

28 May 2026

Newport City Council
Civic Centre
Godfrey Road
Newport
NP20 4UR

Wildstone Reference: 2876
Planning Portal Reference: PP-14967599

Town and Country Planning (Control of Advertisements) Regulations 2007

Site Address: Gable at 21 Glebe Street (A48), Newport, NP19 8EU

Proposal: Renewal of express consent 20/0904; Upgrade of existing 48 sheet advert

Dear Sir/Madam,

Please find an enclosed application for advertisement consent to upgrade an established paper and paste advertising display to a modern digital advertising display on a like for like basis.

The application seeks to renew express consent 20/0904 for one 48-sheet digital advertising display. The express consent was granted on the 26th November 2020 and expired on the 26th November 2025. The extant application for one 48 sheet digital display is identical in all aspects to that previously consented under application 20/0904 on the 26th November 2020.

As with the previously consented display, the proposal remains part of an industry wide drive, to update and upgrade advertising structures to meet modern requirements. The overall strategy is to deliver premium sites in the best locations which are capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

The Applicant

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

Wildstone Capital Ltd

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Company Registration No: 07275191 | Registered in England and Wales | Registered Office Address: Second Floor (North) Fifty Paddington, 50 Eastbourne Terrace, London W2 6LG

Wildstone has developed a modern high-quality and ultra-thin digital display which offers an advanced level of control over brightness and reduced energy consumption. The control mechanisms in place enable the digital displays to mimic traditional billboards during daylight whilst also ensuring images at night are suitably contrasted and muted to reflect ambient conditions.

Wildstone champion best practice and ensure sites are well maintained, operate in line with planning conditions, and can be managed by a single controlling party. Sites are monitored and controlled remotely in real time from a Network Operation Centre (NOC) to facilitate responsive maintenance where necessary. Engineers can respond within 24 hours to issues that cannot be dealt with remotely. Diagnostics software can report any small technical fault and enable content to be blanked in advance of an engineer attending site.

The Proposal

The proposal is identical to express consent 20/0904 granted on the 26th November 2020. The proposal therefore seeks to upgrade the existing 48 sheet non-illuminated billboard display to a single 48 sheet digital advertising display on a like for like basis.

The digital format will allow for increased durability, efficiency, and the ability to centrally control, update, and monitor content over a 24-hour period. Advertisements would be illuminated, static, and two-dimensional, whilst incorporating an automated 10s sequential rotation.

The proposed display has the same dimensions as the standard 48-sheet non-illuminated billboard it is to replace. It will measure 6m in width, 3m in height, 0.1m in depth, and will be elevated 3.00m above ground. As with the consented display, the modern materials and technology used for the proposed digital display ensures it is lightweight, durable, efficient, easily erected, and adaptable in real time to ambient illumination conditions. The quality of image produced will mimic that of a traditional poster and paste display **Appendix 1**.

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds (i.e. six adverts per minute).

The Institute of Lighting Professionals best practice guidance; The Brightness of Illuminated Advertisements PLG05 2023 sets maximum limits for the illumination of digital displays at 300cd/m² at night, and 5,000cd/m² during the day. The display will be programmed to reflect these limits, however, through use of internal sensors the screen is capable of adapting to real time ambient conditions and will likely operate at far lower levels. The proposal will bring a wide range of benefits as follows:

- Upgrade of sites lacking in investment
- Reduction in vehicle trips for reposting adverts (i.e. from an average of 34 trips to 2)
- Eradicating the need to print posters and avoiding the associated waste involved in the production process
- Ability to broadcast emergency messaging (e.g. public health messaging)
- Opportunity for creative, real time, and locally relevant advertising
- Opportunity to integrate additional hardware to meet Smart City objectives

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The majority of digital advertisement consents also operate within industry defined best practice parameters which control the level of luminance in real time, the speed at which an advertisement updates, and the duration of each advertisement. In addition to the five standard conditions, the proposed display (as with the consented display) shall adhere to industry and best practice conditions.

