

Newport City Council

Newport City Council
Regeneration Investment & Housing
Civic Centre
Godfrey Road
Newport NP20 4UR

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www.newport.gov.uk



Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) Regulations 1992

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Details

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number		Suffix	
Property Name			
Newport Retail Park			
Address Line 1			
Spytty Road			
Address Line 2			
Town/city			
Newport			
Postcode			
NP19 4QQ			

Description of site location (must be completed if postcode is not known)

Easting (x)	Northing (y)
334662	186985
Description	
Land at Newport Leisure Park, verge 45m west of Home Bargains unit, Seven Stiles Avenue, Newport, NP19 4QQ. NGR 334754, 186718	

Applicant Details

Name/Company

Title

First name

Property

Surname

Manager

Company Name

Route Media

Address

Address line 1

10 Stuart Close

Address line 2

Address line 3

Town/City

Cardiff

Country

Wales

Postcode

CF11 8QF

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Email address

Agent Details

Agent Details

Name/Company

Title

Mr

First name

Stuart

Surname

Wellman

Company Name

Ardent Land Limited

Address

Address line 1

7 Bell Yard

Address line 2

Address line 3

Town/City

London

Country

United Kingdom

Postcode

WC2A 2JR

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 x freestanding digital sign & landscaping

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other sign

Height:

3.4 metres

Width:

6.4 metres

Depth:

0.3 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

300 centimetres

What materials will the advertisement be made of?:

Pressed metal & GRP to contain a static image digital display (on 10 second min rotation) plus landscaping to northwest and southeast.

The colour of text and background:

Changes with each digitally presented (illuminated) static content. Illuminated to Institute of Lighting Professionals guidelines (Professional Lighting Guide 05/23, The Brightness of Illuminated Advertisements Including Digital Displays) being up to 300cd/m2 at night (as below) and tracking ambient levels at up to 5,000cd/m2 at day.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Intermittent

If you have selected Other, please describe

Digital sign, displaying static images on a 10 second (min) rotation complying to ILP Guidelines in its operation.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes
☒ No
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/12/2025

To Date

30/11/2035

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has pre-application advice been sought from the local planning authority about this application?

- ☒ Yes
☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

25/0382

Date (must be pre-application submission)

07/08/2025

Details of the pre-application advice received

Discussions around the refused 25/0382 and modifications that may make the proposal acceptable to Highways consultees. This revised scheme seeks to address those previous concerns by 1. Confirming static images only (for the lifetime of the development) and 2. altering & raising the position of the proposed sign to be set away from give way & sightlines and above road signs to achieve better separation from the proposal, existing roadside features and the drivers field of view.

Authority Employee/Member

With respect to the Authority, is the applicant or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

- ☐ Yes
- ☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
- ☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
- ☐ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Stuart Wellman

Date

09/10/2025