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UNITED KINGDOM

7th August 2026

Project/File: 31871/A5/MM

Newport City Council
Caradog House
Cleppa Park
Newport
NP10 8UG

Dear Sir/Madam ,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
2007**

156-160 CARDIFF RD, NEWPORT, NP20 3AE
ERECTION OF A D-POSTER

This cover letter has been prepared on behalf of Wildstone Estates Limited, and is submitted in support of an application for advertisement consent to erect a modern digital format ("D-Poster") at 156-160 Cardiff Rd, Newport, NP20 3AE.

This is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing displays and developing new sites in better locations. The overall strategy is to reduce the numbers of displays whilst increasing their quality.

THE PROPOSAL

The proposal seeks to replace two longstanding existing advertisements with a single digital display at 156-160 Cardiff Rd, Newport, which will present multiple static advertisements on rotation.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.1m (d) and will be positioned 2.5m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional poster and paste display (Appendix 2).

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).

In accordance with the categorisations set out in the Institute of Lighting Professional's (ILP) Technical Note 5 'The Brightness of Advertisements including digital displays' (2023) (BIADD), the proposal would be classified as within Environmental Zone 4 (Urban) / Environmental Zone 3 (Suburban).

In accordance with the categorisations set out in the ILP Guide PLG 05/23, the maximum nighttime luminance of the display should be set at 300cd/m2.

THE SITE

The application site is located at 156-160 Cardiff Road, Newport, NP20 3AE. The surrounding area is predominantly mixed-use in character, with the site situated within Mon Bank Retail Park alongside a range of commercial and retail premises. To the west of the site are residential properties; however, the proposed advertisements would face away from these properties and would not be readily visible from the nearby residential units. Opposite the site is Harlech Retail Park, which comprises a large retail unit and associated customer parking.

The site is not located within a conservation area and there are no listed buildings, scheduled monuments or other designated heritage assets within the site or its immediate surroundings that would be affected by the proposed advertisements.

Given the site's location within an established retail and commercial area, and the presence of a variety of existing business premises and associated signage in the surrounding area, advertisements of this nature are characteristic of the local streetscape and are considered appropriate within this context.

Figure 1: Streetview of the subject site.



Figure 2: Relevant surrounding displays.



Figure 3: Relevant surrounding displays.



Figure 4: Relevant surrounding displays.



PROPOSAL BENEFITS

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- Tidy and well maintained sites;
- Improvement to site and local biodiversity where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips leading to reduced noise, air quality, and negative climate change impacts;
- Reduction in waste involved in the advertising poster production process;
- Platforms to broadcast emergency messaging;

- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

CONDITIONS

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

In addition to the five standard conditions, the proposed display/s 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) (Wales) Regulations 2017 (the “Regulations”). Regulation 4(1) states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

Planning Policy Wales (PPW, 2021) 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).

The Development Plan for the area comprises the adopted Newport Local Development Plan 2011–2026, together with the Constraints Map and Proposals Map. In relation to applications for signs and advertisements, the Local Development Plan states that regard should be had to the guidance contained within Technical Advice Note (TAN) 7: Outdoor Advertisement Control and Technical Advice Note (TAN) 12: Design.

Technical Advice Note (TAN) 7: Outdoor Advertisement Control provides guidance on the assessment and control of outdoor advertisements. It confirms that advertisement proposals should be considered only in relation to amenity and public safety. The guidance emphasises that advertisements should be appropriately designed and located so that they do not harm the character or appearance of their surroundings, create visual clutter, or prejudice the safe operation of transport networks and highways. Particular care is required in sensitive locations, including conservation areas, listed buildings and other designated areas.

Technical Advice Note (TAN) 12: Design sets out the Welsh Government's approach to achieving good design through the planning system. The guidance promotes development that responds positively to its context and supports objectives relating to access, character, community safety, environmental sustainability and movement. In relation to signs and advertisements, TAN 12 states that the appropriateness of signage to its context is a key consideration, encourages high quality design that respects local character while maintaining functionality, and advises against the proliferation of signage that could result in clutter or confusion within the street scene. It also highlights the importance of designing signage with the needs of visually and cognitively impaired people in mind.

