

Highway Response

Ref: 25/0422

Date: 16/07/25

PROPOSAL: ADVERTISEMENT CONSENT FOR THE INSTALLATION OF NEW DIGITAL COMMUNICATIONS KIOSK WITH INTEGRATED DEFIBRILLATOR AND ADVERTISING DISPLAY

SITE: Land Adjacent To 71 Friars Walk Shopping Centre Kingsway Newport South Wales

Case Officer: Jacob Cooke

Highway Officer: Kevin Jackson

Highway recommendation:

Objection on grounds of national technical guidance relating to place and decluttering.

Highway Comments:

The proposal does not replace an existing phone and is not needed to maintain any telecoms services. It does not establish any need for the various features to be placed on highway in this location and does not provide any benefit that outweighs the consideration of pedestrians and highway safety.

The advertisement is however orientated to create maximum obstruction and located adjacent to critical highway signage and the start of a lane gain.

It is important to realise that all street furniture presents a hazard to certain disability groups. National policy is to declutter the highways and remove all furniture that is not needed, for safety and to create a sense of place.

Should the Planning Officer consider that the equipment is needed, it should be located in line with existing landscape features or at back of footway and orientated to minimise obstruction. Any lighting should comply with current lighting guidance and be dimmed at times of poor ambient lighting conditions.