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7 Bell Yard, London, WC2A 2JR • 0203 925 4603 • www.ardentland.com

Planning Services
Planning & Economic Regeneration
Newport City Council
Newport
NP20 4UR

20 May 2025

Dear Sir / Madam

**Application for Express Advertisement Consent
land at Newport Leisure Park, Seven Stiles Avenue (45m west of Home
Bargains), Newport, NP19 4QQ.**

Please find enclosed our client's application for Consent to Display Advertisements under the Town & Country Planning (Control of Advertisements) Regulations 1992.

This application seeks the following:

Erection of 1 no digital signboard (displaying static images)

The application comprises the following documents and drawings:

- Express Consent Application Form
- Drawing no. T4895 A4 050 rev – Site Location Plan
- Drawing no. T4895 A4 051 rev – Site Plan
- Drawing no. T4895 A4 060 rev – Elevations (existing & proposed)
- Drawing no. T4895 A4 061 rev – Display Specifications
- Appendix 1 - Schedule of Suggested Special Conditions
- Appendix 2 - Crashmap Extract

The fee has been paid via the Planning Portal.

Proposal

This application seeks to consent to erect a single freestanding digital signboard on land to the west of Home Bargains at the Newport Leisure Park, off Seven Stiles Avenue.

The proposal is for one landscape format digital sign set in this privately owned commercial development, the proposal being of traditional proportions while utilising modern digital sign technology.

This proposal is part of a national shift towards the use of digital displays by the signage industry, positively contributing towards the desire for a sustainable and flexible advertising estate.

The Application Site

The application site is at the large Retail and Commercial development of Newport Leisure, to its central eastern portion and off the Seven Stiles Avenue, close to the junction of Central Avenue.

The proposal is readily accommodated on the host site, with no loss of retail or leisure space, employment opportunity, parking or circulation space.

The site is not within a Conservation Area or part of a Heritage Asset.

Application Site Planning History

The adjoining / host site has a range of consents in place, including signage, commensurate with its active commercial setting and Local Development Plan allocation as a District Centre.

Adjacent Land Uses

The site is situated at the wholly commercial Seven Stiles Avenue, off which are a range of substantial, modern units in occupation by retailers, food outlets, car dealerships, a cinema and a gym.

Nearby occupiers have their own signage in a variety of designs and positions.

To the west of the application site is the Seven Stiles Avenue, a high-level street lit road with defined footways on each side together with partial highways verges and private tree planting.

Adjacent Land Uses Planning History

The wider area has a range of retail and leisure consents in place.

Background to the Application & Advantages

The applicant wishes to improve the delivery of advertising to the east Newport area (and particularly to those in this District Centre setting) and so facilitate sustainable, relevant, locally focused messaging rather than the display of fixed, often national advertisements and in a location that avoids more sensitive parts of the City.

Elsewhere in the Country and across the Region we have seen the benefit of this flexibility which can include public messages and the more ready display of non-commercial adverts (such as Charity adverts) during void periods.

The proposed display would present a range of static advertisements, each lasting for not less than 10 seconds. The change between each advertisement would be almost instantaneous with no animation or special effects.

The use of digital technology allows the proposed display to be operated remotely and thus materially reduces vehicle movements to manage the estate with only periodic inspection and servicing being required.

Digital images also completely remove the requirement to print, glue and dispose of several hundred square meters of paper in a typical year when compared to traditional (paper & paste) posters & signs.

Planning Policy

The legislative framework for the control of advertisements is contained within Town and Country Planning (Control of Advertisements) Regulations 1992, supplemented by Technical Advice Note (Wales) 7.

Regulation 4 states that advertising should be controlled in the interest of amenity and public safety taking into account any material factors.

TAN7 provides a practical framework to assist decision making and reinforces the importance that advertising has to the national economy.

The Newport Development Plan does not contain any specific policy in respect of applications such as this however GP4, GP7 & GP6 provide useful guiding principles and are broadly aligned to the key considerations of amenity and safety.

As small-scale non-retail use at a District Centre, policy R7 applies; the scheme is not at odds with the purpose and three tests of this policy.

We consider this proposal to be aligned to both Local Plan & National Policy as set out below.

Amenity

As explored above, the application site is located alongside the Seven Stiles Avenue in this wholly commercial setting.

In general amenity terms, the proposal is contained on its own land and the face of the proposed display will be visible to those within the Retail and Leisure Park.

The scale of the proposal is subservient to nearby buildings which in turn contain the proposal both above and below and to either side. Levels of illumination are suggested to match Institute of Lighting Professionals guidelines.

Further, the proposal will be set lower in the street scene than existing street lighting.

Its location in a commercial through-route setting will result in its slim, simple design being readily absorbed into the street scene amongst the broad trappings of this active, commercial environment.

Recognising the illuminated nature of the proposed display, we look to adopt levels recommended by the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements Including Digital Displays' PLG 05/23); that report recommends a maximum luminance level of 300 candelas/sqm in urban & suburban areas at night (and tracking ambient light at up to 5,000 cd/m² during the day) and we have suggested a Special Condition to match this.

Public Safety (Highways Safety)

National & Local Policy seeks to protect Public Safety.