Therefore, having regard to the guidance contained within TAN 7: Outdoor Advertisement Control and TAN 12: Design, the proposed advertisements are considered to be appropriately designed and located, would not result in harm to visual amenity or public safety, and are compatible with the character of the surrounding area. The application is therefore considered to accord with the relevant requirements of the guidance.

PLANNING CONSIDERATIONS

The proposal seeks to erect a digital display at 156-160 Cardiff Rd, Newport, NP20 3AE. The proposed location is considered to be appropriate in principle for advertising and the impact of the proposal has been considered in amenity and public safety terms as follows:

AMENITY

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area, attached or adjacent to a Listed building or within proximity of any local heritage assets. The industrial and commercial context of the immediate and surrounding area, and the successful operation of the two existing billboards, establishes the site as an appropriate location for large format roadside advertising.

The commercial context of the surroundings and nearby examples of similar adverts establishes the site as appropriate for an illuminated advert of this type.

The scale and appearance of the proposed advertisement are appropriate within the established built environment, which is characterised by a mix of retail, commercial and other business uses. The site sits within an area where advertisement signage is already a common feature of the streetscape, and the proposal would therefore integrate comfortably with its surroundings.

Whilst residential properties are located to the west of the site, the advertisements would face away from these dwellings and would not project towards or be readily visible from the residential properties, thereby limiting any potential impact on residential amenity.

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

Digital advertising is now a common feature in town centres, local neighbourhood centres and adjacent to major/main roads across the Country. 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 an advertisement is acceptable at this location, the Council must consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. Should the Council's Highways department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls. However, it should be noted that the proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would be unusual and would need to be evidence based and specific to the location.

The Site is in an uncomplicated location which drivers should be able to navigate with ease, being on a stretch of straight road with no blind spots. In this urban environment, where traffic is expected to be slow moving and drivers would be entirely capable of glancing at advertisements whilst maintaining safe stopping distances and an awareness of surrounding hazards.

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 glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements. The proposed panels would incorporate illumination levels which align with the ILP's Guidance, and this intensity is considered wholly acceptable for the location.

CONCLUSION

The proposal will be located on a mixed character area etc in a position where advertising of this type is commonplace. The advertising is in scale with the surrounding built development which ranges from 1 to 2 storeys. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

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

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

- Completed application forms
- Letter Statement (this letter);
- Traffic Safety Report;
- Architectural drawings including;
 - o 24686/PA/01 Site Location Plan
 - o 24686/PA/02 Existing Site Plan
 - o 24686/PA/03 Proposed Site Plan
 - o 24686/PA/04 Existing and Proposed Elevations

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

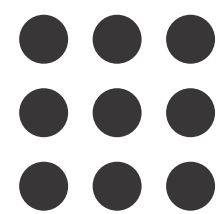


JUSTIN KENWORTHY
Planning Director

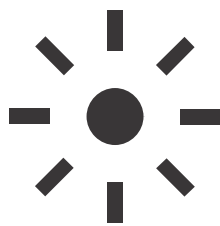
Stantec UK Limited

APPENDIX 1

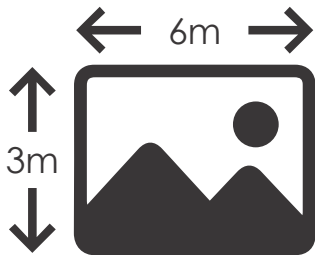
D-POSTER



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)

APPENDIX 2

Appendix 2

Examples of D-Poster displays operating in different lighting conditions



Daytime Clear Skies



Daytime Overcast



Twilight



Pitchford Steelstock
Tel: 01384 489030

Tomorrow
begins **Today.**



Clear Channel

Dusk



Night

APPENDIX 3

Model Conditions

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:

- Completed application forms;
- Letter Statement;
- Traffic Safety Report;
- Architectural drawings including;
 - o 24686 | PA | 01 Site Location Plan
 - o 24686 | PA | 02 Existing Site Plan
 - o 24686 | PA | 03 Proposed Site Plan
 - o 24686 | PA | 04 Existing and Proposed Elevations

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, harbour 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 4 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.

10. 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.

11. 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.

12. 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.

13. 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.