The proposed display will therefore operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professional's (ILP) 2023 published guidelines held within Technical Note 5 'The Brightness of Illuminated Advertisements including Digital Displays' (BIADD). The BIADD document also provides model conditions for digital displays to which the proposed display would adhere. The model conditions also form the basis for the proposal's 'Recommended Conditions' which are set out in **Appendix 2**.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) Regulations 1992 (and 2017 Amendments) which states that advertising should be controlled in the interest of amenity and public safety, taking into account any material factors.

Planning Policy Wales (PPW) is the National Planning Policy for Wales. Technical Advice Notes (TANs) supplement PPW and give greater clarification. TAN 7 'Outdoor Advertisement Control' provides advice on how Local Authorities should assess advertisement applications. The Guidance recognises "...the importance of advertisements to the national economy and should not stifle original designs or new display techniques" (Paragraph 4) and confirms that outdoor advertisements can only be controlled in the interests of "amenity" and "public safety" (Paragraph 6). The guidance states that in relation to assessing public safety, Local Planning Authorities are expected to have regard to advertisements' "effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air" (Paragraph 10).

TAN7 accepts that an applicant is not required to demonstrate a "need" for the advertisement and Paragraph 7 states that account should also be taken of factors which may be to the advantage of the amenity of the locality such as "adding appropriate colour and interest to a drab area or screening an eyesore". Additionally, the Guidance states that Local Authorities must be consistent in the "general approach towards the determination of applications in particular localities" (Paragraph A3)].

Planning Considerations

The site is a longstanding location for advertising, having supported the display of content since July 2008 according to Google Street View. As the size and nature of the advertisement has not altered since July 2008 it considered an accepted feature of the street scene.

On the 26th November 2020, the Council granted express consent (20/0904) to replace the existing 48-sheet billboard with a single digital display, considering it to be acceptable in terms of amenity and public safety. The extant proposal simply proposes to renew the express consent which expired on the 26th November 2025.

The conditions of the site have not changed since the first grant of express consent, however the appellant acknowledges that a renewal of express consent requires potential impacts to be assessed in terms of amenity and public safety.

Amenity

Concerning amenity, the proposal is considered to not be detrimental in either an immediate or wider sense. The site is not within a Conservation Area, attached or adjacent to a Listed building, or within proximity of any local heritage assets. The character of the site and surrounding area is mixed, with advertising, commercial properties, and transport infrastructure being the predominant land use. National advice and guidance recommend locating roadside advertisements in locations such as this; impacts are appreciably less and commensurate the function of the surrounding environment. In this regard, the proposal, should be considered acceptable.

As the proposal seeks to mimic the existing situation, there will be minimal impact on the visual amenity of the surroundings. The size and positioning of the advertisement will remain the same, and the level of illumination will reflect local and ambient conditions, with little material change to the site as it currently exists. As a direct replacement, the proposed display would not contribute to clutter or contribute to any cumulative impacts.

The site is seen within the context of the Brandon Tool hire building, the gable wall of no. 29 Glebe Street, the offices immediately adjacent, and the railway bridge. The proposal would appear subservient to the surrounding built form, with its modest size confined to the upper section of the gable wall. It's backing by, and the positioning of the adjacent buildings, ensures that it would not appear as an isolated or standalone feature, enabling it to successfully integrate to the street scene.

Moreover, as a like for like replacement (size, scale, positioning), the proposal would operate without introducing a new feature to the street scene, and, as an upgraded unit, the slimline, minimalistic, and high quality design of the proposed display, would likely improve views looking towards the site.

It is therefore considered, that with appropriate control over the proposal's operation through use of internal sensors, pre-set levels, and strict planning conditions, there would likely be no detrimental impact upon the site or surrounding area. As such the digital display would sit comfortably within its visual context without harming amenity, the qualities of the site, or the character and appearance of the wider environment.

