

From: Arnall, Guy

Sent: Tuesday, September 30, 2025 10:22

To: Burrows, Lydia (Planning Officer) <Lydia.Burrows@newport.gov.uk>

Subject: RE: Planning Consultation Request for case ref: 25/0708 (Crown Buildings 11 Chepstow Road Newport South Wales NP19 8BQ) (ADV)

Hi Lydia

Updated comments below – please supersede.

Re: INSTALLATION OF ILLUMINATED DIGITAL 48-SHEET ADVERTISEMENT DISPLAY

From a heritage perspective, this proposal raises potential for Setting impact upon several listed assets.

Legislative Background

Legislative Background

Section 90 of the Historic Environment Wales Act (2023) inserts a new section (314A) into the Town and Country Planning Act (1990) which, in Wales, imposes the duty (derived from section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990) that: *“In considering whether to grant planning permission for development which affects a listed building or its setting, the Welsh Ministers or a local planning authority in Wales must have **special regard** to the desirability of preserving: (a) the listed building, (b) the setting of the building, or (c) any features of special architectural or historic interest the building possesses”* (emphasis added).

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

“6.1.10 There should be a general presumption in favour of the preservation or enhancement of a listed building and its setting, which might extend beyond its

curtilage. For any development proposal affecting a listed building or its setting, the primary material consideration is the building, its setting, or any features of special architectural or historic interest which it possesses.”

Regarding historic assets and their Setting, Newport LDP (2011 -26) states that:

“4.18 There will be a presumption in favour of the retention, safeguarding, conservation and enhancement of sites recognised as being of archaeological or historic interest including Listed Buildings, scheduled ancient monuments, Conservation Areas, locally Listed Buildings, historic parks & gardens, historic landscapes and the setting of such sites, buildings and areas.

4.19 Listed Buildings play a significant role in the townscape and architectural heritage of the area and the Council attaches the upmost importance to their preservation. The Council, in the determination of applications for Listed Building consent, is expected to have “special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.” The Council will consider using all available powers to protect the historic environment, including, in appropriate cases, serving repairs notices, enforced sales and Compulsory Purchase Orders or in the case of vacant buildings, carrying out emergency repairs and seeking reparation from the owner subsequently. Supplementary Planning Guidance on Repairs and Alterations to Listed Buildings will be prepared. The Council will continue to monitor its Register of Buildings at Risk Through Neglect and Decay in order to secure the safeguarding of important buildings.”

Policy SP9 of the Newport LDP (2011-26) states that:

"2.34 Newport has a wide range of historically important buildings and sites. There are over 400 Listed Buildings, 15 Conservation Areas, 11 Historic Parks and Gardens, 67 Scheduled Ancient Monuments, 4 Archaeologically Sensitive Areas and over 50 square kilometres of landscape registered as being of Outstanding Historic Interest. These nationally and internationally recognised sites are complemented by a variety of locally important historic buildings and sites which this Plan seeks to protect. The protection, retention, safeguarding, conservation and enhancement of heritage assets will be sought, and where new development is proposed that affects the building or site or its setting, this should be of the highest quality."

Planning Policy Wales Technical Advice Note 24: The Historic Environment' states that:

“1.25 The setting of an historic asset includes the surroundings in which it is understood, experienced, and appreciated embracing present and past relationships to the surrounding landscape. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral. Setting is not a historic asset in its own right but has value derived from how different elements may contribute to the significance of a historic asset.

1.26 It is for the applicant to provide the local planning authority with sufficient information to allow the assessment of their proposals in respect of scheduled monuments, listed buildings, conservation areas, registered historic parks and gardens, World Heritage Sites, or other sites of national importance and their settings. These principles, however, are equally applicable to all historic assets, irrespective of their designation. For any development within the setting of a historic asset, some of the factors to consider and weigh in the assessment include:

- The significance of the asset and the contribution the setting makes to that significance*
- the prominence of the historic asset*
- the expected lifespan of the proposed development*
- the extent of tree cover and its likely longevity*
- non-visual factors affecting the setting of the historic asset such as noise.*

The local planning authority should be able to provide guidance to the applicant during pre-application discussions on the amount of information required to support a proposal. This may include providing a heritage impact statement if the proposal is likely to have an impact on a historic asset. How setting is to be addressed by the applicant should also be considered as part of any pre-application discussions.