APPENDIX 4



Displays opposite residential windows

General Comparables



110 Portland Road, South Norwood, London

URN: 18653

Local Authority: London Borough of Croydon

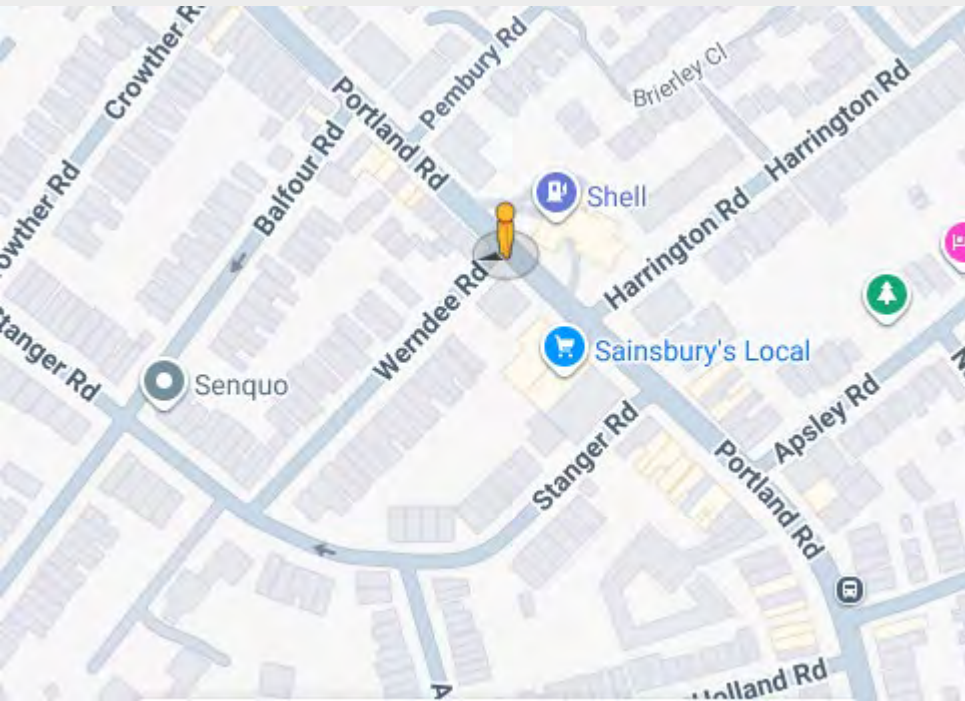
Site Address: 110 Portland Road, South Norwood, London, SE25 4PJ

GSV: <https://maps.app.goo.gl/UbsKtdHi6KQgdfwY6>

LPA Reference: 19/00827/ADV

Format: Gable D48

Residential windows are located approximately 11m east from the proposal.



72 Horninglow Road, Burton Upon Trent

URN: 19888

Local Authority: East Staffordshire Borough Council

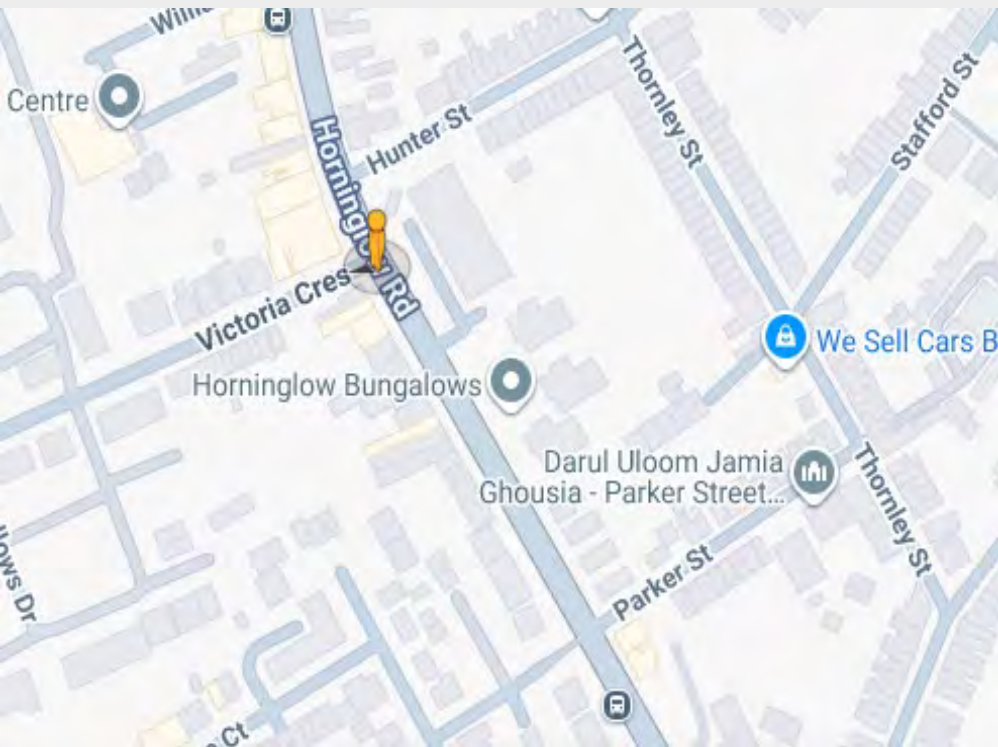
Site Address: 72 Horninglow Road, Burton Upon Trent, DE14 2PR

