

Delegated Decision Report

Application No:	26/0369	Statutory Period Expires:	28th August 2026
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Site:	<i>Streethub Unit On Footpath Outside Monmouthshire House John Frost Square Newport South Wales</i>		
Proposal:	ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS		
Applicant:	<i>S Rana-Jaswal</i>		
Type:	Advert Consent	Ward:	Stow Hill
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 This application site is defined with the City Centre. The application site is situated on Llanarth Street within a commercialised area. The surrounding area has existing street furniture in situ including a phone box, and trees located sporadically. The Town Centre Conservation Area is situated to the East, and the site is within the Town Centre Archaeological sensitive area.

3. DESCRIPTION OF DEVELOPMENT

3.1 This application seeks advert consent for the proposed installation of 1no. new BT street hub, incorporating 2no. digital 75" LCD advert screens, and associated BT phone kiosk removal.
H: 2.9m
W: 1.2m
D: 0.35m

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
26/0369	ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF 1NO. NEW BT STREET HUB, INCORPORATING 2NO. DIGITAL 75" LCD ADVERT SCREENS	PCO	
22/0924	REPLACEMENT OF EXISTING BT PHONEBOX AND INSTALLATION OF NEW BT STREET HUB	R	03.02.2023
22/0906	BT STREETHUB UNIT WITH DOUBLE SIDED DISPLAY	R	03.02.2023

5. PLANNING POLICY

5.1 THE NATIONAL DEVELOPMENT FRAMEWORK: FUTURE WALES - THE NATIONAL PLAN 2040

Future Wales sets out the Welsh Government's land use priorities and provides a national land use framework for SDPs and LDPs. Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes.

Policy 1 - Where Wales Will Grow

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Policy 9 - Resilient Ecological Networks and Green Infrastructure

5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

4.1.6 Planning authorities must set out in their development plan an integrated planning and transport strategy. This should set out how the planning authority will: improve physical and digital connectivity

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

5.3.1 Policies GP2 (General Amenity), GP4 (Highways and Access) and GP6 (Quality of Design), Policy CE7 (Conservation Area) of the Newport Local Development Plan 2011-2026 (Adopted January 2015) are relevant to the determination of this application.

5.4 TECHNICAL ADVICE NOTES

5.4.1 Technical Advice Note (TAN) 5: Nature Conservation And Planning and Technical Advice Note (TAN) 7: Outdoor Advertisement Control are relevant to the determination of this application.

5.5 THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

6. CONSULTATION RESPONSES

6.1 *Heritage Officer:*

See policy context in Annex 1

The site in question is located outside of the Town Centre Conservation Area, to the eastern end of Llanarth Street, where the road opens out into John Frost Square.

The view east along Llanarth Street (from the junction with Commercial Street, Charles Street and Llanarth Street) is identified as an '*Important View*' within the Town Centre Conservation Area Appraisal 2018 Consultation Draft.

Llanarth Street itself had been set out by the 1835 plan of Newport, as an important route connecting Commercial Street to the riverside wharfs. Today it still connects the commercial heart of the city and the riverside. Though much of the historic development to the eastern end of the street has been lost, entrance to this key intersection is still framed to one side by the Grade II Listed Lloyds TSB building (Cadw reference: 23109). The prominent corner location of this building upon the street contributes positively towards its significance – and towards the character and appearance of the conservation area. To the other side of the intersection is 40-41 Commercial Street: a late C20 commercial building designed in a postmodern historicist idiom which consciously reflects the scale and form of the previous building on the site.

As proposed, a double-sided advertising hub, comprising of 2no. 75" LCD advert screens (overall unit size 1236mm x 2980mm) replaces an existing BT KX300 kiosk (dimensions: H 2160mm, W 1170mm, D 1010mm Triangular), located within the middle of the thoroughfare and orientated to face the direction of pedestrian flow.

The new will appear larger in scale than the existing kiosk and more prominent due to illuminated and animated advertising. However, it is located some way from both the key intersection identified above - and from the conservation area boundary. Consequently, the setting of the listed asset will not be harmed. Intervening trees also will provide some visual cover during the summer months, reducing the impact of the new within long views between Commercial Street and river. Upon this basis, it is considered that there will be a low level of harmful impact upon the setting of the Town Centre Conservation Area.

6.2 Local Highways Authority:

The proposal replaces another phone which is in the same area, which arguably provides some balance in terms of clutter, subject to a condition to remove the old when providing the new; not months later.

6.3 HENEB:

We have consulted the regional Historic Environment Record and note that the proposal is located within the Newport Archaeologically Sensitive Area (ASA), although there are no known sites in the vicinity. Furthermore, the previous development of the site is likely to have had an adverse effect on any potential remains that may be present. Additionally, the current application is for the installation of a new BT street hub with two advert screens. As such the proposal is limited in scale and it is unlikely that archaeologically significant material will be encountered during the course of the proposed works. As a result, there is unlikely to be an archaeological restraint to this proposed development and consequently, as the archaeological advisors to your Members, we have no objections to the positive determination of this application. The record is not definitive, however, and features may be disturbed during the course of the work. In this event, please contact this division of the Trust.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Principle of Development

8.1.1 The application site is located within a settlement boundary as defined by the proposals maps contained within the Newport Local Development Plan 2011 – 2026 (Adopted January 2015).

