

Webster, Ben (Planning Officer)

From: Holland, James (Principal Environmental Health Officer - Environmental Protection)
Sent: 06 January 2026 12:28
To: Webster, Ben (Planning Officer)
Subject: 25/0856 Newport Retail Park

Date:

Main Location: Newport Retail Park
Spytty Road
Newport
South Wales

Application Description: ADVERT CONSENT FOR 1NO FREESTANDING DIGITAL SIGN

Planning reference number: 25/0856

Planning case officer: Ben Webster

I refer to the above application passed to the Environmental Protection Team for comment.

I confirm I have no objections to the proposals; however the following condition should be attached to any permission granted;

There shall
be no moving images, animation, video or full motion images displayed.
Reason: In the interests of amenity
and in order to retain effective planning control.

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 E3 in Table 10.4 within the Institution of
Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of
Illuminated Advertisements including Digital Displays' (or its equivalent in a
replacement guide) in cd/m2.
Reason: In the interests of amenity,
public safety and in order to retain effective planning control.

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), and shall at all times be no greater than the recommended maximum
daytime luminance values set out in Table 10.5 within the Institution of
Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of
Illuminated Advertisements including Digital Displays' (or its equivalent in a
replacement guide) in cd/m2.
Reason: In the interests of amenity,

public safety and in order to retain effective planning control.

Brightness

of the digital board would be 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions, in line with ILP Guidance. The colour and text of the background will be multicoloured and static.

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.

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.

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.

Officer name:	James Holland
Officer Email:	james.holland@newport.gov.uk
Officer Contact number:	
SRT Number:	25/12374/ABRPM

Cofion gorau / Kind regards,

James Holland CEnvH MCIEH

Prif Swyddog Iechyd yr Amgylchedd / Principal Environmental Health Officer
Tîm Diogelu'r Amgylchedd / Environmental Protection Team
Gwarchod y Gymuned / Community Protection
Amgylchedd a Diogelu'r Cyhoedd/ Environment & Public Protection

Cyngor Dinas Casnewydd / Newport City Council

Phone: 01633 839907

Email: james.holland@casnewydd.gov.uk / James.Holland@newport.gov.uk



Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg, yn y ddwy iaith, neu ieithoedd a fformatau eraill. Byddwn yn cyfathrebu â chi yn ôl eich dewis. Ni fydd gohebu yn Gymraeg yn arwain at oedi / The Council welcomes correspondence in Welsh, English, both languages, or other languages and formats. We will respond to you according to your preference. Corresponding in Welsh will not lead to delay.

Os oes gwybodaeth bersonol yn yr e-bost hwn, mae wedi'i rannu gyda chi o dan Adran 115 o Ddeddf Trosedd ac Anhrefn 1998 at y diben penodol o leihau trosedd ac anhrefn. Os teimlwch fod angen rhannu'r wybodaeth hon, gwiriwch gyda Diogelwch Cymunedol ymlaen llaw / If this email contains personal information, it has been shared with you under Section 115 of the Crime and Disorder Act 1998 for the specific purpose of reducing crime and disorder. If you feel this information needs to be shared, please check with Community Safety beforehand.



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