

Roadside Advertising Site Proposal



Address: Warehouse Wall, Afan Way, Port Talbot SA12 6NP
Date: February 2022

Our Ref: **NPT-002**
Version: **01**

Contents

01 Introduction

02 Site and Surroundings

03 Proposal Details

04 Planning Assessment

05 Proposed Conditions



Global is one of the world's leading media and entertainment groups, operating a network of roadside advertising displays throughout the UK.

We are continually working to improve our network; by adding new displays and through upgrades to existing displays.

This proposal involves converting an old **display** at **Warehouse Wall, Afan Way, Port BN7 2RJ**.

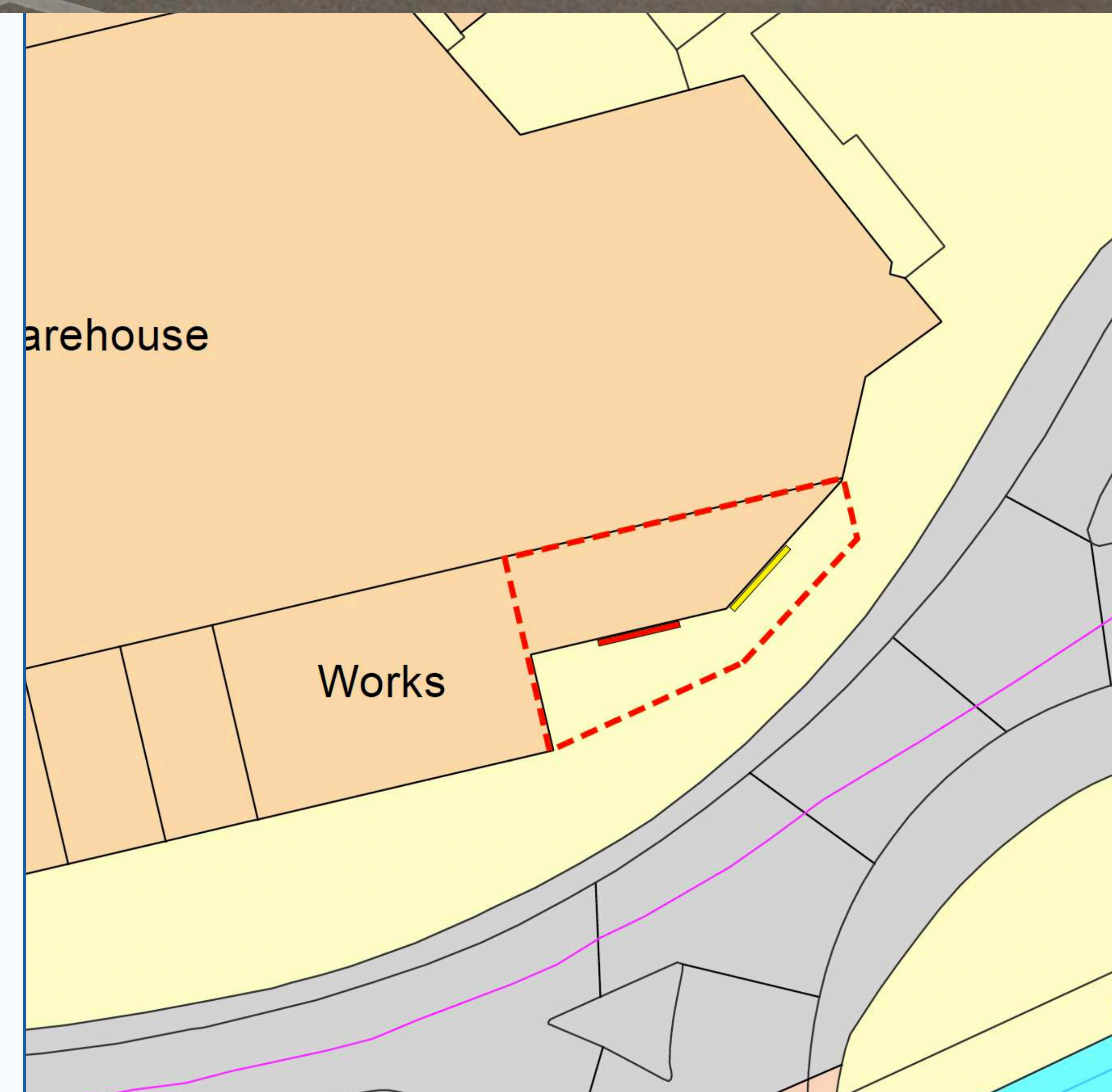


Site and Surroundings

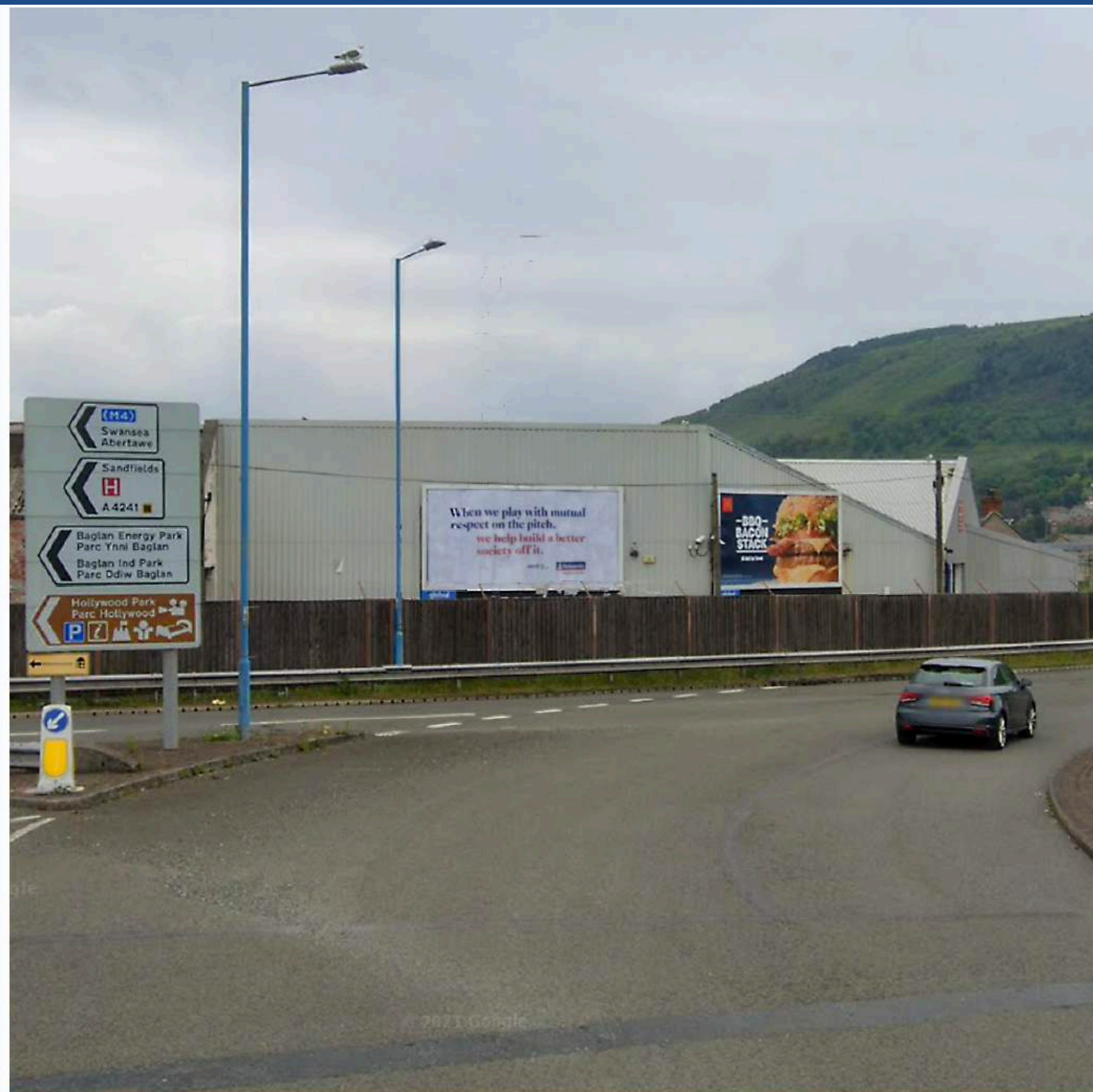


The application site relates to the side elevation of a warehouse building overlooking Afan Way (A241), The site is located just outside Port Talbot town centre and the surrounding area is largely industrial and commercial in nature.

