

Highway Response

Ref: 25/0751

Date: 17/10/25

PROPOSAL: ADVERTISEMENT CONSENT FOR 1NO TOTEM POLE SIGN, 2NO WALL MOUNTED BILLBOARD SIGNS, 2NO CANOPY MOUNTED LOGO SIGNS, 1NO POSTER DISPLAY SIGN AND 1NO BUILT-UP ALUMINIUM LETTERS SIGN

SITE: Land West Of 1 Kings Wall Drive Newport South Wales

Case Officer: Lydia Burrows

Highway Officer: Kevin Jackson

Highway recommendation:

No objection subject to conditions.

Highway Comments:

Most of the signs are remote from highway. The exception is the totem sign and this does not obstruct highway or visibility splays. It does have potential to dazzle at night therefore we would request a condition.

There are no highway related objections subject to the following condition.

Suggested Condition:

1 - The levels of the illuminance of the totem sign shall not 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.