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

20 March 2025

Dear Sir / Madam

**Application for Express Advertisement Consent, land at Celtic Springs
Business Park (rear of Unit 3), Lakeside Drive, Newport, Gwent, NP10 8BB.**

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:

Replacement of an Existing Signboard

The application comprises the following documents and drawings:

- Express Consent Application Form
- Drawing no. T4874 A4 050 rev – Site Location Plan
- Drawing no. T4874 A4 051 rev – Site Plan
- Drawing no. T4874 A4 060 rev – Elevations (existing & proposed)
- Drawing no. T4874 A4 061 rev – Display Specifications
- Appendix 1 - Schedule of Suggested Special Conditions
- Appendix 2 – Photograph of Existing MJ's Beauty Sign (to be removed)
- Appendix 3 – Crashmap Extract

The fee has been paid via the Planning Portal.

Proposal

This application seeks to consent remove an existing sign and replace it with a freestanding digital signboard on land at the rear of the Celtic Springs Business Park.

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 the Celtic Springs Business Park, the proposal seeks to replace the existing sign that is to the rear of Unit 3 (currently occupied by Greggs).

The proposal is readily accommodated on the host site, with no loss of retail 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.

Adjacent Land Uses

The site is situated at the wholly commercial Lakeside Drive, a development that includes a modern pub, Holiday Inn, modern offices and large shed units beyond.

Nearby occupiers have their own signage.

To the east of the application site is the A48, a high-level street lit dual carriageway with defined footways on each side and a raised, barriered central divide.

Adjacent Land Uses Planning History

The wider area has a range of employment and commercial consents in place.

Background to the Application & Advantages

The applicant wishes to improve the delivery of advertising to the west Newport area 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.

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 A48 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 travelling west away from Newport towards Cardiff and junction 29 of the M4.

The scale of the proposal matches the adjoining buildings (that have no windows on the nearest elevation) that in turn frames 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, as the existing sign is now.

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' PLG05, 2015); that report recommends a maximum luminance level of 300 candelas/sqm in urban & suburban areas at night (and 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.

As is the case with the existing sign, the proposal is contained entirely on its own land with no part oversailing the highway network. Site maintenance is completed from private land.

The A48 to the east of 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 4.

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.

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 distracted or confused by the proposed sign, as is the case with the existing sign.

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 is well established at this location and we consider that this proposal allows the signage offering at the site to be modernised while bringing economic benefits.

In amenity terms, removing existing structure and replacing it with a smart modern unit has clear advantage and demonstrates investment into the area.

As an established sign in a well-lit location, we do not consider that the proposed change to the presentation of advertising would cause any harm to public safety.

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

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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 5,000 cd/m² at day & 300cd/m² at night.
3. The sign shall not display flashing or strobing elements.

Appendix 2

Photograph of Existing MJ's Beauty Sign (to be removed)

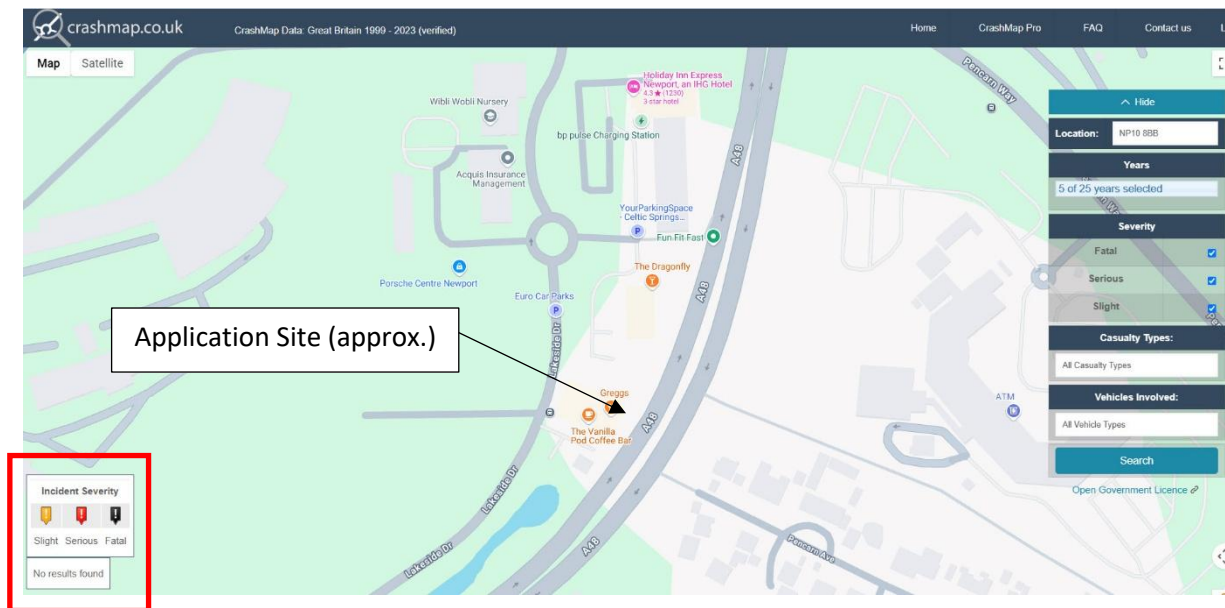


Not to scale, indicative only

Appendix 3

Crashmap Extract

Report produced 19 March 2025



CrashMap Data: Great Britain 1999 - 2022 (verified)

Data source Department for Transport

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