt to changing market conditions. This includes the essential role high quality communications infrastructure has on the delivery of sustained economic growth and how the planning system should act to support this type of development.
52. Paragraph 3.3 introduces the importance of design in planning:
- “Good design is fundamental to creating sustainable places where people want to live, work, and socialize. Design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places.”*
53. Paragraph 3.5 elaborates:
- “Good design is inclusive design. Development proposals should place people at the heart of the design process, acknowledge diversity and difference, offer choice where a single design solution cannot accommodate all users, provide for flexibility in use and provide buildings and environments that are convenient and enjoyable to use for everyone.”*
54. Regarding Economic Infrastructure, PPW states that such infrastructure, be it physical, electronic or digital, plays a pivotal role in maintaining the economic well-being of Wales. It enables people to connect and interact with each other, either in person or electronically, to increase prosperity¹².

¹¹ PPW, paragraph 1.22

¹² PPW, paragraph 5.1.1

55. The planning system should support telecommunications infrastructure, such as new technologies such as 5G, particularly in urban areas, which could require more small cell sites in street settings. The planning system will need to respond positively to this evolution in technology whilst being mindful of the impacts on amenity and the historic environment¹³.
56. Planning authorities should not implement their own precautionary policies, such as imposing a ban or moratorium on new telecommunications development or insisting on minimum distances between new telecommunications development and existing development¹⁴.

Advertisement Control

57. The display of advertisements is subject to a separate consent process within the planning system¹⁵. This is set out in the Town and Country Planning (Control of Advertisements) Regulations 1992.
58. Advertisements are controlled with reference to their effect on amenity and public safety only. Specific guidance relating to advertising developments and on the interpretation of the Regulations is contained within the TAN7¹⁶.
59. The impact on visual amenity is evaluated based on the character of the area, considering factors such as surrounding land uses and the existing built environment. The assessment focuses on how the proposed advertisement affects local character and any notable features of interest in the area.
60. Regarding public safety, the main consideration is whether the advertisement would impede individuals from exercising proper care and attention for their own safety and that of others. While advertising is designed to be visible, this does not necessarily mean it is distracting. Advertising is a common feature in city centres and busy routes, where both drivers and pedestrians expect to encounter commercial images and messages.

¹³ Ibid. paragraph 5.2.11

¹⁴ Ibid. paragraph 5.2.19

¹⁵ Pursuant to Section 220 of the Town and Country Planning Act

¹⁶ Technical Advice Note (Wales) 7, Outdoor Advertisement Control (November 1996)

The UK Digital Strategy

61. The Ministerial Foreword to the UK Digital Strategy, published in March 2017, highlights the Government's commitment to unlocking the full potential of the digital sector, one of the UK's most vital industries.
62. It emphasizes the need for first-class digital infrastructure while ensuring that its benefits are felt across the economy, society, and every part of the country:

“Every individual and every business should have the skills and confidence to seize the opportunities of digital technology and have easy access to high-quality internet wherever they live, work, travel or learn.”

“The Digital Strategy will deliver the first-class digital infrastructure and advanced skills base that businesses across the country need to be able to take advantage of digital tools. And it will close the digital divide - to ensure that everyone is able to access and use the digital services that could help them manage their lives, progress at work, improve their health and wellbeing, and connect to friends and family.”

Local Planning Policy

63. The Newport Local Development Plan (LDP) 2011–2026 was formally adopted on 27 January 2015 and serves as the statutory development plan guiding land use and development decisions within Newport's administrative area.
64. To ensure the development plan remains current and effective, Newport City Council initiated a review process in 2020. This led to the commencement of the Replacement Local Development Plan (RLDP), which will guide development in Newport up to 2036. The RLDP is currently in preparation, with the Preferred Strategy Consultation Paper published in October 2023. However, until the RLDP is formally adopted, the existing LDP remains the primary document for planning decisions.
65. The adopted LDP emphasizes sustainable development, focusing on regeneration, economic growth, and the efficient use of land. It recognizes the importance of modern infrastructure, in supporting the city's growth and enhancing the quality of life for its residents. The plan advocates for developments that contribute positively to the urban environment, promote accessibility, and meet the evolving needs of the community.
66. The following policies are relevant in this assessment.

