

Highway Response

Ref: 26/0065

Date: 02/03/26

PROPOSAL: REPLACEMENT OF A 48 SHEET ADVERTISEMENT DISPLAY WITH A D48 DIGITAL ADVERTISEMENT SCREEN

SITE: Newport Railway Station Queensway Newport NP20 4AX

Case Officer: Jonathan Jones

Highway Officer: Kevin Jackson

Highway recommendation:

No objection, subject to conditions.

Highway Comments:

The proposal replaces a traditional billboard with an LED equivalent. It does not obstruct highway or visibility splays, and the proposed levels of luminance would not raise any issues.

It can be seen from highway, we would therefore request conditions relating to flashing, changing and type of images as is usual for this type of advertising.

In conclusion, there are no highway related objections subject to the following conditions.

Suggested Conditions:

1 - The levels of the illuminance shall not exceed 600cd/m² during daylight hours or exceed 300cd/m² during twilight and night hours; as defined by official lighting up times.

Reason: To avoid glare, dazzle or distraction to passing motorists in the interests of road safety.

2 - 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.

3 - 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.