

Highway Response

Ref: 25/0334

Date: 19/05/25

PROPOSAL: ADVERTISEMENT CONSENT FOR 1NO. DIGITAL DISPLAY SIGN

SITE: 55 Chepstow Road Newport NP19 8BX

Case Officer: Lydia Burrows

Highway Officer: Kevin Jackson

Highway recommendation:

No objection subject to conditions.

Highway Comments:

The advert is to replace an existing billboard type and is not anticipated to have any greater impact subject to conditions.

In addition to the conditions suggested by the applicant we would expect another condition to ensure that if the advert fails it does not cause distraction with flashing or partial images.

Suggested conditions:

1 - The levels of the illuminance shall not exceed 1000cd/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.

4 - 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.

5 - 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.