8.1.2 The Welsh Government Technical Advice Note 7 provides guidance on Outdoor advertisement control and states that applications for advertisement consent can only consider amenity and public safety. As such, the impact on visual/residential amenity and the effect on public safety are assessed as part of this application.

8.2 **Visual Amenity/ Character and Appearance**

8.2.1 The site is adjacent to the Town Centre Conservation Area, which is situated to the East, and nearby to the Grade II Listed Lloyds TSB building (Cadw reference: 23109) also situated to the East, as outlined within 26/0368. The Heritage Officer has been consulted and states that the view east along Llanarth Street (from the junction with Commercial Street, Charles Street and Llanarth Street) is identified as an '*Important View*' within the Town Centre Conservation Area Appraisal 2018 Consultation Draft. The new development will appear more prominent due to illuminated and animated advertising. However, it is located some way from both the key intersection identified above - and from the conservation area boundary. Consequently, the setting of the listed asset will not be harmed. Intervening trees also will provide some visual cover during the summer months, reducing the impact of the new development within long views between Commercial Street and the river. Upon this basis, it is considered that there will be a low level of harmful impact upon the setting of the Town Centre Conservation Area.

8.2.2 Moreover, the kiosk's benefit was established in application 26/0368, and it is considered that the advertisement display screens are considered appropriately scaled in this setting. There is existing street furniture around the application site differing in scale, and therefore, the proposed hub would not appear incongruous or overbearing. Given the removal of the old phone kiosk, the proposed hub would not add further street furniture to the area. No adverse impact upon the living conditions of neighbouring occupiers has been identified as a result of the proposed development. No significant harm to the visual amenity of the area has been identified, in accordance with policy GP6.

8.3 **Public Safety**

8.3.1 The Highways Officer has no objection to the development. Given its location, there would be no highway safety impact or service access issues, and no issues have been raised regarding the illuminance. The officer has requested a condition for the kiosk to be removed and this has been added under 26/0368. The proposal is therefore acceptable and complies with policy GP4.

9. **OTHER CONSIDERATIONS**

9.1 ***Crime and Disorder Act 1998***

Section 17(1) of the Crime and Disorder Act 1998 imposes a duty on the Local Authority to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. This duty has been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable increase in crime and disorder as a result of the proposed decision.

9.2 ***Equality Act 2010***

The Equality Act 2010 identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership.

9.3 Having due regard to advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected characteristics;
- taking steps to meet the needs of people from protected groups where these differ from the need of other people; and
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

9.4 The above duty has been given due consideration in the determination of this application. It is considered that there would be no significant or unacceptable impact upon persons who share a protected characteristic, over and above any other person, as a result of the proposed decision.

9.5 ***Planning (Wales) Act 2015 (Welsh language)***

Section 31 of the Act clarifies that impacts on the Welsh language may be a consideration when taking decisions on applications for planning permission so far as it is material to the application. This duty has been given due consideration in the determination of this application. It is considered that there would be no material effect upon the use of the Welsh language in Newport as a result of the proposed decision.

9.6 ***Newport's Well-Being Plan 2018-23***

The Wellbeing of Future Generations (Wales) Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with the sustainable development principle to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. This duty has been considered during the preparation of Newport's Well-Being Plan 2018-23, which was signed off on 1 May 2018. The duty imposed by the Act together with the goals and objectives of Newport's Well-Being Plan 2018-23 have been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable impact upon the achievement of wellbeing objectives as a result of the proposed decision.

10. **CONCLUSION**

10.1 The benefit for the communications kiosk has been identified. The development would not have a detrimental impact on highway safety or residential amenity. The proposal will appear commensurate with its surroundings avoiding any unacceptable adverse impact upon the character and appearance of the area. The proposed development is considered to be acceptable.

11. **DECISION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: NPO-05 - Proposed Site Plan.; NPO-05 - Proposed Elevation Plan.; NPO-05 - Site Location Plan; NPO-05 - Photomontage.; Planning Statement.; NPO-05 - BT Street Hub ICNIRP Certificate; Product Statement; Anti-Social Behaviour Management Plan; BT Street Hub Overexposure and Glare Evaluation.; 2023 PLG05-23 - The Brightness of Illuminated Advertisements Including Digital Displays
Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

NOTE TO APPLICANT

01 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2, GP4, GP6, CE7 were relevant to the determination of this application.

02 Due to the minor nature of the proposed development (including any demolition) and the location of the proposed development, it is considered that the proposals did not need to be screened under the Environmental Impact Assessment Regulations.

Annex 1- Heritage Policy context

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

”6.1.6 The Welsh Government’s specific objectives for the historic environment seek to:

- preserve or enhance the character or appearance of conservation areas, whilst the same time helping them remain vibrant and prosperous;

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...

6.1.15 There is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds.

6.1.16 Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area’s character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area.”

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.”