

From: Arnall, Guy

Sent: 27 May 2026 11:32

To: Ostler, Marnie (Planning Officer) <Marnie.Ostler@Newport.gov.uk>

Subject: RE: Planning Consultation Request for case ref: 26/0373 (BT Street Hub Outside 28 Skinner Street Newport South Wales) (ADV)

Hi Marnie

Re: ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS

Planning Policy Wales (Edition 12, 2024) states that:

"6.1.6 The Welsh Government's specific objectives for the historic environment seek to:

- preserve or enhance the character or appearance of conservation areas, whilst the same time helping them remain vibrant and prosperous;*

6.1.14 There should be a general presumption in favour of the preservation or enhancement of the character or appearance of conservation areas or their settings...

6.1.15 There is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds.

6.1.16 Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area."

Policy CE7 of Newport Local Development Plan 2011 – 2026, January 2015 states that:

"DEVELOPMENT WITHIN OR ADJACENT TO CONSERVATION AREAS WILL BE REQUIRED TO:

- i) BE DESIGNED TO PRESERVE OR ENHANCE THE CHARACTER OR APPEARANCE OF THE CONSERVATION AREA, HAVING REGARD TO THE CONSERVATION AREA APPRAISAL WHERE APPROPRIATE.*
- ii) AVOID THE REMOVAL OF EXISTING HISTORIC FEATURES, INCLUDING TRADITIONAL SHOPFRONTS AND JOINERY.*
- iii) USE MATERIALS WHICH ARE TRADITIONAL, OR APPROPRIATE TO THEIR CONTEXT.*
- iv) COMPLEMENT OR REFLECT THE ARCHITECTURAL QUALITIES OF NEARBY BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION TO THE CHARACTER OF THE AREA.*
- v) PAY SPECIAL ATTENTION TO THE SETTINGS OF BUILDINGS, AND AVOID THE LOSS OF ANY EXISTING DOMESTIC GARDENS AND OPEN SPACES WHICH CONTRIBUTE TO THE CHARACTER OF THE AREA.*
- vi) AVOID ADVERSE IMPACT ON ANY SIGNIFICANT VIEWS, WITHIN, TOWARDS AND OUTWARDS FROM THE CONSERVATION AREA."*

The site in question is located outside of the Town Centre Conservation Area, but very close to its boundary which, in this location, is contiguous with the terrace to the north side of the street and returns south to encompass the buildings which line the eastern side of Commercial Street.

There are also several listed buildings near the proposed development site:

- Grade II Listed Highbury Chambers (Cadw Ref: 23147) forms prominent part of the terrace to the northern side of Skinner Street, almost directly opposite the proposed development
- Grade II Listed 31, 32, 33 High Street, including 2a & 2-4 Skinner Street (Cadw Ref: 23123) prominently terminates the western end of the terrace to the northern side of Skinner Street as a key corner focus
- Grade II Listed HSBC (formerly Midland Bank) (Cadw Ref: 23132) is in prominent location upon the junction of Bridge Street and Sotw Hill, where it also terminates the long view west along Skinner Street
- Grade II Listed Nos 1-8 (Consecutive) Commercial Street (Cadw Ref: 3011) terminates the western end of the terrace to the southern side of Skinner Street

As identified within the Town Centre Conservation Area Appraisal, this area of Skinner Street has key moving views. Views west from beyond the junction with Upper Dock Street are characterised by the sweeping terrace to the north of Skinner Street, which features a series of good-quality and traditionally arranged shopfronts at ground level, with richly decorative frontages above, including the prominently placed Grade II Listed Highbury Chambers. This view is terminated by Grade II Listed 31, 32, 33 High Street, including 2a & 2-4 Skinner Street - a prominent and well-detailed building with turreted corner. As the viewer travels west, the Grade II Listed Former Midland Bank building is revealed, terminating the long view. The prominence positioning of the abovementioned listed assets within this moving view makes a very positive contribution towards their significance and contributes positively towards the character and appearance of the Town Centre Conservation Area.

Westerly views along Skinner Street, from beyond the junction with Skinner Lane are characterised by the same sweeping terrace to the north of Skinner Street (which includes the Grade II Listed Highbury Chambers), terminated by the corner block comprising of 11-16 Upper Dock Street and 14-17 Skinner Street – all identified as positive contributors within the same CAA.

This moving view is, however, marred by the cluttered amalgamation of street furniture to the southern side of Skinner Street including, cabinets, Sheffield Stands, bollards, a BT KX100+ kiosk and, most notably, an existing modern sign board some 3 metres high. The latter is particularly intrusive, partially blocking the key view in both directions along Skinner Street, particularly long views of both the Former Midland Bank building, the lower levels of 31, 32, 33 High Street, including 2a & 2-4 Skinner Street when looking west.

The proposed is a double-sided advertising hub, comprising of 2no. 75" LCD advert screens (overall unit size 1236mm x 2980mm), located within the middle of the southern footway and orientated to face the direction of pedestrian flow. The new 'replaces' an existing BT KX100+ kiosk (dimensions: Height 2192mm, Width 890mm, Depth 890mm), though it is proposed to be located further west along the footway, in line with an existing advertisement board.

Whilst removal of the existing kiosk is welcomed in terms of long views along the street, it is of comparatively small scale and relatively visually quiet. Replacement with a 3-metre-high hub with 45" LCD advert screens will introduce further visual intrusion and distraction (comprising of

illuminated screens with moving images), resulting harm to both the Setting of the Town Centre Conservation Area and the setting of its constituent listed buildings.

I will leave it for you to balance this identified harm against any community benefits that the proposal may bring.

Many thanks,

Guy Arnall