Policy SP1 – Sustainability

67. This overarching policy sets out the Council's commitment to promoting sustainable development. Proposals must contribute to creating sustainable places by promoting efficient use of land and resources, supporting economic and social well-being, enhancing environmental quality, and reducing the need to travel by private car. Developments should demonstrate a positive contribution to well-being and resilience, and avoid adverse effects on the environment, local communities, or future generations.

Policy SP9 – Conservation of the Natural, Historic and Built Environment

68. This policy ensures that development proposals safeguard Newport's distinctive historic and built environment. It expects development to protect, conserve, or enhance features of acknowledged importance, particularly within conservation areas or near listed buildings, scheduled monuments, or other heritage assets. Development must be sympathetic in scale, design, and materials to its context.

Policy SP11 – City Centre Regeneration

69. This policy promotes the continued revitalisation of Newport city centre as a focus for commerce, culture, and community life. Development that enhances the centre's function, appearance, and accessibility is encouraged. Proposals should contribute positively to the city's identity and support regeneration objectives by improving public realm quality and facilitating modern infrastructure.

Policy GP2 – General Development Principles

70. GP2 sets general expectations for development quality. Proposals must demonstrate good design, be appropriate in scale and character, and contribute positively to the local area. They should promote inclusive access, efficient resource use, and resilience to climate change. Compatibility with surrounding uses and the minimisation of visual and physical impacts are central to this policy.

Policy GP6 – Quality of Design

71. This policy focuses on the detailed aspects of design. Development must be of a high standard, reflecting local context and character. It should incorporate attractive and durable materials, respect existing townscape, and create safe,

accessible environments. The design must also discourage crime and anti-social behaviour through natural surveillance and active frontages.

Policy CE9 – Advertisement Control

72. CE9 provides the framework for assessing advertisements. It states that proposals should not harm amenity or public safety. Considerations include scale, siting, design, illumination, and cumulative impact. Advertisements must be in keeping with their surroundings and not contribute to street clutter, visual intrusion, or distraction to road users.

Policy T4 – Walking and Cycling

73. This policy supports developments that promote active travel. Proposals must not hinder pedestrian or cycle movement and, where possible, should enhance connectivity. Safe, accessible, and well-integrated infrastructure is encouraged to support healthier lifestyles and reduce reliance on motor vehicles.

Summary statement of policy compliance

74. The proposed development aligns with the strategic and detailed policies of the adopted Local Development Plan.
75. The kiosk's multi-functional design — offering telephony, a defibrillator, interactive wayfinding, and a digital advertisement display — contributes to improved public infrastructure and community resilience, supporting the sustainable development objectives set out in **Policy SP1** (Sustainability). In areas of regeneration, such as the city centre, the proposal supports the aims of **Policy SP11**, enhancing vibrancy through modern, accessible street infrastructure. The proposal has been designed with careful regard to **Policies GP2** and **GP6**, ensuring a high standard of design that is inclusive, durable, and compatible with surrounding development. Where applicable, the proposal will preserve or enhance the character of sensitive locations, in line with **Policy SP9**.
76. The advertisement element is sensitively integrated and adheres to best practice in brightness, display frequency, and safety, satisfying the provisions of **Policy CE9** (Advertisement Control). Finally, the kiosk's siting and open design ensure it does not impede pedestrian routes, aligning with **Policy T4** (Walking and Cycling).

PLANNING ASSESSMENT

77. In assessing the application(s), the standard planning considerations apply¹⁷, along with those set out in the Town and Country Planning (Control of Advertisements) Regulations 1992. These regulations confirm that advertisements should be controlled only in the interests of amenity and public safety, alongside any other relevant material considerations.
78. Where proposals fall within a conservation area or may affect the setting of a listed building, regard must be had to the statutory duties imposed by Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. This requires that special attention be given to the desirability of preserving or enhancing the character or appearance of a conservation area. In the context of advertisement applications, this duty applies only insofar as it affects considerations of amenity.
79. Accordingly, the principal planning considerations are whether the proposed kiosk, in terms of its design, siting, and intended use, will preserve or enhance the character and appearance of the street scene, while also ensuring pedestrian safety and unobstructed movement.

