

Delegated Decision Report

Application No:	26/0420	Statutory Period Expires:	28th July 2026
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Site:	<i>Advertising Poster Site 21 Glebe Street Newport South Wales</i>		
Proposal:	<i>ADVERTISEMENT CONSENT FOR 1NO. ILLUMINATED DIGITAL HOARDING SIGN</i>		
Applicant:	<i>H Tinker</i>		
Type:	Advert Consent	Ward:	Victoria
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

- 1.1 Advert consent was granted in 2020 (ref no.20/0904) for a 48-sheet digital display of the same scale as the proposed. It doesn't appear as though this consent was implemented.

2. SITE LOCATION AND CONTEXT

- 2.1 The proposed advert would be sited on the south-east elevation of no.21 Glebe Street, a long-established advertising site.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 Advert consent is sought for the erection of 1no illuminated digital hoarding sign on the south-east elevation of no.21 Glebe Street, an end of terraced property. There is an existing paper and paste advert that is to be removed and replaced with the proposed digital advert of the same scale, height of 3m and width of 6m sited 3m above ground level. The advert would be internally illuminated showing static images on a 10 second sequential rotation.

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
20/0904	REPLACEMENT OF EXISTING 48 SHEET ADVERTISEMENT DISPLAY WITH PROPOSED DIGITAL 48 SHEET ADVERTISING DISPLAY	GRANTED WITH CONDITIONS	26/11/2020
90/0869	SITING OF A 48 SHEET ADVERT HOARDING	REFUSED – ALLOWED AT APPEAL	

5. PLANNING POLICY

- 5.1 THE NATIONAL DEVELOPMENT FRAMEWORK: FUTURE WALES - THE NATIONAL PLAN 2040

Future Wales sets out the Welsh Government's land use priorities and provides a national land use framework for SDPs and LDPs. Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes.

Policy 1 - Where Wales Will Grow

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Policy 9 - Resilient Ecological Networks and Green Infrastructure

- 5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

- GP2 (General Amenity)
- GP4 (Highways and Accessibility)
- GP6 (Quality of Design)

5.4 TECHNICAL ADVICE NOTE 7 (OUTDOOR ADVERTISEMENT CONTROL)

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of amenity meaning the visual amenity of the neighbourhood where the advert is to be displayed and the interest of public safety meaning the safety of people using any form of travel likely to be affected by the poster display.

6. CONSULTATION RESPONSES

6.1 Ecology: I have no objection to this application. The land use surrounding this property does not support any quality habitat which is likely to be of significant value for bats, so they are less likely to be disturbed by the artificial lighting from this proposal.

6.2 Local Highways Authority: No objection, subject to conditions. The application effectively extends an existing consent. The proposals do not obstruct highway or visibility splays. They do not interfere with the interpretation of any safety critical road signs or markings. Conditions to address dazzle and distraction are offered by the applicant and should be applied.

6.3 Environmental Health: No comments received.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Amenity;

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of amenity meaning the visual amenity of the neighbourhood where the advert is to be displayed. The side elevation of no.21 Glebe Street faces toward Wharf Road (B4237) and the advert display would be highly visible from its immediate surroundings which is a mix of residential and commercial. This is a long-established advertising site and whilst the existing paper and paste would be replaced with a digital sign, this would be of the same scale and in a setting where the advert is considered to be appropriately sited and scaled. Overall, it is considered that the proposed advert is appropriately sited and scaled in relation to the site and surrounding area. It would not appear incongruous, either in terms of scale or design.

8.2 Public Safety;

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of public safety meaning the safety of people using any form of travel likely to be affected by the poster display. The proposed advert is proposed to be sited adjacent to the B4237. The Council's Highways Officer has advised that the proposal would not obstruct highway or visibility splays and would not interfere with the interpretation of any safety critical road signs or markings. The Officer therefore offers no objection to the application subject to conditions.

9. OTHER CONSIDERATIONS

9.1 *Crime and Disorder Act 1998*

Section 17(1) of the Crime and Disorder Act 1998 imposes a duty on the Local Authority to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. This duty has been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable increase in crime and disorder as a result of the proposed decision.

9.2 ***Equality Act 2010***

The Equality Act 2010 identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership.

9.3 Having due regard to advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected characteristics;
- taking steps to meet the needs of people from protected groups where these differ from the need of other people; and
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

9.4 The above duty has been given due consideration in the determination of this application. It is considered that there would be no significant or unacceptable impact upon persons who share a protected characteristic, over and above any other person, as a result of the proposed decision.

9.5 ***Planning (Wales) Act 2015 (Welsh language)***

Section 31 of the Act clarifies that impacts on the Welsh language may be a consideration when taking decisions on applications for planning permission so far as it is material to the application. This duty has been given due consideration in the determination of this application. It is considered that there would be no material effect upon the use of the Welsh language in Newport as a result of the proposed decision.

9.6 ***Newport's Well-Being Plan 2018-23***

The Wellbeing of Future Generations (Wales) Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with the sustainable development principle to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. This duty has been considered during the preparation of Newport's Well-Being Plan 2018-23, which was signed off on 1 May 2018. The duty imposed by the Act together with the goals and objectives of Newport's Well-Being Plan 2018-23 have been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable impact upon the achievement of wellbeing objectives as a result of the proposed decision.

10. CONCLUSION

10.1 The proposed advert is considered to be acceptable and it is therefore recommended that planning permission is granted subject to the following conditions.

11. DECISION

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: Proposed Site Plan, Existing and Proposed Elevations.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

02 In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum nighttime luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals' Professional Lighting Guide 'Brightness of Illuminated Advertisements including Digital Displays' (PLG 05) (or its equivalent in a replacement guide) in cd/m². 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 in Table 10.5 within PLG 05 (or its equivalent in a replacement guide) in cd/m².

03 The screen display shall only show two dimensional static images, shall contain no

moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.

Reason: To avoid distraction to passing motorists in the interests of road safety.

04 The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.

Reason: To avoid distraction to passing motorists in the interests of road safety.

05 The illumination of the advertisement(s) shall not at any time be intermittent.

Reason: To avoid distraction to passing motorists in the interests of road safety.

06 A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reason: To avoid distraction to passing motorists in the interests of road safety.

NOTE TO APPLICANT

01 This decision relates to plan Nos: Site Location Plan, Existing Site Plan, Proposed Site Plan, Existing and Proposed Elevations.

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP4 and GP6 were relevant to the determination of this application.

03 Due to the minor nature of the proposed development (including any demolition) and the location of the proposed development, it is considered that the proposals did not need to be screened under the Environmental Impact Assessment Regulations.