GSV: <https://maps.app.goo.gl/ctwXgVtvUNgZe5Zr9>

LPA Reference: P/2023/00001

Format: Gable D48

Residential windows are approximately 11m north of the site.



402 Forest Road, Walthamstow, London

URN: 5216

Local Authority: London Borough of Waltham Forest

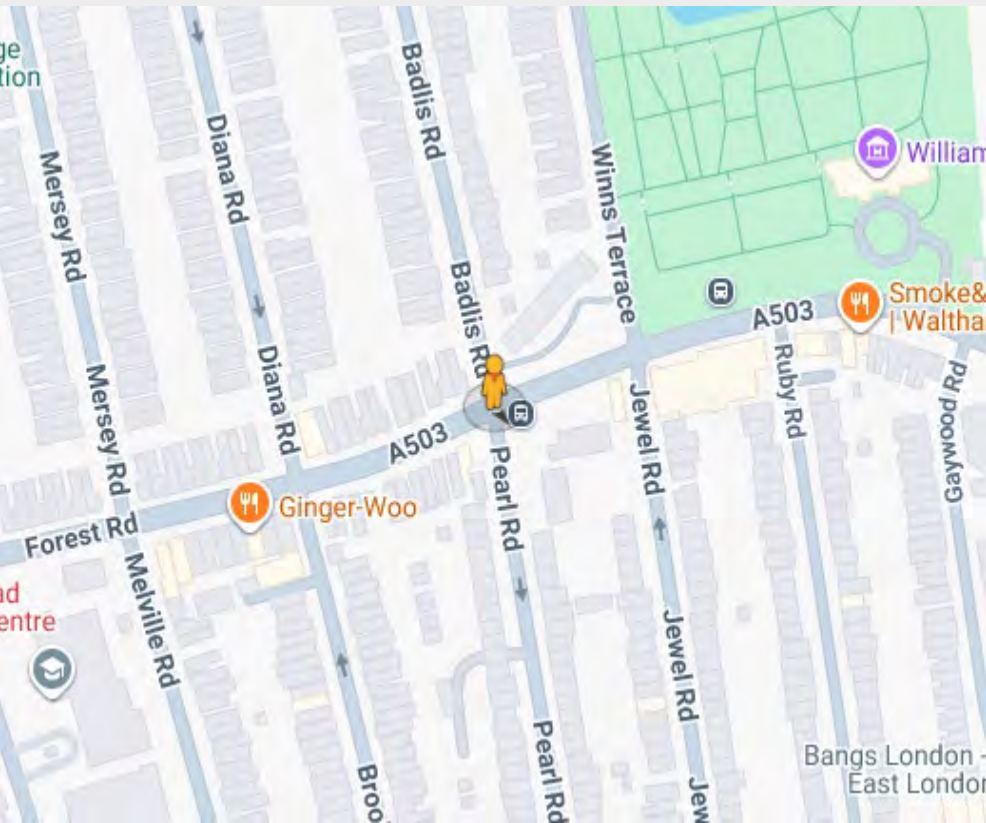
Site Address: 402 Forest Road, Walthamstow, London, E17 5JF

GSV: <https://maps.app.goo.gl/dqK7oV55x6dBcREK7>

LPA Reference: 220418

Format: Gable D48

Residential windows are approximately 30m east from the site.



