

From: Arnall, Guy

Sent: 26 May 2026 15:40

To: Ostler, Marnie (Planning Officer) <Marnie.Ostler@Newport.gov.uk>

Subject: RE: Planning Consultation Request for case ref: 26/0371 (BT Hub Outside Chartist Tower Upper Dock Street Newport South Wales) (ADV)

Hi Marnie

Re: ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS

Planning Policy Wales (Edition 12, 2024) states that:

6.1.14 There should be a general presumption in favour of the preservation or enhancement of the character or appearance of conservation areas or their settings...

Policy CE7 of Newport Local Development Plan 2011 – 2026, January 2015 states that:

“DEVELOPMENT WITHIN OR ADJACENT TO CONSERVATION AREAS WILL BE REQUIRED TO:

i) BE DESIGNED TO PRESERVE OR ENHANCE THE CHARACTER OR APPEARANCE OF THE CONSERVATION AREA, HAVING REGARD TO THE CONSERVATION AREA APPRAISAL WHERE APPROPRIATE.

ii) AVOID THE REMOVAL OF EXISTING HISTORIC FEATURES, INCLUDING TRADITIONAL SHOPFRONTS AND JOINERY.

iii) USE MATERIALS WHICH ARE TRADITIONAL, OR APPROPRIATE TO THEIR CONTEXT.

iv) COMPLEMENT OR REFLECT THE ARCHITECTURAL QUALITIES OF NEARBY BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION TO THE CHARACTER OF THE AREA.

v) PAY SPECIAL ATTENTION TO THE SETTINGS OF BUILDINGS, AND AVOID THE LOSS OF ANY EXISTING DOMESTIC GARDENS AND OPEN SPACES WHICH CONTRIBUTE TO THE CHARACTER OF THE AREA.

vi) AVOID ADVERSE IMPACT ON ANY SIGNIFICANT VIEWS, WITHIN, TOWARDS AND OUTWARDS FROM THE CONSERVATION AREA.”

The site in question is located outside of the Town Centre Conservation Area, on a stretch of Upper Dock Street which affords long distance views of the positively contributing buildings which line the same road, beyond the intersection with Skinner Street to the north. In particular, the northerly view is terminated by the southern end of that fine uniform terrace of buildings comprising of 179-186 Upper Dock Street (see supplied photomontage).

The proposed is a large and double-sided advertising hub, comprising of 2no. 75" LCD advert screens (overall unit size 1236mm x 2980mm), placed within the middle of the thoroughfare and orientated to face the direction of pedestrian flow.

Considering the proposed location outside of the CA - and its considerable distance from recognised heritage assets, the proposed will be minimal adverse impact upon the setting of the Town Centre Conservation Area.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer
Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development
Cyngor Dinas Casnewydd / Newport City Council