Thus, it is considered the proposal would not harm amenity, the qualities of the site, or the character and appearance of the wider area.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.

As the principle of a digital advertising display has already been established at this location by the granting of express consent 20/0904, the Council need only consider whether the same proposed controls over illumination and rotating images remain sufficient to ensure that there is not an unacceptable impact on highway safety.

The proposed display would occupy the same setback and offset position as the existing unit, ensuring site lines and visibility splays are maintained. It would be seen by traffic travelling in both directions on Wharf Road which is limited to 30mph, is well lit, relatively straight, level, and has good forward visibility. Highway users would therefore be fully capable of glancing content in advance of the site without being distracted from the road, or traffic conditions ahead. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of viewing advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Under these circumstances it is considered that the proposal would not constitute a hazardous distraction to anyone exercising a reasonable standard of care. Consequently, the proposal would not give rise to public safety issues that would prevent the granting of an express advertising consent.

Conclusion

The proposal seeks to renew an express consent 20/0904 for one 48-sheet digital advertising display. The express consent was granted on 26th November 2020 and expired on the 26th November 2025. The extant application for one 48-sheet digital display is identical in all aspects to the previously consented digital display.

The proposed display's size, scale, and positioning in conjunction with the high quality design and appearance, would ensure that it does not appear overly prominent, or dominant of the street scene. The relatively straightforward nature of the highway, slow moving traffic, and long term presence of the existing display and other illuminated advertisements nearby, would see the proposed display visible to road users without causing undue distraction or creating a hazard to road safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted express consent.

In order to complete the application, please find attached the following documentation

- Completed application form
- Letter Statement (this letter);

Architectural drawings including;

- 2876/PA/01 Site Location Plan
- 2876/PA/02 Existing Site Plan
- 2876/PA/03 Proposed Site Plan
- 2876/PA/04 Existing and Proposed Elevations

Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

HT

Hamish Tinker

Planning Assistant

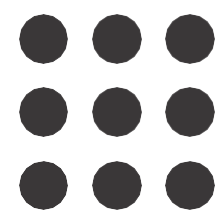
DD: 07743178331

Email: hamish.tinker@wildstone.co.uk

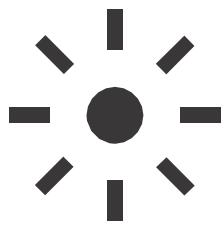
Appendix

1

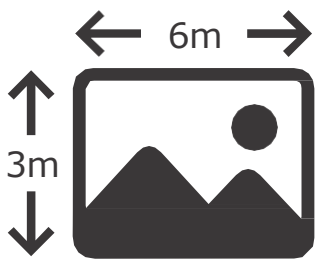
D-POSTER



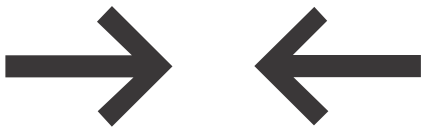
High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to traditional digital panel (300-600mm)

DIGITAL ADVERTISING

A before & after comparison for sites upgraded to a digital format.



BEFORE: Gable mounted 48-sheet paper and paste advertising display.



AFTER: Gable mounted 48-sheet digital advertising display.

The digital advertising display replicates the appearance of the previous paper and paste display; the upgrade of the site to a digital format has a neutral impact upon amenity of the site, street scene, and surrounding area.

There is a neutral impact upon highway and public safety. The cognitive demand of highway users is unaffected, allowing content to be assimilated whilst assessing the road ahead and any upcoming traffic conditions.

Appendix

2

Model Conditions

1 no. digital 48-sheet advertising display

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in

a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbor or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

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

9. 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 3 in Table 10.4 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of

Illuminated Advertisements including Digital Displays'.

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

11. 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). It shall at all times be no greater than 5,000cd/m² in accordance with the recommended maximum daytime luminance values set out in Table 10.5 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of Illuminated Advertisements including Digital Displays'.

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

12. 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.

13. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

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

14. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

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