

## Highway Response

Ref: 25/0382

Date: 03/07/25

**PROPOSAL:** ADVERTISEMENT CONSENT FOR 1NO. FREESTANDING DIGITAL SIGN  
**SITE:** Newport Retail Park Spytt Road Newport NP19 4QQ  
**Case Officer:** Harpreet Khela

**Highway Officer:** Kevin Jackson

### Highway recommendation:

Objection on grounds of highway safety.

### Highway Comments:

The location of the sign means it will dominate the driver's field of view and distract them when approaching from Central Avenue and Seven Stiles Ave (southern arm). It is on the periphery of what they should be looking at.

Being a busy retail centre with high numbers of cars, HGVs and pedestrian movements and the inherent difficulty most drivers have negotiating roundabouts, we consider this is an area where drivers must have extra focus to drive safely.

They will have to negotiate the roundabout, whilst being cognisant of pedestrians crossing here. The adverts will be within drivers' field of view and hinder the ready interpretation of road markings and movements of other vulnerable road users.

Notwithstanding the acceptable collision records, which we consider reflects drivers' recognition of the difficulties and extra focus, the history does not reflect the conditions proposed. They do not therefore give any assurance of future performance.

In summary, Highways do not consider it safe to have adverts in the vicinity of pedestrian crossings or junctions where they need to give way to /merge with other traffic.