357 Torquay Road, Paignton

URN: 16671

Local Authority: Torbay Council

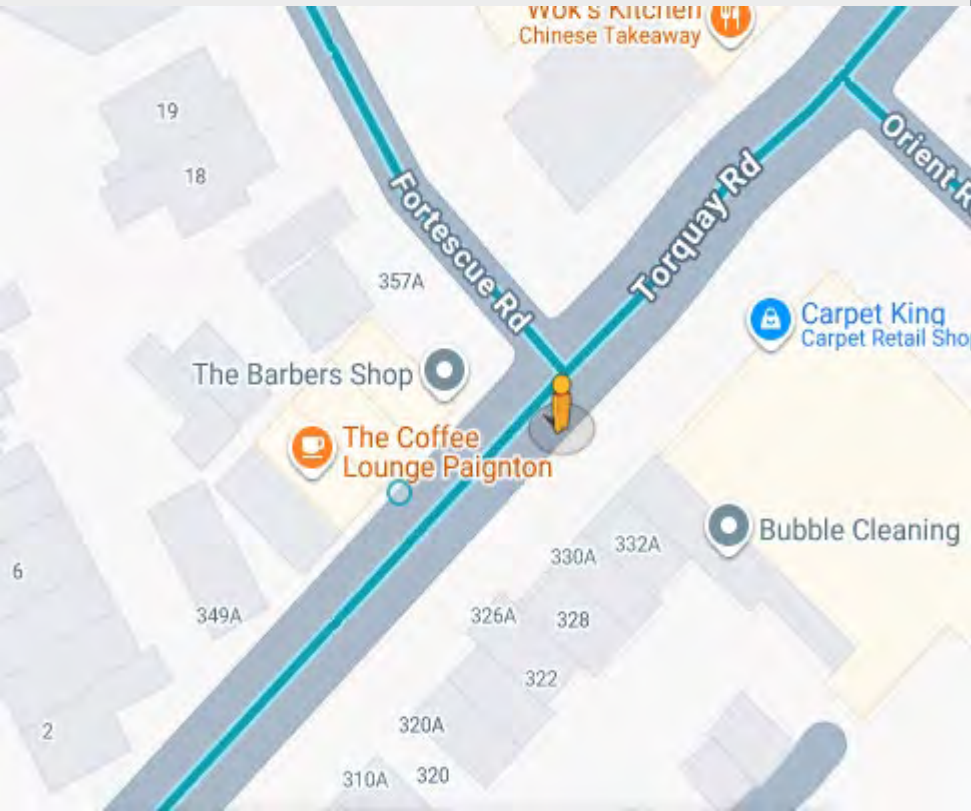
Site Address: 357 Torquay Road, Paignton, TQ3 2BT

GSV: <https://maps.app.goo.gl/A63rfwE8H6nxvVY7>

LPA Reference: P/2022/1249

Format: Gable D48

Residential windows are approximately 20m east from the site



42 Green Lanes, Palmers Green, London

URN: 7513

Local Authority: London Borough of Enfield

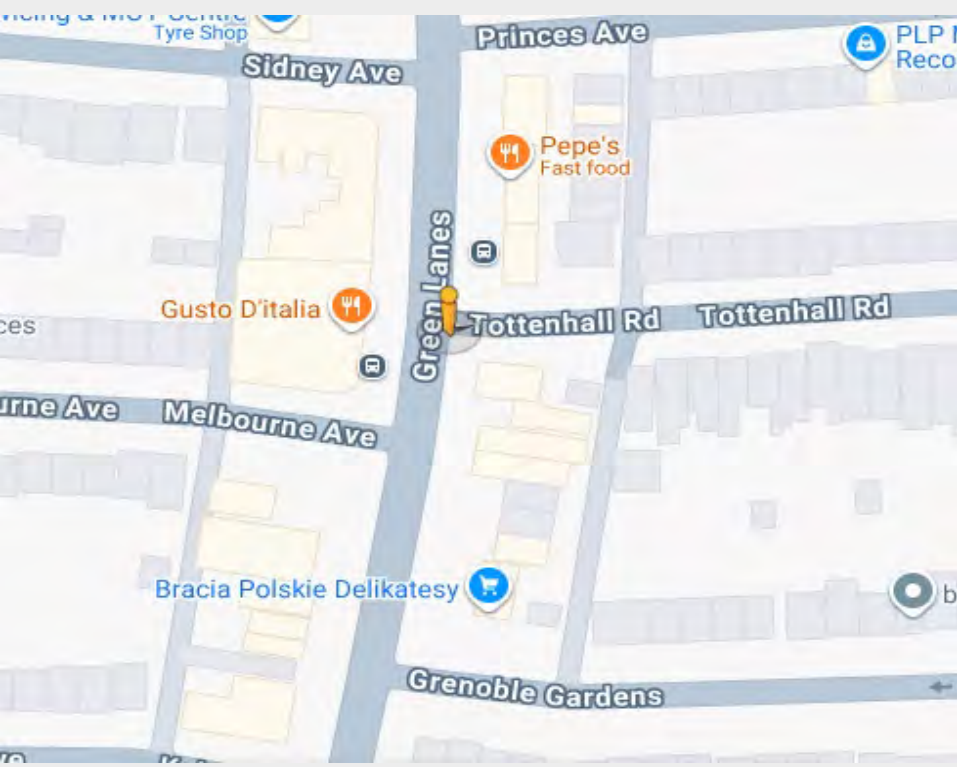
Site Address: 42 Green Lanes, Palmers Green, London

