



Appeal Decision

by R H Duggan BSc (Hons) DipTP MRTPI

an Inspector appointed by the Welsh Ministers

Decision date: 09.03.2026

Appeal reference: CAS-04795-S2C5C2

Site address: Crown Building, 11 Chepstow Road, Newport NP19 8AL

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
 - The appeal is made by Mr Ben Porte Bauer Media Outdoor against the decision of Newport City Council.
 - The application Ref 25/0708, dated 29 August 2025, was refused by notice dated 23 October 2025.
 - The development proposed is described as *“Installation of illuminated digital 48-sheet advertisement display”*
 - A site visit was made by the Inspector on 24 February 2026.
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Decision

1. The appeal is dismissed.

Main Issue

2. In this case the main issue is the effect of the proposed advertisement on the visual amenity of the area.

Reasons

3. It is proposed to erect a 48-sheet digital advertisement display which would measure approximately 3.193m in height by 6.193m wide and would be raised approximately 2.5m off the ground. The screen is proposed to present a range of static images on rotation every 10 seconds with no moving images, animation, flashing images or video content.
4. The appeal site is located at a very busy multi-arm junction where Chepstow Road, Caerleon Road, Clarence Place, Corporation Road and East Usk Road all converge. I saw that the locality is predominantly mixed retail and commercial in character where advertisements and signs, some of which are quite large, are not unusual features within the street scene and where corporate advertisements and locational signs of varying size, nature and form are found. Many of the buildings that line the streets are multi-storey and bulky in appearance, and Crown Building is also a very prominent and tall office block which has a dominating impact on the street scene.

5. Cadw has highlighted that there are several Grade II listed buildings within the locality, including the Former Odeon Cinema (Capon's Night Club) and properties along Clarence Place. The Grade II listed War Memorial is located on an island at the intersection and lies directly in front of the proposed advertisement.
6. In this instance due to the size and illumination of the display, allied to its elevation, it would stand out from other advertisements in the area. Its considerable size and the absence of any other similar digital advertisement structures of the size proposed would mean that it would be a visually incongruous feature, especially when viewed against the backdrop of the listed war memorial. The impact would be accentuated by the display of changing illuminated images every ten seconds, notwithstanding the potential to limit the luminance by condition and the extent of highway lighting in the area. While there are numerous other adverts found within the area, these are smaller in scale and are also generally related to the use of the premises on which they are sited. Further, although some are illuminated, existing signage in the vicinity does not incorporate such large LED displays.
7. The scale of the advert would be substantial and by virtue of its elevated position would be noticeable from a distance on the approach. The digital illumination would result in a visually incongruous feature that would stand out from the other, more modest, advertisements in the area and would dominate the street scene. This impact would be compounded by the intermittent changing of the illuminated display that would significantly draw the eye, further accentuating its visual prominence and harmful effect on the visual amenity of the area.
8. As part of my determination of the proposed advertisement, I must also assess whether the development preserves the setting of the adjoining listed buildings (as set out in Section 96 of the Historic Environment (Wales) Act 2023). Having regard to the information before me, my observations on site and the conservation principles set out in Technical Advice Note 24 – Historic Environment (TAN 24) I observed that the significance of the listed war memorial derives in part from its important contribution to the grandeur of the street scene. By virtue of their being other examples of historic architecture along the surrounding streets, including the Former Odeon Cinema (Capon's Night Club). I would agree with the comments made by Cadw that the War Memorial is in a prominent position within the island junction of the multi road intersection and makes a positive contribution towards the significance of this part of Newport. The setting of the war memorial, which includes the appeal site, contributes to the significance of the listed building by being part of a broad street scene in which the visual qualities of the war memorial and other listed buildings nearby may be better experienced. The appeal site is clearly within the surroundings in which these heritage assets are experienced.
9. All in all, the proposed digital advertisement would represent a large, conspicuous and awkward adjunct adjacent to the listed war memorial which would detract and draw the eye away from it from many public viewpoints around this busy junction. It would also disrupt the legibility of the war memorial by introducing a large, colourful and bright element adjacent to it, thus visually competing with it. Therefore, I consider that the advertisement would have a considerable adverse impact on the special interest and setting of the listed war memorial. Consequently, the contribution that the setting makes to the significance of the war memorial would be compromised by the proposed advertisement.

Conclusions

10. For the reasons set out above, I conclude that the proposed advertisement would have a significantly harmful impact on the visual amenity of the area, and permission should be withheld.
11. I have taken into account the requirements of sections 3 and 5 of the Well-Being of Future Generations (Wales) Act 2015. I consider that this decision is in accordance with the Act's sustainable development principle through its contribution towards the Welsh Ministers' well-being objectives of building a stronger, greener economy as we make maximum progress towards decarbonisation, making our cities, towns and villages even better places in which to live and work and embedding our response to the climate and nature emergency in everything we do.

RH Duggan

INSPECTOR