

Delegated Decision Report

Application No:	26/0373	Statutory Period Expires:	9th July 2026
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Site:	<i>BT Street Hub Outside 28 Skinner Street Newport South Wales</i>		
Proposal:	<i>ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS</i>		
Applicant:	<i>S Rana-Jaswal</i>		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

- 1.1 The application comprises of a series of applications for the implementation of a Communications Kiosk and Advertising Display in various locations within Newport City Centre.

2. SITE LOCATION AND CONTEXT

- 2.1 The application site is with the City Centre and located on the South side of Skinner Street. The Town Centre Conservation Area is situated to the North of the application site, and the Grade II listed building Highbury Chambers (23147) is located to the Northeast of the application site. There are various listed buildings within the vicinity. Surrounding the application site is predominantly commercial premises on the ground floor with residential units or offices above. The application seeks the removal of an old BT phone kiosk. There is an existing advertisement board at the application site also.

3. DESCRIPTION OF DEVELOPMENT

- 3.1 The application seeks advertisement consent for 1no. proposed BT Street Hub, incorporating 2no. digital 75" LCD advert screens.

BT Street hub:

H: 2.9m

W: 1.2m

D: 0.3m

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
26/0372	PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS, AND ASSOCIATED BT PHONE KIOSK REMOVAL	PCO	

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.

4.1.6 Planning authorities must set out in their development plan an integrated planning and transport strategy. This should set out how the planning authority will: improve physical and digital connectivity

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

5.3.1 Policies GP2 (General Amenity), GP4 (Highways and Access) and GP6 (Quality of Design) of the Newport Local Development Plan 2011-2026 (Adopted January 2015) are relevant to the determination of this application.

5.4 TECHNICAL ADVICE NOTES

5.4.1 Technical Advice Note (TAN) 5: Nature Conservation And Planning and Technical Advice Note (TAN) 7: Outdoor Advertisement Control are relevant to the determination of this application.

5.5 THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

6. CONSULTATION RESPONSES

6.1 Heritage:

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

"6.1.6 The Welsh Government's specific objectives for the historic environment seek to:

- preserve or enhance the character or appearance of conservation areas, whilst the same time helping them remain vibrant and prosperous;

6.1.14 There should be a general presumption in favour of the preservation or enhancement of the character or appearance of conservation areas or their settings...

6.1.15 There is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds.

6.1.16 Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area."

Policy CE7 of Newport Local Development Plan 2011 – 2026, January 2015 states that:

"DEVELOPMENT WITHIN OR ADJACENT TO CONSERVATION AREAS WILL BE REQUIRED TO:

- i) BE DESIGNED TO PRESERVE OR ENHANCE THE CHARACTER OR APPEARANCE OF THE CONSERVATION AREA, HAVING REGARD TO THE CONSERVATION AREA APPRAISAL WHERE APPROPRIATE.
- ii) AVOID THE REMOVAL OF EXISTING HISTORIC FEATURES, INCLUDING TRADITIONAL SHOPFRONTS AND JOINERY.
- iii) USE MATERIALS WHICH ARE TRADITIONAL, OR APPROPRIATE TO THEIR CONTEXT.
- iv) COMPLEMENT OR REFLECT THE ARCHITECTURAL QUALITIES OF NEARBY BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION TO THE CHARACTER OF THE AREA.
- v) PAY SPECIAL ATTENTION TO THE SETTINGS OF BUILDINGS, AND AVOID THE LOSS OF ANY EXISTING DOMESTIC GARDENS AND OPEN SPACES WHICH CONTRIBUTE TO THE CHARACTER OF THE AREA.
- vi) AVOID ADVERSE IMPACT ON ANY SIGNIFICANT VIEWS, WITHIN, TOWARDS AND OUTWARDS FROM THE CONSERVATION AREA."

The site in question is located outside of the Town Centre Conservation Area, but very close to its boundary which, in this location, is contiguous with the terrace to the north side of the street and returns south to encompass the buildings which line the eastern side of Commercial Street.

There are also several listed buildings near the proposed development site:

- Grade II Listed Highbury Chambers (Cadw Ref: 23147) forms prominent part of the terrace to the northern side of Skinner Street, almost directly opposite the proposed development
- Grade II Listed 31, 32, 33 High Street, including 2a & 2-4 Skinner Street (Cadw Ref: 23123) prominently terminates the western end of the terrace to the northern side of Skinner Street as a key corner focus
- Grade II Listed HSBC (formerly Midland Bank) (Cadw Ref: 23132) is in prominent location upon the junction of Bridge Street and Sotw Hill, where it also terminates the long view west along Skinner Street

- Grade II Listed Nos 1-8 (Consecutive) Commercial Street (Cadw Ref: 3011) terminates the western end of the terrace to the southern side of Skinner Street

As identified within the Town Centre Conservation Area Appraisal, this area of Skinner Street has key moving views. Views west from beyond the junction with Upper Dock Street are characterised by the sweeping terrace to the north of Skinner Street, which features a series of good-quality and traditionally arranged shopfronts at ground level, with richly decorative frontages above, including the prominently placed Grade II Listed Highbury Chambers. This view is terminated by Grade II Listed 31, 32, 33 High Street, including 2a & 2-4 Skinner Street - a prominent and well-detailed building with turreted corner. As the viewer travels west, the Grade II Listed Former Midland Bank building is revealed, terminating the long view. The prominence positioning of the abovementioned listed assets within this moving view makes a very positive contribution towards their significance and contributes positively towards the character and appearance of the Town Centre Conservation Area.

