

Highway Response

Ref: 25/0856

Date: 27/10/25

PROPOSAL: ADVERT CONSENT FOR 1NO FREESTANDING DIGITAL SIGN

SITE: Phase Newport Retail Park Spytt Road Newport NP19 4QQ

Case Officer: Ben Webster

Highway Officer: Kevin Jackson

Highway recommendation:

Objection on grounds of highway safety.

Highway Comments:

The application does not appear to be significantly different to the previous one. Highways remain concerned that the adverts would distract drivers at a point where greatest concentration is needed as they approach conflict points with pedestrians and other vehicles.