

Newport City Council

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

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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	3	Suffix	
Property Name 			
Address Line 1 Lakeside Drive			
Address Line 2 Coedkernew			
Town/city Newport			
Postcode NP10 8BB			

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

Easting (x) 328247	Northing (y) 184970
Description Replacement of exiting signboard, land to rear (north east side) of Unit 3.	

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

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

Stuart

Surname

Wellman

Company Name

Ardent Land Limited

Address

Address line 1

7 Bell Yard

Address line 2

Address line 3

Town/City

London

Country

United Kingdom

Postcode

WC2A 2JR

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 x Freestanding Digital Sign

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other sign

Height:

3.21 metres

Width:

6.21 metres

Depth:

0.1 metres

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

2.5 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?:

300 centimetres

What materials will the advertisement be made of?:

Pressed metal & GRP to contain a slimline digital display.

The colour of text and background:

Changes with each digitally presented (illuminated) content. Illuminated to Institute of Lighting Professionals guidelines (Professional Lighting Guide 05 (PLG05), The Brightness of Illuminated Advertisements) being up to 5,000cd/m2 at day and up to 300cd/m2 at night (see below).

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Intermittent

If you have selected Other, please describe

Digital sign, displaying static images on a 10 second rotation.

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Please see drawing no T4874 A4 060 and Site Photograph in the annex to the Planning Statement Pack. The existing sign for MJs Hair & Beauty is to be removed.

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

01/06/2025

To Date

31/05/2035

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

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.

I/We also accept that:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website;
- 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

Stuart Wellman

Date

20/03/2025