Westerly views along Skinner Street, from beyond the junction with Skinner Lane are characterised by the same sweeping terrace to the north of Skinner Street (which includes the Grade II Listed Highbury Chambers), terminated by the corner block comprising of 11-16 Upper Dock Street and 14-17 Skinner Street – all identified as positive contributors within the same CAA.

This moving view is, however, marred by the cluttered amalgamation of street furniture to the southern side of Skinner Street including, cabinets, Sheffield Stands, bollards, a BT KX100+ kiosk and, most notably, an existing modern sign board some 3 metres high. The latter is particularly intrusive, partially blocking the key view in both directions along Skinner Street, particularly long views of both the Former Midland Bank building, the lower levels of 31, 32, 33 High Street, including 2a & 2-4 Skinner Street when looking west.

The proposed is a double-sided advertising hub, comprising of 2no. 75" LCD advert screens (overall unit size 1236mm x 2980mm), located within the middle of the southern footway and orientated to face the direction of pedestrian flow. The new 'replaces' an existing BT KX100+ kiosk (dimensions: Height 2192mm, Width 890mm, Depth 890mm), though it is proposed to be located further west along the footway, in line with an existing advertisement board.

Whilst removal of the existing kiosk is welcomed in terms of long views along the street, it is of comparatively small scale and relatively visually quiet. Replacement with a 3-metre-high hub with 45" LCD advert screens will introduce further visual intrusion and distraction (comprising of illuminated screens with moving images), resulting harm to both the Setting of the Town Centre Conservation Area and the setting of its constituent listed buildings.

I will leave it for you to balance this identified harm against any community benefits that the proposal may bring.

6.2 Local Highways Authority:

The proposal replaces another phone which is in the same area, which arguably provides some balance subject to a condition to remove the old when providing the new; not 3 months later as proposed.

6.3 HENEB:

We have consulted the regional Historic Environment Record and note that the proposal is located within the Newport Archaeologically Sensitive Area (ASA), although there are no known sites in the vicinity. Furthermore, the previous development of the site is likely to have had an adverse effect on any potential remains that may be present. Additionally, the current application is for the installation of a new BT street hub with two advert screens. As such the proposal is limited in scale and it is unlikely that archaeologically significant material will be encountered during the course of the proposed works. As a result, there is unlikely to be an archaeological restraint to this proposed development and consequently, as the archaeological advisors to your Members, we have no objections to the positive determination of this application. The record is not definitive, however, and features may be disturbed during the course of the work. In this event, please contact this division of the Trust.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Principle of Development

8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

8.1.2 The Welsh Government Technical Advice Note 7 provides guidance on Outdoor advertisement control and states that applications for advertisement consent can only consider amenity and public safety. As such, the impact on visual/residential amenity and the effect on public safety are assessed as part of this application.

8.2 Visual Amenity/ Character and Appearance

8.2.1 The site is within the Town Centre Conservation Area and near several Listed Buildings. While the Principal Heritage Officer has raised concerns regarding the potential impact on the nearby heritage assets and Conservation Area, they acknowledge a potential public benefit and leave it to the case officers evaluation. On balance the development is considered to be acceptable on the basis that the public benefits outweigh the minor identified harm. The kiosk's benefit was established in application 26/0372, and it is considered that the advertisement display screens are considered appropriately scaled. There is an existing advertisement display at the application site of similar scale, and therefore, the proposed hub would not appear incongruous or overbearing. Given the removal of the old phone kiosk, the proposed hub would not add further street furniture to the area. No adverse impact upon the living conditions of neighbouring occupiers has been identified as a result of the proposed development. No significant harm to the visual amenity of the area has been identified, in accordance with policy GP6.

8.3 Public Safety

- 8.3.1 The Highways Officer has no objection to the development. Given its location, there would be no highway safety impact or service access issues and no issues have been raised regarding the illuminance. The proposal is therefore acceptable and complies with policy GP4.

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 benefit for the communications kiosk has been identified. The development would not have a detrimental impact on highway safety or residential amenity. The proposal will appear commensurate with its surroundings avoiding any unacceptable adverse impact upon the character and appearance of the area. The proposed development is considered to be acceptable.

11. DECISION

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: NPO-10 - Site Plan; NPO-10 - Site Location Plan; NPO-10 - Elevation Plan; NPO-10 – Photomontage; Planning Statement; NPO-10 - BT Street Hub ICNIRP Certificate; Product Statement; Anti-Social Behaviour Management Plan.; BT Street Hub Overexposure and Glare Evaluation.; 2023 PLG05-23 - The Brightness of Illuminated Advertisements Including Digital Displays
Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

NOTE TO APPLICANT

01 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP3, GP4, GP5, GP6, CE6 and CE7 were relevant to the determination of this application.