

From: Mwanza, Chama (Environmental Health Officer)
Sent: Tuesday, September 23, 2025 11:30
To: Burrows, Lydia (Planning Officer) <Lydia.Burrows@newport.gov.uk>
Subject: RE: 25/0708

Morning Lydia,

Please find below the comments on the above planning application:

Regards

Chama

Date:

23.09.2025

Main Location:

Crown Buildings

11 Chepstow Road

Newport

South Wales

NP19 8BQ

Application Description:

INSTALLATION OF ILLUMINATED DIGITAL 48-SHEET
ADVERTISEMENT DISPLAY

Planning reference number:

25/0708

Planning case officer:

Lydia Burrows

I refer to the above application passed to the Environmental Protection Team for comment.

I confirm I have no objections to the proposals; however the following conditions should be attached to any permission granted;

Brightness of the digital board would be 300 cd/m² from dusk to dawn and up to 5,000 cd/m² at all other times dependent on time of day/year and ambient conditions, in line with ILP Guidance. The colour and text of the background will be multicoloured and static.

Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

There shall be no moving images, animation, video or full motion images displayed.

Reason: In the interests of amenity and in order to retain effective planning control.

In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone E4 in Table 4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out within the Institution of Lighting Professionals - Professional Lighting

Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

Officer name:

Chama Mwanza

SRT Number:

25/10592/ABRPM

Cofion gorau / Kind regards,

Chama Mwanza MCIEH

Swyddog Iechyd yr Amgylchedd / Environmental Health Officer

Tîm Diogelu'r Amgylchedd / Environmental Protection Team

Gwarchod y Gymuned / Community Protection

Amgylchedd a Diogelu'r Cyhoedd/ Environment & Public Protection

Cyngor Dinas Casnewydd / Newport City Council

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Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg, yn y ddwy iaith, neu ieithoedd a fformatau eraill. Byddwn yn cyfathrebu â chi yn ôl eich dewis. Ni fydd gohebu yn Gymraeg yn arwain at oedi. The Council welcomes correspondence in Welsh, English, both languages, or other languages and formats. We will respond to you according to your preference. Corresponding in Welsh will not lead to delay.

SYLWCH:Unrhyw wybodaeth dechnegol fanwl a roddir yn yr e-bost hwn byddwn yn ymdrechu eto i sicrhau bod y wybodaeth yn gywir ac yn gyfredol, nid ydym yn gyfrifol ac ni fyddwn yn atebol am unrhyw anghywirdebau a'u canlyniadau, gan gynnwys unrhyw golled sy'n deillio o ddibynnu ar y wybodaeth hon. Please NOTE: Any detailed technical information given in this email we will again endeavoured to ensured that the information is accurate and up to date, we are not responsible and will not be held liable for any inaccuracies and their consequences, including any loss arising from relying on this information.