GSV: <https://maps.app.goo.gl/6Gd4FSq4htgDtUjW6>

LPA Reference: 22/01911/ADV

Format: Gable D48

Residential windows are approximately 17m south from the site.



399 Hoe Street, London

URN: 8733

Local Authority: London Borough of Waltham Forest

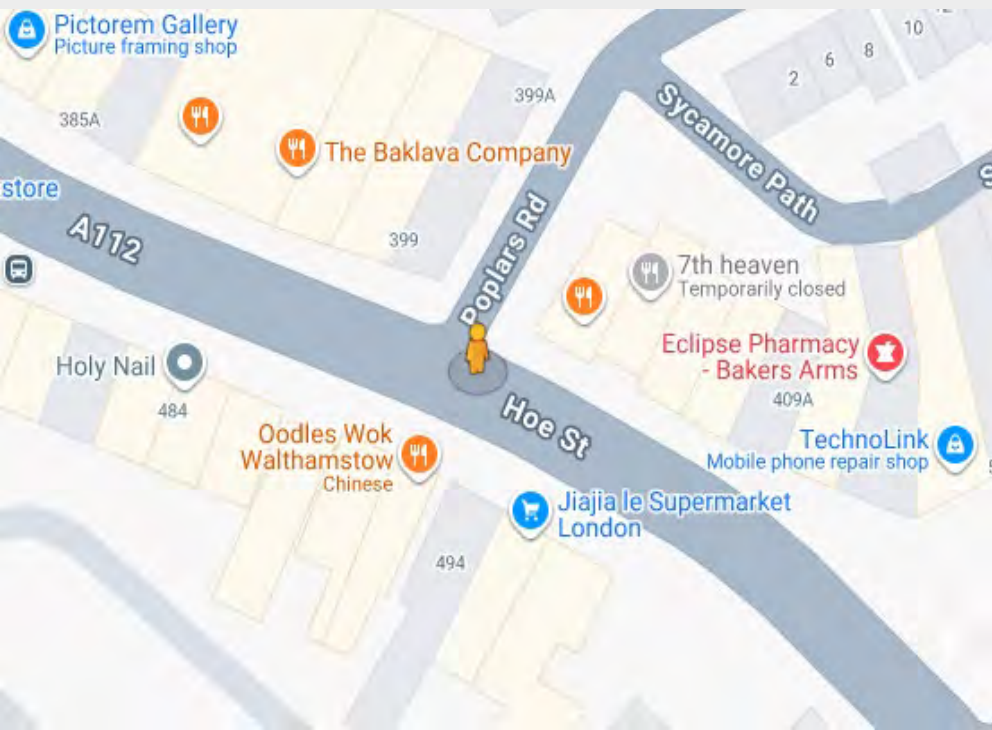
Site Address: 399 Hoe Street, London, E17 9AP

GSV: <https://maps.app.goo.gl/BWsibHv3dPEkoPkW8>

LPA Reference: 222504

Format: Gable D48

Residential windows are approximately 10m south from the site.