Site Assessments

80. Each site is considered on its own merits, with assessments addressing both the kiosk and the associated advertisement display.

Site Ref: O/S Old Station Building, Queensway

81. The proposed site is located on the northern side of Queensway, immediately outside Newport Train Station, at the northern edge of the city centre. It sits along a key pedestrian thoroughfare connecting the station to the main commercial core, forming part of a wider public realm enhancement zone. The site does not fall within a conservation area, although the central area of Newport immediately to the south is subject to such designation. There are no listed buildings in the immediate vicinity requiring special consideration.
82. This part of Queensway accommodates high footfall throughout the day, serving as a multimodal interchange with rail, bus, cycle, and pedestrian traffic converging in the area. The immediate context includes modern public infrastructure and

¹⁷ Section 38(6) of the Planning and Compulsory Purchase Act 2004

commercial frontages, with wide pavements, street furniture, cycle racks, lighting columns and directional signage already contributing to a busy urban streetscape.

83. The proposed kiosk has been designed to sit comfortably within this active setting, offering essential telephony services and digital wayfinding functions in a sleek, contemporary format. Its visual impact is modest, and the kiosk would appear as a complementary addition to the wider street furniture, rather than an intrusive or discordant feature.
84. As shown in the submitted drawings, the kiosk will adopt a heritage-inspired design referencing traditional telephone boxes, executed in a restrained black finish. It will be oriented with the longer elevation—and the advertisement panel—positioned perpendicular to the carriageway. The siting has been chosen to avoid conflict with existing pedestrian desire lines, street furniture and public access points.
85. The pavement at this location is generous in width and will continue to provide in excess of 2 metres of unobstructed pedestrian space post-installation. This ensures that pedestrian flow, including for those with mobility impairments, is safeguarded. The kiosk's dimensions and placement have been carefully considered to avoid creating clutter or impeding visibility at this busy transport node.
86. In summary, the proposed kiosk would deliver material public benefits—improved telecommunications, an integrated defibrillator, and digital information services—without adverse impacts on amenity or safety. Its design and placement are appropriate for its setting and align with policy objectives seeking to enhance infrastructure provision and the quality of the public realm.

Advertisement Amenity and Public Safety

87. The integrated digital display has been sensitively designed and positioned to minimise any potential visual impact. Located within a busy commercial environment adjacent to Newport Train Station, the scale, form, and subdued black finish of the kiosk, together with the integrated display, ensure it will appear as a coherent and visually appropriate addition to the streetscape. In this high-footfall area, digital displays are a familiar feature and form part of the evolving urban character.
88. In terms of public safety, the advertisement will be visible primarily to eastbound traffic travelling along Queensway. This part of the city centre features a broad, multi-lane carriageway and well-defined pedestrian infrastructure. Technical Advice

Note 7 (TAN 7) advises that in commercial areas, public safety concerns are typically less pronounced, particularly where advertisements are already present. In this instance, the proposed display would be viewed in a predictable and controlled urban setting where commercial signage is common.

89. The advertisement panel will be positioned within a driver's forward line of sight and will not necessitate any unusual head-turning or distraction. As a static image display, with gradual transitions every ten seconds and no flashing or movement, the panel avoids the types of features generally associated with distraction or visual clutter.
90. The presence of other advertisements in the vicinity—such as signage associated with Newport Station, retail units, and transport infrastructure—demonstrates that this location can accommodate commercial displays without introducing visual intrusion or compromising road safety. The proposal sits comfortably within this established visual context.
91. Taking into account the prevailing character of the area, the nature of the Queensway carriageway, the static and low-glare format of the advertisement, and the guidance in TAN 7, it is concluded that the proposed digital display would not harm public safety and would not detract from visual amenity in this part of the city centre.