1.27 Other factors which may affect the setting of a historic asset include; inter-visibility with other historic or natural features, tranquillity, noise or other potentially polluting development though it may have little visual impact

1.28 There will be cases where a proposed development will enhance the setting of a historic asset and this will be treated as a benefit resulting from the development. Mitigation of damaging effects could be achieved through good design and in some cases screening or landscaping.

1.29 The local planning authority will need to make its own assessment of the impact within the setting of a historic asset, having considered the responses received from consultees as part of this process. A judgement has to be made by the consenting authority, on a case-by-case basis, over whether a proposed development may be damaging to the setting of the historic asset, or may enhance or have a neutral impact on the setting by the removal of existing inappropriate development or land use.”

Cadw Guidance 'Setting of Historic Assets in Wales (2017)' states that:

“Applicants for planning permission should provide the local planning authority with sufficient, but proportionate, information to allow the assessment of the likely impact of proposals for development on a historic asset and its setting in:

- a World Heritage Site*
- a nationally important ancient monument or archaeological remains (scheduled or unscheduled)*
- a listed building*
- a conservation area*
- a registered historic park and garden.*

Understanding the setting of a historic asset can help you to draw up appropriate development proposals. This process can be used to identify alternative approaches and lead to improvements in the planning and design of your proposals so that they minimise harm and maximise benefit to the significance of a historic asset and its setting. This information will help the local planning authority to understand the reasons for your proposals when they are determining your planning application.

Before you submit a planning application, it is good practice to discuss your proposal with the local planning authority and, where appropriate, with the Welsh Government’s Historic Environment Service (Cadw). At a pre-application discussion, you can find out whether a proposed development is likely to have an impact on the significance of a historic asset and its setting, and what assessment may be necessary.

The scale of an assessment needs to be proportionate and will be determined by the likely impact of the proposal. For proposals involving a minimum impact on a single asset, a simple checklist approach to the assessment with a short statement for each of

the four stages described below [see p.5] may be sufficient. For projects involving multiple assets or changes considered likely to have a major impact on significance, a more detailed analysis will be necessary."

Proposal

The proposed advertisement sign is large (almost six meters wide and five metres high) and illuminated, described within the application form as:

"- Illumination to comply with Institute of Lighting Professionals' PLG05/23 (see planning statement).

- Frequency of images to be no greater than once every ten seconds.

- No moving images, video or flashing lights to be displayed"

Context

It is proposed to be located just to the east of a large intersection within the city: that expansive junction where Chepstow Road, Clarence Place, Corporation Road, Caerleon Road and East Usk Road all converge. The proposed site is some 50 metres to the east of the War Memorial, which is the nearest listed asset.

The Grade II Listed War Memorial (Cadw ref: 26240) takes prime position upon this busy road intersection, located upon a paved promontory which extends into the junction. With key views of the asset available from all directions, the cenotaph's is designated as *"...a war memorial of national significance to Wales in a prominent position within the major town of Newport. Group value with other listed buildings in Clarence Place."* Therefore, its setting makes a very positive contribution towards its significance.

More distant to the west, is the richly ornamented terraced row consisting of Nos. 20-34 Clarence Place (evens) (Cadw ref: 26255), designated as *"...an integral part of this early C20 commercial development attached to and for group value with Nos 10-18 Clarence Place and the Technical Institute; group value also with the War Memorial."*

Beyond this again lie Grade II Listed Nos.10-18 Clarence Place (evens) and Newport Technical Institute, both of which have their own special interest, whilst also which contribute towards the group value of the abovementioned assets.