The proposal is contained entirely on its own land with no part oversailing the highway network. Site maintenance is completed from private land.

The road network close to the application site has a good safety record with no incidents recorded in the last five years of reporting.

A Crashmap extract is shown at Appendix 2.

It is our view that the proposal will not harm this situation, the proposed display has a good forward range of visibility, appearing gradually on approach in the drivers forward cone of visibility and will not obstruct any official road sign or signal.

The proposal does not obstruct any sightlines as it is set back from the live carriageway.

Drivers on approach will have moderated their driving style to reflect the nature of the area, navigating the road network with a heightened sense of awareness in this commercial setting.

This approach to site selection and design therefore accords with best practice across the UK, including the Waterman report commissioned by Transport for London in March 2013 who surmised (inter-alia) that research indicated that roadside digital advertising is not inherently unsafe but should be operationally managed in accordance with site specific constraints.

Therefore, as an appropriately lit unit, displaying (by its nature) simple messages, logos or images the proposed sign will be readily absorbed (or ignored) as part of the driving task particularly as we consider that there is nothing unusual or complicated about the highway network here to give rise to special road safety concerns.

As such, we consider it extremely unlikely that any driver who is exercising a reasonable degree of care for their own and others safety would be so distracted or confused by the proposed sign as to give rise to harm.

In terms of structural safety, the proposed sign is supported entirely on the host site with the display oversailing private land, i.e., no part of the proposed display is on or over the operational highway.

Summary

The principle of signage alongside roads such as this in commercial areas is well established and we consider that this proposal allows the advertising offering to the area to be improved in a modern, forward-thinking and sustainable way by taking advantage of digital sign technology and in a location that is away from more sensitive parts of town.

In amenity terms the proposal will sit well with its neighbours and not cut across any existing open view or building of historic or architectural interest.

We further consider that the display of signage alongside this easily driven section of street-lit road would not cause any automatic harm to public safety as it is set back from the vehicle carriageway and away from official signs and signals.

Should you have any queries in respect of this application or require additional detail we would be happy to discuss this with you.

Yours faithfully.

Stuart Wellman MRICS

Director

stuart@ardentland.com

07414 101 273

Appendix 1

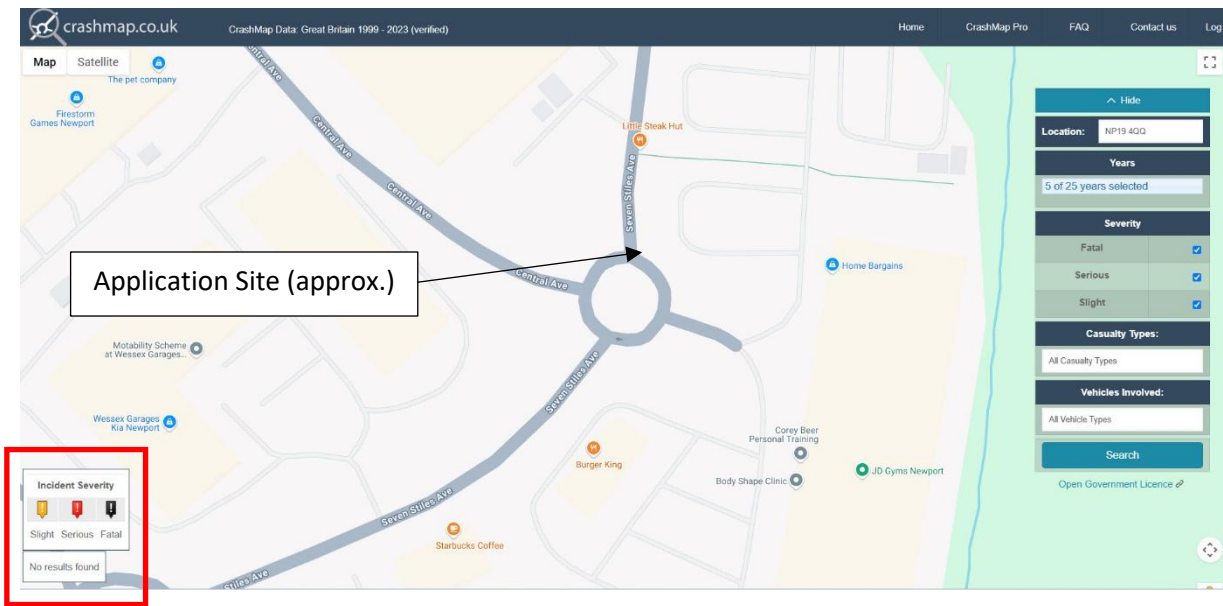
Schedule of Suggested Special Conditions

1. Rate of change shall be no more than once every 10 seconds.
2. Illumination shall not exceed 300cd/m² at night & (tracking ambient conditions up to) 5,000 cd/m² at day.
3. The sign shall not display flashing or strobing elements.

Appendix 2

Crashmap Extract

Report produced 20 May 2025



CrashMap Data: Great Britain 1999 - 2023 (verified)

Data source Department for Transport

Copyright & image credit www.crashmap.co.uk and google maps.