

Highway Response

Ref: 25/0708

Date: 22/09/25

PROPOSAL: INSTALLATION OF ILLUMINATED DIGITAL 48-SHEET ADVERTISEMENT DISPLAY

SITE: Crown Buildings 11 Chepstow Road Newport South Wales NP19 8BQ

Case Officer: Lydia Burrows

Highway Officer: Kevin Jackson

Highway recommendation:

No objection, subject to conditions.

Highway Comments:

The proposed location is sufficiently set back from the signals /junction of Caerleon/Chepstow Rd for drivers to have time to stop for the lights/crossing.

It does not obstruct highway or visibility splays and has sufficient space for maintenance access.

Subject to the following conditions there are no formal objections.

Suggested Conditions:

The levels of the illuminance 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.

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.