To the north-west of the junction stands the Grade II Listed former Odeon Cinema (Capon's Night Club) (Cadw ref: 214600), designated as "*[A] rare surviving example in Wales of cinema whose exterior preserves the distinctive architectural vocabulary of the 1930s Odeon style.*" Something of an outlier within the abovementioned context, this large asset has its own remarkable architectural interest. It too is prominent upon the junction though, despite its size, its striking Modernist forms are best appreciated from the south-east, as the viewer approaches down Corporation Road and Chepstow Road, and within closer proximity, from the junction promontory itself.

To the south-west of the junction, and though un-listed, the sweeping and ornate terrace of Clarence Quadrant contributes positively towards the historic quality of the streetscape, and the setting of adjacent assets. Most notably within the easterly approach.

It should also be noted that the existing deciduous trees to the junction promontory are not within a conservation area and benefit from no TPO protection.

Impact

Considering the proposed location and orientation of this large advertising screen, principal impacts will be upon views of the abovementioned assets from the east, as the viewer approaches the junction from Caerleon Road. At the foot of the Crown buildings, to the south side of the street (see below), the existing street trees currently interrupt views of the GII Cenotaph and its group. However, they benefit from no TPO protection - and will be without leaves for half the year. Therefore, the proposed will result in direct intrusion into views of the Grade II Listed War Memorial from the east. Thus, its bright advertisements will impact directly upon the prominence of the Grade II asset within the street scene - and therefore cause harm to its setting.



To the northern side of Caerleon Road, the existing street trees also currently interrupt views of the GII Cenotaph - and the built group to this major road intersection. However, they benefit from no TPO protection and will be without leaves for half the year. Therefore, the proposed will also result in bright distraction from the abovementioned asset group, also impacting negatively upon their setting within this view (see below).



Conclusion

The Grade II Listed War Memorial (Cadw ref: 26240) was constructed to signify remembrance of those lost, as a public focus for grief and pride, and a physical reminder of the cost of conflict; connecting the past to the present by honouring the sacrifices made. Though, mitigated somewhat by virtue of the number of views of the asset afforded by multiple approaches to the road intersection upon which it sits, there will be identifiable harm to the setting (and therefore the significance) of the asset.

Though considerably more distant, the proposed will also distract from easterly views of the abovementioned listed asset group; a significant assemblage of assets, of which the memorial forms the most prominent part.

I shall leave it to you to conclude whether this harm may be balanced against any planning benefits the proposal might bring.

Many thanks,

Guy Arnall

Please note that I will be away between Friday 3rd October – Monday 13th October inclusive.

Prif Swyddog Treftadaeth / Principal Heritage Officer

Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development

Cyngor Dinas Casnewydd / Newport City Council

From: Burrows, Lydia (Planning Officer) <Lydia.Burrows@newport.gov.uk>

Sent: 19 September 2025 07:51

To: Arnall, Guy

Subject: Re: Planning Consultation Request for case ref: 25/0708 (Crown Buildings 11 Chepstow Road Newport South Wales NP19 8BQ) (ADV)

Hi Guy,

Thanks for your comments. Looks as though the planning statement/cover letter wasn't published. Please see attached.

Regards

Lydia Burrows

Planning Officer/Swyddog Cynllunio

Adfywio a Datblygu Economaidd / Regeneration and Economic Development

Cyngor Dinas Casnewydd / Newport City Council

Please note that I work part-time Tuesdays, Thursdays & Fridays

(: 01633 831696 (when working from home I may not be reachable on this telephone number. I will aim to respond to all enquiries by email unless alternative arrangements are mutually agreed).

*: lydia.burrows@newport.gov.uk

8: www.newport.gov.uk

When submitting by email documents that are large or those that may contain macros, such as Excel type files, it is advised that the sender should check separately with the case officer that the file has been received and not blocked by the Council's automated IT security systems / Wrth gyflwyno dogfennau dros e-bost 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

Nid yw cynnwys yr ebost yma yn ymrwymo 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.