572 North Circular Road, London

URN: 13639

Local Authority: London Borough of Brent

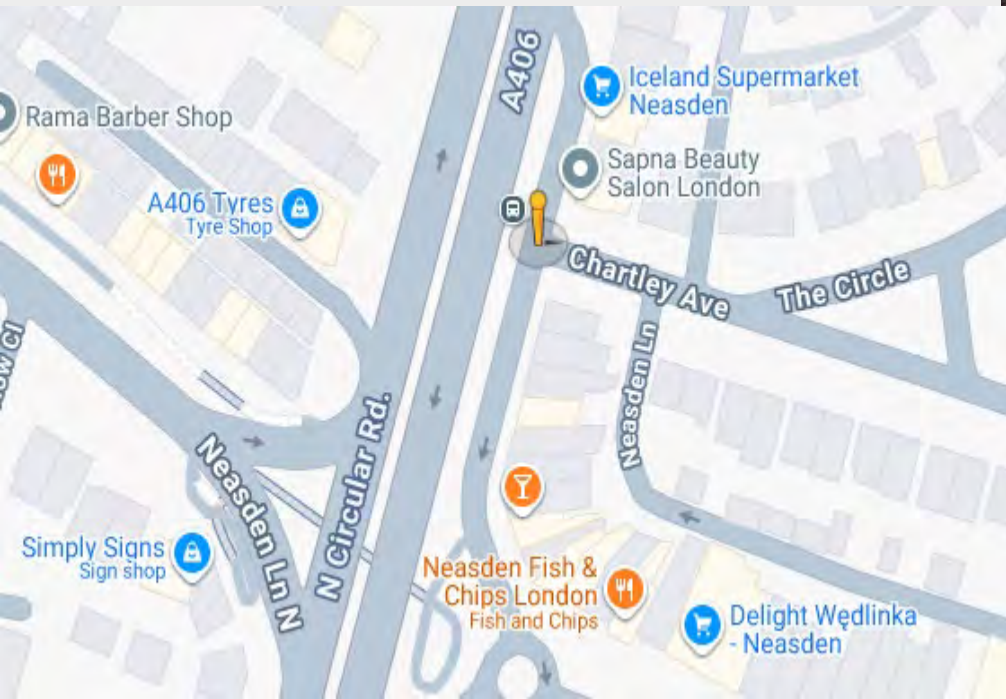
Site Address: 572 North Circular Road, London, NW2 7PY

GSV: <https://maps.app.goo.gl/PJKEBmFodNJf9pJA8>

LPA Reference: 23/2600

Format: Gable D48

Residential windows are approximately 17m south from the site.



8-32 Cowane Street, Stirling, FK8 1JW

URN: 12216

Local Authority: Stirling Council

Site Address: 8-32 Cowane Street, Stirling, FK8 1JW

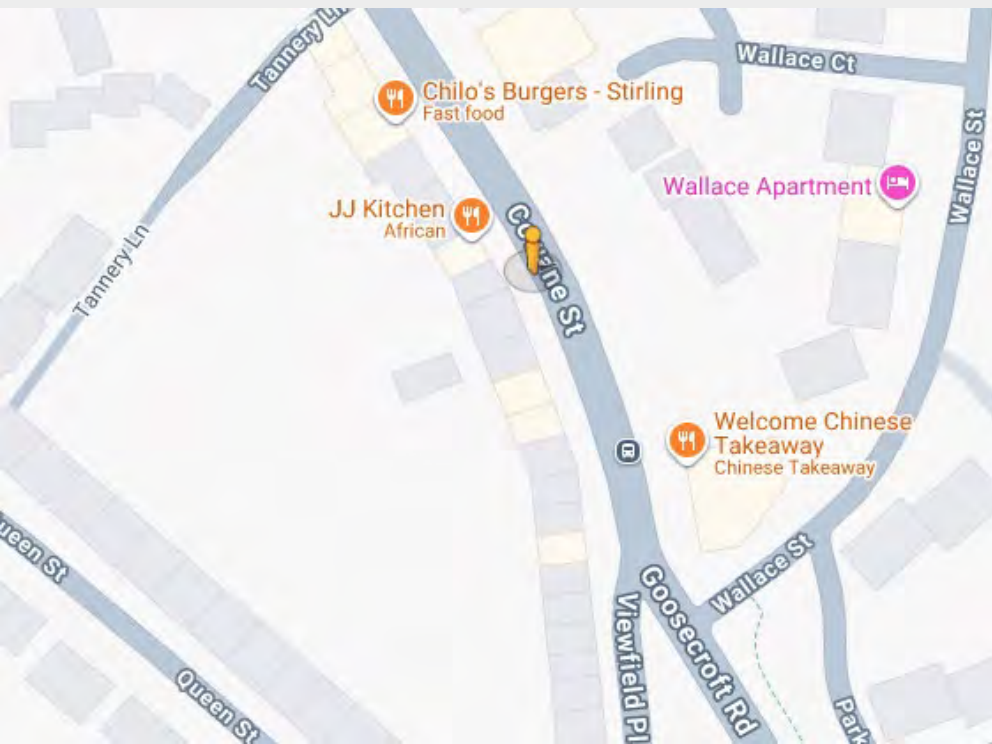
GSV: <https://maps.app.goo.gl/tyKsJpFxJW5EKqNx8>