Site 2: O/S 33 High Street (Intersection with Skinner Street)

92. The proposed site is located on the eastern footway of High Street, near the junction with Skinner Street, directly outside No. 33. This is a prominent, high-footfall location within Newport's primary retail and pedestrian area. The site lies within the Newport City Centre Conservation Area, as designated under the Local Development Plan.
93. High Street forms one of the city centre's principal commercial corridors and retains a strong linear character defined by a mix of Victorian and modern buildings. At this intersection, the built form is consistent in height and grain, with active ground-floor commercial uses and a variety of signage and shopfront treatments. Some shopfronts in the immediate vicinity incorporate digital window displays, adding to the evolving commercial character of the area.

94. The surrounding public realm is well-developed, with wide pavements, bollards, lighting columns, cycle racks, and waste bins forming part of the streetscape. The existing intensity of pedestrian activity and street furniture helps the proposed kiosk integrate visually without appearing dominant or isolated.
95. The kiosk has been carefully designed to respect the character of the area. Its dark, heritage-inspired finish reflects the form and materials of traditional telephone boxes, while its proportions, open sides, and low-profile help reduce visual massing. The longer side of the kiosk will face onto the footway, oriented north–south to align with pedestrian flow.
96. The installation will maintain a minimum unobstructed footway width exceeding 2 metres, ensuring compliance with accessibility standards and preserving ease of movement through this busy urban area.
97. The proposed kiosk will contribute positively to the city centre by offering free-to-use public telephony, a defibrillator, and digital wayfinding. These services enhance the amenity of the street while delivering public health and connectivity benefits. Its contemporary yet context-sensitive design ensures that the proposal preserves the character and appearance of the Newport City Centre Conservation Area, in accordance with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Advertisement Amenity and Public Safety

98. The integral digital display is proposed on the southern elevation of the kiosk, facing along High Street toward the pedestrian zone and retail frontage extending south toward the Market Arcade and Commercial Street. The advertisement would be visible to pedestrians and vehicles in the vicinity.
99. In terms of amenity, the display will be viewed within a well-established commercial environment that already features a variety of illuminated advertisements, including digital displays within shopfront windows and sequential illuminated formats elsewhere along the High Street. In this context, the proposed advertisement reflects the evolving commercial character of the street and will not appear incongruous or out of place.
100. Located within a conservation area, the advertisement has been designed with care to avoid visual intrusion. The static display will change no more frequently than once every 10 seconds, with no movement or flashing content. Transitions will use a

smooth fade effect, and illumination levels will remain within the thresholds recommended by the Institute of Lighting Professionals (PLG05/2023). This ensures that the advertisement will preserve visual amenity within this sensitive historic environment.

101. In terms of public safety, the advertisement faces pedestrian traffic and road users at a point where vehicular speeds are naturally low due to the city centre layout and restrictions on private vehicles. The display is positioned within the direct line of sight of drivers and pedestrians and will not require excessive refocusing or pose a distraction to highway users. Given the static format and low-glare lighting, the display presents no material risk to highway safety.
102. Taken as a whole, the proposed advertisement represents a well-integrated, proportionate feature that complements the wider commercial setting. It contributes to the functionality of the kiosk while respecting the historic character of the Newport City Centre Conservation Area.

Site 3: O/S 154 Commercial Street

103. The application site is located on the pedestrianised section of Commercial Street, directly outside No. 154, within Newport's City Centre Conservation Area. This part of the high street falls within the city's principal retail core and features a blend of traditional and modern buildings, typically three to four storeys in height with commercial uses at ground floor level. While a number of buildings in the vicinity are statutorily listed—such as Nos. 152–153 and No. 42 Commercial Street—these are not especially distinguished at ground level, where modern shopfronts and retail signage dominate.
104. The streetscape here is distinctly commercial and active, defined by a sequence of glazed shopfronts, illuminated signage, contemporary street furniture, and coordinated paving. The pavement width and layout, combined with the pedestrian-priority environment, allow for well-integrated street installations without impeding circulation.
105. In this context, the design and siting of the proposed communication kiosk are entirely appropriate. The unit will adopt a refined black finish with a restrained, modern form echoing the legacy of traditional telephone boxes. Positioned parallel to the shopfronts and in line with the established rhythm of street furniture along Commercial Street, the kiosk will appear as a natural addition to the public realm. It

will not interrupt sightlines, nor detract from the visual coherence of the wider townscape.

