

Highway Response

Ref: 25/0421

Date: 16/06/25

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

SITE: Land Adjacent To 154 Commercial Street 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. Furthermore, the advert is located in an area needed for emergency and service access and orientated to maximise obstruction of the footway.

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.

The advert is proposed to be orientated perpendicular to the flow of traffic (pedestrian and vehicular) maximising its potential to obstruct movement. Its precise location is not clear/consistent and the red line would allow further vaguery.

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 furniture, away from existing service covers and orientated to minimise obstruction. Any lighting should comply with current lighting guidance and be dimmed at times of poor ambient lighting conditions.