

Highway Response

Ref: 25/0225

Date: 04/04/25

PROPOSAL: ADVERTISEMENT CONSENT FOR 1NO. FREESTANDING DIGITAL SIGN

SITE: 3 Lakeside Drive Coedkernew Newport NP10 8BB

Case Officer: Kelsey Parsons

Highway Officer: Kevin Jackson

Highway recommendation:

No objections, subject to conditions.

Highway Comments:

The sign replaces an existing sign, but with Led technology. There are no highway related objections subject to the following conditions.

Suggested Conditions:

1 - 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.