

Highway Response

Ref: 25/0843

Date: 28/10/25

PROPOSAL: ADVERT CONSENT FOR INSTALLATION OF 2NO DIGITAL ADVERTISEMENT HOARDINGS

SITE: 1 - 5 Malpas Road Newport South Wales NP20 5PA

Case Officer: Lydia Burrows

Highway Officer: Kevin Jackson

Highway recommendation:

No objection subject to conditions.

Highway Comments:

The adverts are to be placed adjacent to an A road in an environment that has multiple poster and fascia signs already. The local collision data does not suggest any adverse impact and the signs would not obstruct highway or visibility.

Subject to conditions to limit the display and brightness there are no highway objections.

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.