Sent: Thursday, September 18, 2025 13:47

To: Burrows, Lydia (Planning Officer) <Lydia.Burrows@newport.gov.uk>

Subject: RE: Planning Consultation Request for case ref: 25/0708 (Crown Buildings 11 Chepstow Road Newport South Wales NP19 8BQ) (ADV)

Hi Lydia

Re: INSTALLATION OF ILLUMINATED DIGITAL 48-SHEET ADVERTISEMENT DISPLAY

From a heritage perspective, this proposal raises potential for Setting impact upon several listed assets.

The proposed advertisement sign is large (almost six meters wide and five metres high) and illuminated, described within the application form as:

"- Illumination to comply with Institute of Lighting Professionals' PLG05/23 (see planning statement).

- Frequency of images to be no greater than once every ten seconds.

- No moving images, video or flashing lights to be displayed"

Context

It is proposed to be located just to the east of a large intersection within the city: that expansive junction where Chepstow Road, Clarence Place, Corporation Road, Caerleon

Road and East Usk Road all converge. The proposed site is some 50 metres to the east of the War Memorial, which is the nearest listed.

The Grade II Listed War Memorial (Cadw ref: 26240) takes prime position upon this busy road intersection, located upon a paved promontory which extends into the junction. With key views of the asset available from all directions, the cenotaph's is designated as *"...a war memorial of national significance to Wales in a prominent position within the major town of Newport. Group value with other listed buildings in Clarence Place."* Therefore, its setting makes a positive contribution towards its significance.

More distant to the west, is the richly ornamented terraced row consisting of Nos. 20-34 Clarence Place (evens) (Cadw ref: 26255), designated as *"...an integral part of this early C20 commercial development attached to and for group value with Nos 10-18 Clarence Place and the Technical Institute; group value also with the War Memorial."*

Beyond this again lie Grade II Listed Nos.10-18 Clarence Place (evens) and Newport Technical Institute, both of which have their own special interest, whilst also which contribute towards the group value of the abovementioned assets.

To the north-west of the junction stands the Grade II Listed former Odeon Cinema (Capon's Night Club) (Cadw ref: 214600), designated as *"[A] rare surviving example in Wales of cinema whose exterior preserves the distinctive architectural vocabulary of the 1930s Odeon style."* Something of an outlier within the abovementioned context, this large asset has its own remarkable architectural interest. It too is prominent upon the junction though, despite its size, its striking Modernist forms are best appreciated from the south-east, as the viewer approaches down Corporation Road and Chepstow Road, and within closer proximity, from the junction promontory itself.

It should also be noted that the existing trees to the junction promontory are not within a conservation area and benefit from no TPO protection.

Impact

Considering the proposed location and orientation of this large advertising screen, principal impacts will be upon views of the abovementioned from the east, as the viewer approaches the junction from Caerleon Road. At the foot of the large Crown buildings, to the south side of the street (and considering that the trees beyond benefit from no planning protection), the proposed will intrude directly into views of the Grade II Listed War Memorial. Thus, its bright advertisements will impact directly upon the prominence of the Grade II asset within the street scene - and therefore cause harm to its setting.

To the northern side of Caerleon Road, the proposed will also result in bright distraction from the abovementioned asset group, also impacting negatively upon their setting.

Conclusion

There will be identifiable harm to the setting of the Grade II Listed War Memorial (Cadw ref: 26240). Though considerably more distant, the proposed will also distract from more distant easterly views of the abovementioned listed assets; a significant group of which the memorial forms the most prominent part. I shall leave it to you to conclude whether this harm may be balanced against any planning benefits the proposal might bring.

Notes

I would note that the application form refers to a '*Planning Statement*' - which I cannot seem to find upon the system.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer Swyddog Dirprwyedig (Adeiladau
Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development Cyngor
Dinas Casnewydd / Newport City Council