

Delegated Decision Report

Application No:	25/0334	Statutory Period Expires:	26th June 2025
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Site:	55 Chepstow Road Newport NP19 8BX		
Proposal:	ADVERTISEMENT CONSENT FOR 1NO. DIGITAL DISPLAY SIGN		
Applicant:	Wildstone Estates Limited		
Type:	Advert Consent	Ward:	Victoria
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The proposed advert would be sited on land adjacent to the B4237 carriageway (Chepstow Road). There is an existing paper and paste advert on site that would be removed and replaced with the proposed. The immediate surroundings consist of a railway bridge and residential properties and is urban. The advert would sit to the east of no.55 Chepstow Road, which appears to contain a flat and vacant commercial premises. The railway bridge and railway line run to the rear of the advert and is separated from the site by a buffer of trees and hedgerows. A row of semi-detached residential properties is sited opposite the site along the other side of Chepstow Road. The site is highly visible when travelling east on Chepstow Road.

3. DESCRIPTION OF DEVELOPMENT

3.1 The proposal seeks to replace a freestanding 12m x 3m paper and paste advert with a 6m x 3m internally illuminated digital sign at a comparable elevation above ground level. The sign would be a lightweight LED panel that would display multiple static images on rotation. Brightness is proposed to be 300cd/sqm from dusk to dawn and up to 5000 cd/sqm at all other times dependent on time of day/year and ambient conditions.

4. RELEVANT SITE HISTORY

None.

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.

5.3 Newport Local Development Plan (2011-2026)

- GP2 (General Amenity)
- GP4 (Highways and Accessibility)
- GP6 (Quality of Design)

5.4 Technical Advice Note 7 (Outdoor Advertisement Control):

TAN 7 states that applications for adverts should take into consideration amenity and public safety. The interest of amenity meaning the visual amenity of the neighbourhood where the advert is to be displayed and the interest of public safety meaning the safety of people using any form of travel likely to be affected by the poster display.

6. CONSULTATION RESPONSES

6.1 Ecology: I have no objection to this application. There are trees behind the advertising panel, but the display is facing away from these so disturbance to nocturnal species such as bats is less likely to be significant. In any event, the local area is already well-lit with artificial lighting and there is disturbance from trains and traffic, so the proposal should not significantly exacerbate this.

6.2 Local Highways Authority: No objection subject to conditions.

6.3 Environmental Health: No comments received.

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Amenity:

Regarding visual amenity, the proposed advert would be of a smaller scale than the existing advert albeit would be an illuminated display unlike the existing. The site sits in a mixed commercial and residential area. The site also sits along a busy thoroughfare, adjacent to the railway and between a district and local centre. The advert would be set at a slight angle and set back from the highway against the railway embankment. Overall, it is considered that the proposed signage is appropriately scaled in relation to the site and would not appear incongruous, either in terms of its scale or design.

8.2 Public Safety:

The advert would be located along Chepstow Road. The Council's Highways Officer advises that it is not anticipated that the proposed advert would have any greater impact to the existing advert subject to conditions and therefore offers no objection

to the application. The conditions would relate to illuminance levels, static imagery, the rate of change and advert failure.

- 8.3 The applicant proposed that the intensity of the illumination would be no greater than 5000 candela per square metre between the hours of sunrise and sunset. This would result in a very bright light source that is considered to be excessive for the nature, scale and location of the proposed advert. Therefore, a condition has been attached restricting it to be no greater than 600 candela per square metre in line with recent appeal decisions.

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 Owing to the location, scale and design of the proposed illuminated sign, it is not considered that it would result in a harmful impact on either visual amenity or public safety in accordance with the aforementioned policies.

11. **DECISION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: Existing and Proposed Elevations Drawing No.04 and Proposed Site Plan Drawing No.03.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

02 The intensity of the illumination of the advertisements permitted by this consent shall be no greater than 600 candela per square metre between the hours of sunrise and sunset or exceed 300 candela per square metre between the hours of sunset and sunrise, in accordance with the terms of the Institution of Lighting Professionals, Professional Lighting Guide (2014) recommendations for maximum luminance.

Reason: In the interests of visual amenity and highway safety.

03 The screen display shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.

Reason: To avoid distraction to passing motorists in the interests of road safety.

04 The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.

Reason: To avoid distraction to passing motorists in the interests of road safety.

05 The illumination of the advertisement(s) shall not at any time be intermittent.

Reason: To avoid distraction to passing motorists in the interests of road safety.

06 A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reason: To avoid distraction to passing motorists in the interests of road safety.

NOTE TO APPLICANT

01 This decision relates to plan Nos: Existing and Proposed Elevations Drawing No.04, Existing Site Plan Drawing No.02, Proposed Site Plan Drawing No.03, Site Location Plan Drawing No.01, D-Poster, Model Conditions and Appendix 4 Proposal Factsheet.

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

03 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.