LPA Reference: 26/00014/ADV

Format: D48

Residential windows are approximately 20m west from the site.

Digital displays are yet to be built out.



Gable at 372 to 374 Garrat Lane

URN: 6786

Local Authority: Wandsworth Council

Site Address: Advertising Right Flank Wall 372 To 374 Garratt Lane SW18 4ES

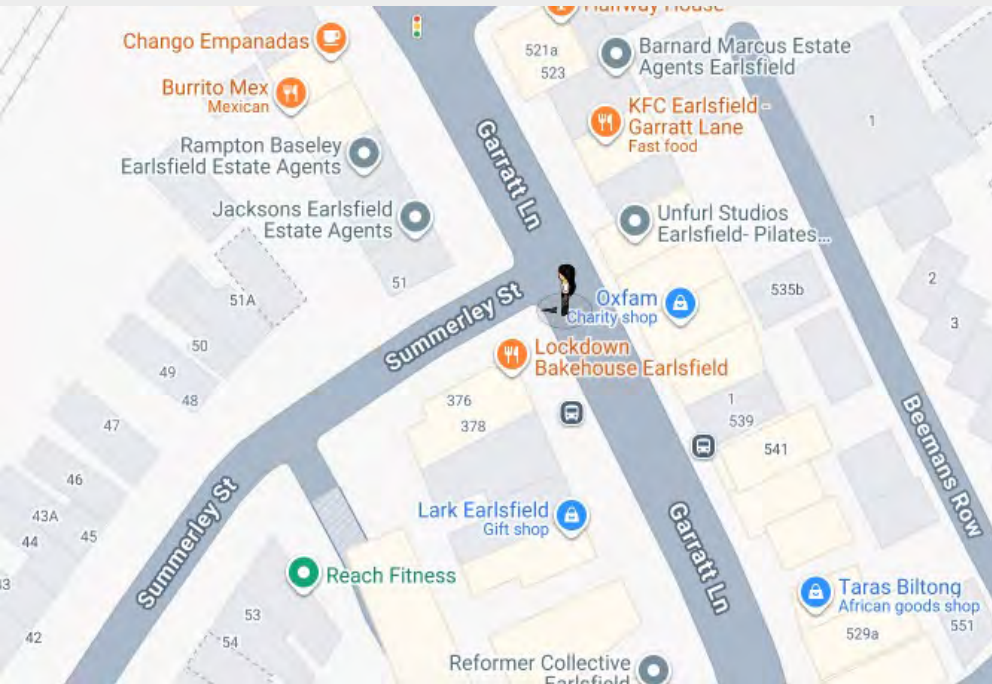
GSV: <https://maps.app.goo.gl/TWJaQ5JqaR5FP8CL9>

LPA Reference: 2026/1616

Format: D250

Residential windows are located approximately 10m east from the site.

Digital display is yet to be built out.





Shaping the Future of Outdoor Media Infrastructure

✉ hello@wildstone.co.uk

☎ 020 7751 7300

🌐 wildstone.co.uk

APPENDIX 5

Appendix 5**Application for Advertisement Consent: Proposal Factsheet**

URN: 24686

Site Name: 156-160 Cardiff Rd Newport NP20 3AE

Planning Portal Reference: PP-15142599

Advertising Type	Hoarding
Size (HxWxD)	3m x 6m x 0.061m
Max Daytime Illumination	Up to 5,000 cd/sqm
Max Nighttime Illumination	300cd/sqm
Notes	n/a