

The Proposal Sites

The proposal for Newport Borough Council is for three units as illustrated in **Appendix A** respectively. There is no current proposal to grow this size of estate however we are open to discussion through the application process on the precise locations should any of the identified sites be considered unsuitable for local amenity or highway safety reasons. The site locations sit within established retail streets and share comparable backdrops of retail/commercial activity. The sites are considered suitable locations for this type of development, based on the surrounding character and building scale.

Site 1 – Pavement o/s 33 High Street, Newport NP20 1GH



The first proposed Communication Hub in Newport city centre is located on a 7m+ wide section of pavement outside of 33 High Street near its junction with Bridge Street. The surrounding buildings are mixed in style with the defining character being that of a city centre high street. The proposed Communication Hub will not conflict with the pedestrian desire lines on this section of High Street being located on the stepped-out section of pavement and will allow the public to utilise the many inclusive benefits the Hub can offer in a busy location.

The primary consideration for proposals of this type within a conservation area is concerned with the impact it would have upon the historical and architectural special features of the surroundings, as well as the Listed Asset at 31, 32, 33 High Street, including 2a & 2-4 Skinner Street (23123) respectively, and whether this would be detrimental to their value and general amenity. The proposed Hub unit would be seen against the backdrop of the modern aspect of the High Street at ground level with modern frontages and would not conflict with the local character or visual amenity.

Given its scale in relation to the surrounding streetscape, the proposed hub would respect and would not erode the historic form and pattern of development which is a characteristic feature and contributes to the significance of the Conservation Area. This area of Newport is a busy location, and developments must be balanced with not being of detriment to a location in terms of historic aspect but also providing a 21st Century experience and modern, necessary provision for locals and visitors alike.

The proposed development will have no discernible negative impact on any of the nearby heritage asset or upon the public's ability to freely move within the public sphere. The proposal provides a cleaner, neater and higher quality item of street furniture for the benefit of the public realm in Newport's city centre.

Site 2 – Pavement o/s 10-12 Austin Friars, Newport NP20 1DQ



The second proposed Communication Hub in Newport is proposed on the 10m+ wide pedestrianised section of pavement outside of 10-12 on Austin Friar aligned within the existing street furniture corridor. The surrounding buildings are retail at ground level, concomitant for a high street location. The site falls just outside of eastern boundary of the City Centre Conservation Area and given the character of the area and numerous retail outlets is able to fit comfortably within the streetscape. The provision of secure and reliable digital infrastructure is essential for all major Cities. By integrating the connectivity devices, the technology will be non-intrusive and hidden from view and will therefore have less of an impact upon the surrounding environment by reducing clutter.

The proposed Hub unit in this location would complement the retail experience on Austin Friars and will not result in harm to the visual amenity or present an obstruction to pedestrian movements. The provision of wayfinding and open access defibrillator will offer much public benefit to those spending time or passing through Newport's city centre.

Site 3 – Pavement o/s 157 Commercial Street, Newport NP20 1JQ



The third Communication Hub proposed in Newport is located outside of 157 Commercial Street on a 13m+ m wide section of pedestrianised pavement. The application site is located within a main commercial thoroughfare in Newport, being lined with the active frontages of major retailers as well as local businesses.

The surrounding buildings are mixed in form and architectural style with the defining character being that of a major high street. This area of Commercial Street features a distinctive street furniture corridor containing benches, trees and lighting columns. The Communication Hub has been aligned with the existing street furniture so as to respect the established lines of sight along the thoroughfare and avoid impacting pedestrian desire lines. It is believed the large pavement space on Commercial Street will be able to accommodate the introduction of a Communication Hub without affecting pedestrian flow, even at busier times.

The introduction of the Communication Hub is not expected to detract from the heritage amenity of the area nor Listed Assets 157-160 Commercial Street (23114) and Halifax (23108) due to the orientation of the displays and the existing manmade and natural features that provide visual screening. The site's location and positioning have been carefully considered to ensure it complements the surrounding environment without causing significant harm to heritage assets.

