

Newport City Council

Newport City Council
Regeneration Investment & Housing
Civic Centre
Godfrey Road
Newport NP20 4UR

01633 656656
planning@newport.gov.uk
www.newport.gov.uk



Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) Regulations 1992

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Details

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number	76	Suffix	
Property Name 			
Address Line 1 High Cross Road			
Address Line 2 Rogerstone			
Town/city Newport			
Postcode NP10 9AD			

Description of site location (must be completed if postcode is not known)

Easting (x) 327954	Northing (y) 188285
Description 	

Applicant Details

Name/Company

Title

Miss

First name

Rebecca

Surname

Jakhu

Company Name

Address

Address line 1

A.F. Blakemore & Son Ltd

Address line 2

Rosehill

Address line 3

Longacres Ind Est

Town/City

Country

England

Postcode

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Contact Details

Primary number

Secondary number

Email address

Agent Details

Name/Company

Title

Mr

First name

Kit

Surname

Johnson

Company Name

Address

Address line 1

Brand Consortia

Address line 2

Trent Industrial Estate,

Address line 3

Duchess Street

Town/City

SHAW

Country

Postcode

OL2 7UT

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

New signage consisting of:

- 1.) Spar shop fascia *illuminated*
- 2.) Window graphics *non-illuminated*
- 3.) Welcome Panel (wall mounted) *non-illuminated*
- 4a.) Forecourt canopy fascia sign (left elevation) *illuminated*
- 4b.) Forecourt canopy fascia sign (central elevation) *illuminated*
- 4c.) Forecourt canopy fascia sign (right elevation) *illuminated*
- 5.) Downlighters on canopy fascia signs *illuminated*
- 6.) Pole Sign (double sided) *illuminated*

Advertisement Type:

Fascia Sign

Height:

0.76 metres

Width:

6.3 metres

Depth:

0.09 metres

What is the height from the ground to the base of the advertisement?:

3.257 metres

What is the maximum projection of the advertisement from the face of the building?:

0.09 metres

What is the maximum height of any of the individual letters and symbols?:

60 centimetres

What materials will the advertisement be made of?:

Aluminium/acrylic/LEDs/vinyl

The colour of text and background:

White with red & green vinyl

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other sign

Height:

0.5 metres

Width:

2.825 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.8 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

26 centimetres

What materials will the advertisement be made of?:

Printed vinyl and plot cut etch vinyl

The colour of text and background:

Various

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

1.1 metres

Width:

0.45 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

0.8 metres

What is the maximum projection of the advertisement from the face of the building?:

0.03 metres

What is the maximum height of any of the individual letters and symbols?:

26 centimetres

What materials will the advertisement be made of?:

Aluminium and vinyl

The colour of text and background:

White background with various colour detail

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.76 metres

Width:

7.2 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

3.47 metres

What is the maximum projection of the advertisement from the face of the building?:

0.02 metres

What is the maximum height of any of the individual letters and symbols?:

70 centimetres

What materials will the advertisement be made of?:

Aluminium / LEDs / vinyl / acrylic / LEDs

The colour of text and background:

White / blue / yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

150 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.76 metres

Width:

11.695 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

3.47 metres

What is the maximum projection of the advertisement from the face of the building?:

0.2 metres

What is the maximum height of any of the individual letters and symbols?:

70 centimetres

What materials will the advertisement be made of?:

Aluminium / LEDs / vinyl / acrylic / LEDs

The colour of text and background:

White / blue / yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.76 metres

Width:

7.2 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

3.47 metres

What is the maximum projection of the advertisement from the face of the building?:

0.2 metres

What is the maximum height of any of the individual letters and symbols?:

70 centimetres

What materials will the advertisement be made of?:

Aluminium / LEDs / vinyl / acrylic / LEDs

The colour of text and background:

White / blue / yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

150 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other sign

Height:

0.1 metres

Width:

5.5 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

4.13 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium / acrylic / LEDs

The colour of text and background:

Blue strip light

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

25 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other sign

Height:

5.5 metres

Width:

1.743 metres

Depth:

0.3 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

70 centimetres

What materials will the advertisement be made of?:

Steel subframe Aluminium boxes Acrylic faces with prints LEDs 4no. LED price matrix displays for fuel prices

The colour of text and background:

Grey frame Various colour detail of panels consisting mainly of Blue/white/yellow/red/green

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

165 cd/m²

Will the illumination be static or intermittent?:

Static

If you have selected Other, please describe

- 2.) Window Graphics
- 3.) Aluminium wall panel
- 5.) 3no. downlighters
- 6.) Totem sign

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes
☒ No
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

07/05/2025

To Date

06/05/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has pre-application advice been sought from the local planning authority about this application?

- ☐ Yes
☒ No

Authority Employee/Member

With respect to the Authority, is the applicant or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

- ☐ Yes
- ☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
- ☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
- ☐ No

Declaration

To submit your building control application you must agree to the below declaration.

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

Consent to display an advertisement: Consent to display an advertisement I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to Newport City Council
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Kit Johnson

Date

19/05/2025