106. Its slim proportions, muted colour palette, and unobtrusive detailing ensure the kiosk will preserve the character and appearance of the conservation area and will not adversely affect the setting of any listed buildings nearby.

Advertisement amenity and public safety

107. The integrated digital advertisement, located on the south-facing side of the kiosk, will be directed along the southern stretch of Commercial Street. This thoroughfare already contains a range of illuminated and digital displays, including internally lit shopfronts, animated signage, and commercial window advertisements. These elements collectively define the visual character of the high street and establish a setting where illumination is an accepted feature of the built environment.
108. The advertisement will present as a static, low-luminance digital display, carefully designed to reflect the prevailing scale and lighting levels in the area. Its positioning within a pedestrianised zone, and within a driver's natural cone of vision on the rare occasion vehicles pass through for servicing, ensures there is no conflict with public safety or visual distraction.
109. TAN 7 guidance emphasises that commercial areas such as this are less sensitive to illuminated advertising, and the proposed unit aligns with this policy direction. The display's integration into the kiosk, in combination with the surrounding context of digital signage, means it will not appear incongruous or overly prominent within the conservation area.
110. Taken together, the advertisement and kiosk form a cohesive unit that complements the surrounding commercial setting and maintains the integrity of Newport's City Centre Conservation Area.

Site 4: O/S Friars Walk Shopping Centre Car Park adjacent Usk Way

111. The proposed kiosk is to be sited on the wide footway outside the Friars Walk multi-storey car park, fronting Usk Way. This section of the city functions as a key transport corridor, carrying high volumes of traffic between the southern approaches to Newport and the city centre. The area is characterised by large-

scale retail and infrastructure-led development, including the car park, the shopping centre it serves, and other nearby leisure and commercial units.

112. Although the site lies adjacent to the Newport City Centre Conservation Area, the immediate context is modern, functional, and lacking in historic sensitivity. The development in this area is defined by its scale and utilitarian character, and there are no listed buildings or heritage features requiring special consideration within the immediate setting.
113. The kiosk will be positioned in line with the established rhythm of street furniture on Usk Way, including lighting columns, traffic signage, and public infrastructure. The wide pavement allows for its installation without impeding pedestrian movement, while its restrained design—featuring a matte black finish, streamlined profile, and modern construction—ensures that the unit remains visually recessive within its setting.
114. The kiosk will provide public benefit by offering digital telecommunication services, a defibrillator unit, and touchscreen functionality. Its siting on a key pedestrian and vehicular corridor into the city centre is well-judged, responding to the needs of visitors, commuters, and local residents moving through the area.

Advertisement amenity and public safety

115. The advertisement display will face south, towards oncoming traffic on Usk Way. This corridor is one of the primary access routes into the city centre and accommodates steady flows of vehicles, including cars, buses, and service vehicles.
116. The surrounding townscape is already host to large-format signage associated with the shopping centre and car park. In this commercial context, illuminated signage is a well-established and expected feature. The presence of other visual displays in the area, including static and illuminated commercial panels, reduces the potential for this digital panel to appear unexpected or intrusive.
117. In terms of safety, the advertisement will fall within the direct cone of vision of approaching drivers, requiring no significant change in line of sight. It will be static in format, with no animation or sequencing, and is not positioned near any complex junctions or pedestrian crossings that might raise distraction concerns.

118. National guidance (TAN 7) indicates that public safety concerns associated with advertisements are typically less acute in commercial and urban contexts such as this. The alignment of the display, its context among other signage, and the absence of nearby sensitive receptors collectively support the view that the display will have no harmful impact on amenity or highway safety.