In conclusion, the proposed Communication Hub on Commercial Street in Newport is well-positioned to enhance the digital and public services available to both locals and visitors. The hub's design and placement respect the commercial and historic character of the conservation area, making it a beneficial and acceptable addition to this vibrant retail setting.

Material Considerations

The proposal requires both Planning Permission for the physical elements and communication apparatus and Advertisement Consent for the display of advertisement on the rear of the Hub Unit. In respect of the advertisement element the Regulations dictate and limit the scope of the considerations to matters of amenity and safety, whereas the communication element is considered under the Council's plan policies.

Policy Considerations – National Guidance

Future Wales: The National Plan August 2019

Advertisement Regulations May 2017

- Section 4 Powers to be exercised in the interests of amenity and public safety

The Future Wales: The National Plan sets out the Welsh Government's planning policy framework for Wales towards 2040. The updated national plan maintains the role of the planning system in supporting sustainable forms of development.

Advertising plays an important role in a diverse and vibrant market economy by encouraging consumer confidence and spending, which contributes to sustainable economic growth. Advertising is also an essential support for business through the promotion of products and services which drives consumer spending. The use of land for advertising is therefore consistent with the aim of sustainability and its support for a viable market economy.

Amenity

In this proposal we have been mindful of the respective local contexts and feel that a limited network of Hub units in locations where the scale of buildings and character of the areas are appropriate and unlikely to lead to harm to the appearance or character of the street setting. The design of the Hub unit and scale of advertisement display is appropriate to the pedestrian environment without overwhelming passers-by.

The proposal sites are confined to the main retail centre of Newport and are located on vibrant and busy routes where the immediate local context could support this type of modern structure. Overall, the Proposal would accord with policy guidance and is considered not to harm local visual amenity.

Public Safety

The advertisements affixed to the Hub units will be prominently positioned on the public footpath to be readily visible. While the proposals would be visible to drivers, the main audience will be pedestrians. The proposal sites have been chosen where the width of the available footpath is sufficient to accommodate the unit without obstruction or an unacceptable narrowing of the available pavement. The units will be seen alongside busy active street frontages and so it is doubtful that anyone would view this type of advertised unit in this context as unusual or alien.

Conditions

The mechanism exists within the planning system to provide a level of control over the manner and use of roadside advertising in the interest of amenity and safety, as expressed in the Regulations. It is proposed that the following special conditions should be applied to any advertisement consent:

- The intensity of the illumination of the signs shall not exceed 300Cdm² from dusk till dawn
- Any change in advertisement display shall be instantaneous
- The displays shall not display any moving, or apparently moving, images

- The advertisements displayed on each panel shall not change more frequently than once every 10 seconds.

The above special conditions are now used as best practice for the control of digital advertisements, having been originally proposed by Transport for London (TfL) in relation to applications adjacent to the strategic road network. Digital technology is by its nature a more sustainable and versatile method of displaying images and messages in real time and in cases of emergency. JCDecaux fully accepts that this functionality could and should be used to create safer streets and places. We are therefore committed to working with local authorities to ensure our apparatus is designed and used in a way that assists in reducing crime. The Management Plan at **APPENDIX D** has been formulated with the assistance of the Police Designing Out Crime unit and forms part of the application documentation, as does the Company's commitment to work with the Police and adaptive to changes in City Policing.

Summary

The UK is currently at the forefront in the development of multifunctional digital furniture and the provision of accessible communication apparatus that provides more than simply a means to make voice calls. Many cities recognise the value such development can provide, which complements and support their public service provision and delivery. The proposed Hub network has been thoughtfully considered to ensure it will successfully integrate into the urban fabric of Newport city centre.

The proposed unit is of a high quality of design and the locations are confined to commercial areas that are appropriate for this type of advertised structure within the centre of Newport. The design and functions of the Hub unit will contribute to raising the quality standard of furniture and the appearance of the public realm.

I trust that the above information and Appendices provide sufficient information on our plans and is enough for you to consider this proposal. I am happy to meet if needs be at your offices or ours to discuss the finer detail.

I look forward to hearing from you.