

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisement) Regulations 1992

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Details

Number	
Suffix	
Property name	
Address line 1	Dan Y Bryn Road
Address line 2	
Town/city	Port Talbot
Postcode	SA13 1AL

Description of site location must be completed if postcode is not known:

Easting (x)	277152
Northing (y)	189897

Description

Forecourt of Sinclair VW, east side of Dan Y Bryn Road

2. Applicant Details

Title	
First name	
Surname	Route Media
Company name	
Address line 1	7 Stadium Close
Address line 2	
Address line 3	
Town/city	Cardiff
Country	United Kingdom

2. Applicant Details

Postcode

CF11 8TS

Primary number

Secondary number

Email address

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

3. Agent Details

Title

First name

Stuart

Surname

Wellman

Company name

Ardent Land Limited

Address line 1

7 Bell Yard

Address line 2

Address line 3

Town/city

London

Country

United Kingdom

Postcode

WC2A 2JR

Primary number

07414101273

Secondary number

Email

stuart@ardentland.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Landmark digital advertising tower

Please select the sign types you wish to propose

- ☐ Fascia sign
- ☐ Hanging sign
- ☐ Hoarding sign
- ☒ Other sign

Other Sign

Other sign: 1	
What is the height from the ground to the base of the advertisement?	9.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 7.5 x Width: 5 x Depth: 0.125 metre(s)
What materials will the sign be made of? Pressed metal / GRP frame containing LED tiles on a supporting structure.	

4. Type of Proposed Advertisement(s)

What is the maximum height of any of the individual letters and symbols?	750 cm
The colour of text and background	
Changes with each digitally presented advertisement.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Intermittent

Other sign: 2	
What is the height from the ground to the base of the advertisement?	9.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 7.5 x Width: 5 x Depth: 0.125 metre(s)
What materials will the sign be made of? Pressed metal / GRP frame containing LED tiles on a supporting structure.	
What is the maximum height of any of the individual letters and symbols?	750 cm
The colour of text and background	
Changes with each digitally presented advertisement.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Intermittent

If you have selected Other, please describe

2 no portrait format digital displays mounted on a supporting structure. The base of the proposed displays are to be 3m above the adjoining motorway level.

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?	☐ Yes ☒ No
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?	☐ Yes ☒ No ☐ Not Applicable
Will the proposed advertisement(s) project over a footpath or other public highway?	☐ Yes ☒ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From	01/05/2021
To	01/05/2031

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ☒ The agent
☐ The applicant
☐ Other person

9. Pre-application Advice

Has pre-application advice been sought from the local planning authority about this application?

☐ Yes ☒ No

10. Authority Employee/Member

With respect to the Authority, is the applicant or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

11. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

12. Declaration

I/we hereby apply for planning permission as described in this form and the accompanying plans/drawings and additional information. I confirm that, to the best of my knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the persons giving them. ☒

Date (cannot be pre-application)

31/03/2021