Site 5: O/S University South Wales Building, adjacent Usk Way

119. The proposed kiosk is to be located on the western footway of Usk Way, directly outside the University of South Wales Newport City Campus. This part of Usk Way functions as a major thoroughfare linking the southern and eastern approaches to the city centre. The site lies just outside the boundary of the Newport City Centre Conservation Area, which is located on the opposite side of the road. There are no listed buildings in the immediate vicinity and no designated heritage constraints affecting the site.
120. The immediate context is defined by large-scale institutional and infrastructure-led development, including the university campus, riverside pedestrian routes, and the adjacent Kingsway car park. Usk Way itself accommodates multiple lanes of traffic and acts as a key vehicular corridor into the city, with clearly demarcated pedestrian infrastructure and wide pavements on both sides of the carriageway.
121. The proposed kiosk has been designed to respond to this functional and transitional setting, offering essential public services including telephony, a defibrillator, and digital information access. Its form, materials, and scale are modest and deliberately recessive, ensuring it sits comfortably within a streetscape already populated with signage, lighting columns, bins, and other items of street furniture.
122. The kiosk will adopt a black, heritage-inspired design that references traditional public telephone boxes while presenting a modern and durable finish suited to contemporary public infrastructure. Its orientation has been carefully selected so that the longer elevation—and the integrated advertisement panel—faces oncoming traffic from the north. The siting avoids conflicts with pedestrian desire lines or existing utilities.
123. The footway at this location is wide and level, offering generous pedestrian capacity even after installation of the kiosk. A minimum of 2 metres of unobstructed pavement width will be retained, ensuring compliance with accessibility standards

and safeguarding ease of movement for all users, including those with mobility impairments.

124. In summary, the proposal reflects a considered response to its surroundings. It will introduce valuable public infrastructure without impeding movement, altering the visual character of the street, or adversely affecting any heritage assets. The design, orientation, and location of the kiosk are consistent with policy objectives relating to sustainable infrastructure, accessibility, and high-quality public realm.

Advertisement Amenity and Public Safety

125. The integrated digital advertisement will face north, toward approaching traffic on Usk Way. This corridor accommodates a steady volume of vehicles throughout the day, including buses, private cars, and delivery traffic. The surrounding built form is institutional and modern, with no particular sensitivity to illumination or visual change.
126. In terms of amenity, the proposed display will sit within a setting that already hosts various commercial and civic signage, lighting, and infrastructure. The advertisement will be static in format, with transitions every ten seconds using a smooth fade effect, and will not incorporate flashing, animation, or rapid sequencing. Illumination levels will comply with the latest guidance from the Institute of Lighting Professionals (PLG05/23), ensuring the display remains visually appropriate and non-intrusive.
127. TAN 7 (Outdoor Advertisement Control) confirms that in urban, commercial, or transport corridor contexts, digital advertisements are generally acceptable where they do not create visual clutter or safety concerns. In this case, the display is well-aligned with the existing rhythm and form of development along Usk Way and will not appear out of character.
128. From a highway safety perspective, the advertisement is located in the forward line of sight of drivers travelling south along Usk Way. The display will not be positioned near complex junctions or pedestrian crossings, nor will it require significant head-turning to view. The static nature of the content and the clear road geometry reduce any risk of distraction or visual conflict.
129. Overall, the proposed digital advertisement is appropriately sited, sensitively designed, and compatible with the prevailing urban character of Usk Way. It will not detract from visual amenity or compromise public safety, and it forms an integral

component of a wider public infrastructure initiative aimed at improving connectivity, wayfinding, and civic resilience in Newport.

SUMMARY AND CONCLUSION

130. The proposed installation of communication kiosks within Newport will deliver a range of public benefits, providing modern digital telecommunication services through a high-quality design that responds to both contemporary expectations and the surrounding urban context. Constructed from robust, durable materials, and subtly echoing traditional kiosk forms, the units will serve as both functional infrastructure and sympathetic additions to the streetscape.
131. By improving baseline digital connectivity and offering accessible telephony and emergency functions, the kiosks will support residents, workers, and visitors alike. These services are particularly valuable for vulnerable individuals or those without access to mobile devices, reinforcing equitable access to communication in a busy city centre environment.
132. The proposal accords with local planning policies that promote good design, sustainable development, and enhancement of the public realm. It also satisfies the requirements of national guidance and advertisement regulations, ensuring that both amenity and public safety are safeguarded.
133. While the application reflects the applicant's preferences in terms of siting and configuration, New World Payphones remains open to engagement. Should the Council have any queries or concerns about the scheme, the applicant would welcome the opportunity to respond constructively prior to determination.

NWP