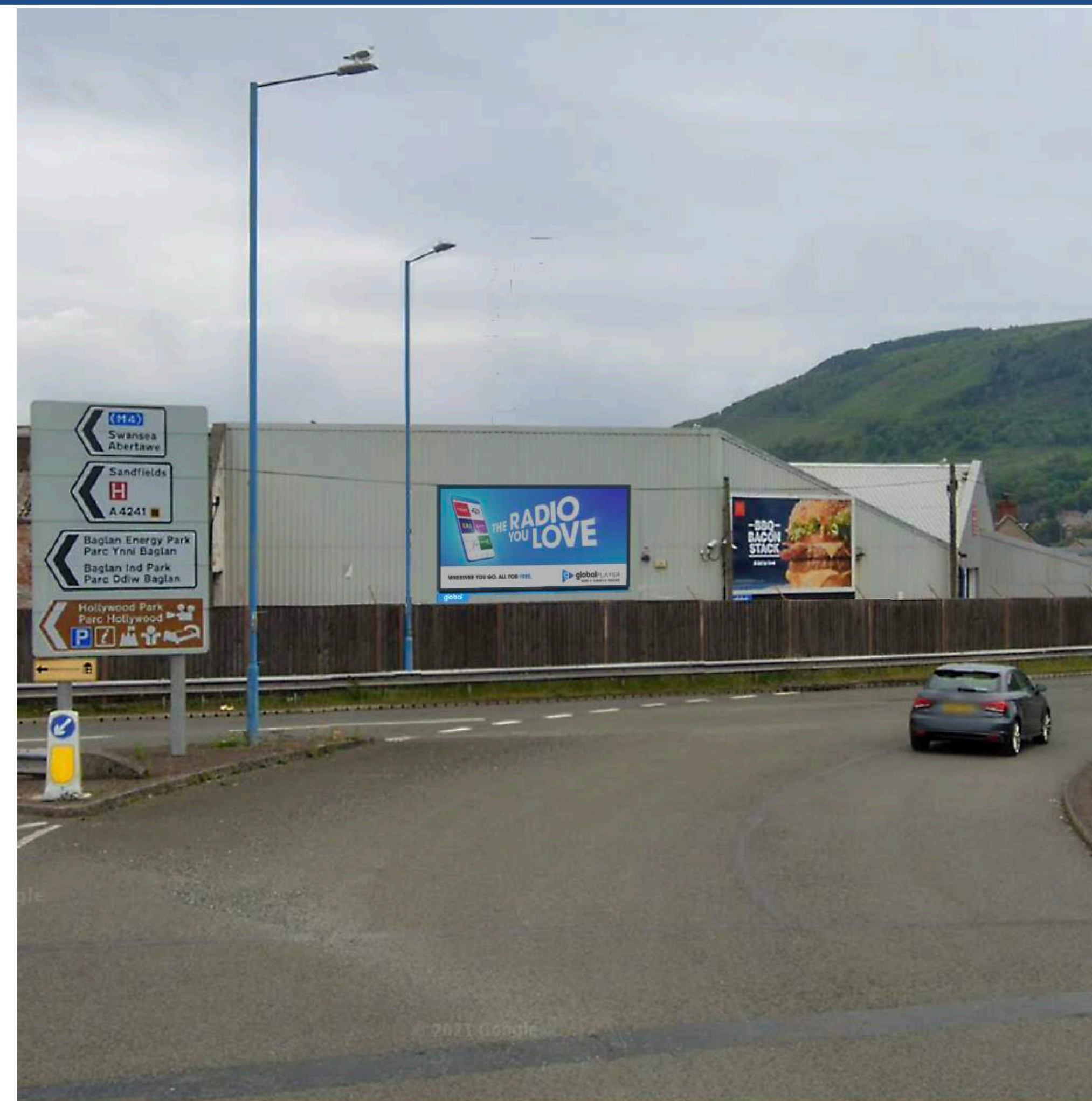
There is currently two advertising panels on the site, this application proposes to replace one of the panels with a digital display unit, the other will remain in situ.



Proposal Details



EXISTING VIEW



PROPOSED VIEW

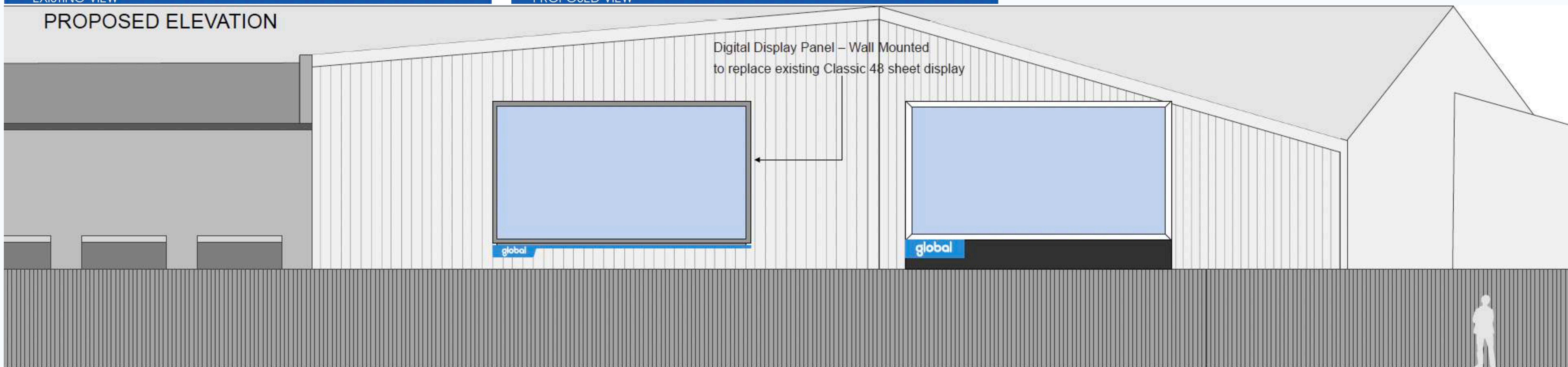
The proposal is to replace one paper and paste display panel with a digital display on the side gable of the property. The proposal will be a like for like replacement in terms of size and scale. The proposed panel is designed with a slim screen with a depth of 150mm.

The display would predominantly be seen on approach travelling north along Afan Way .

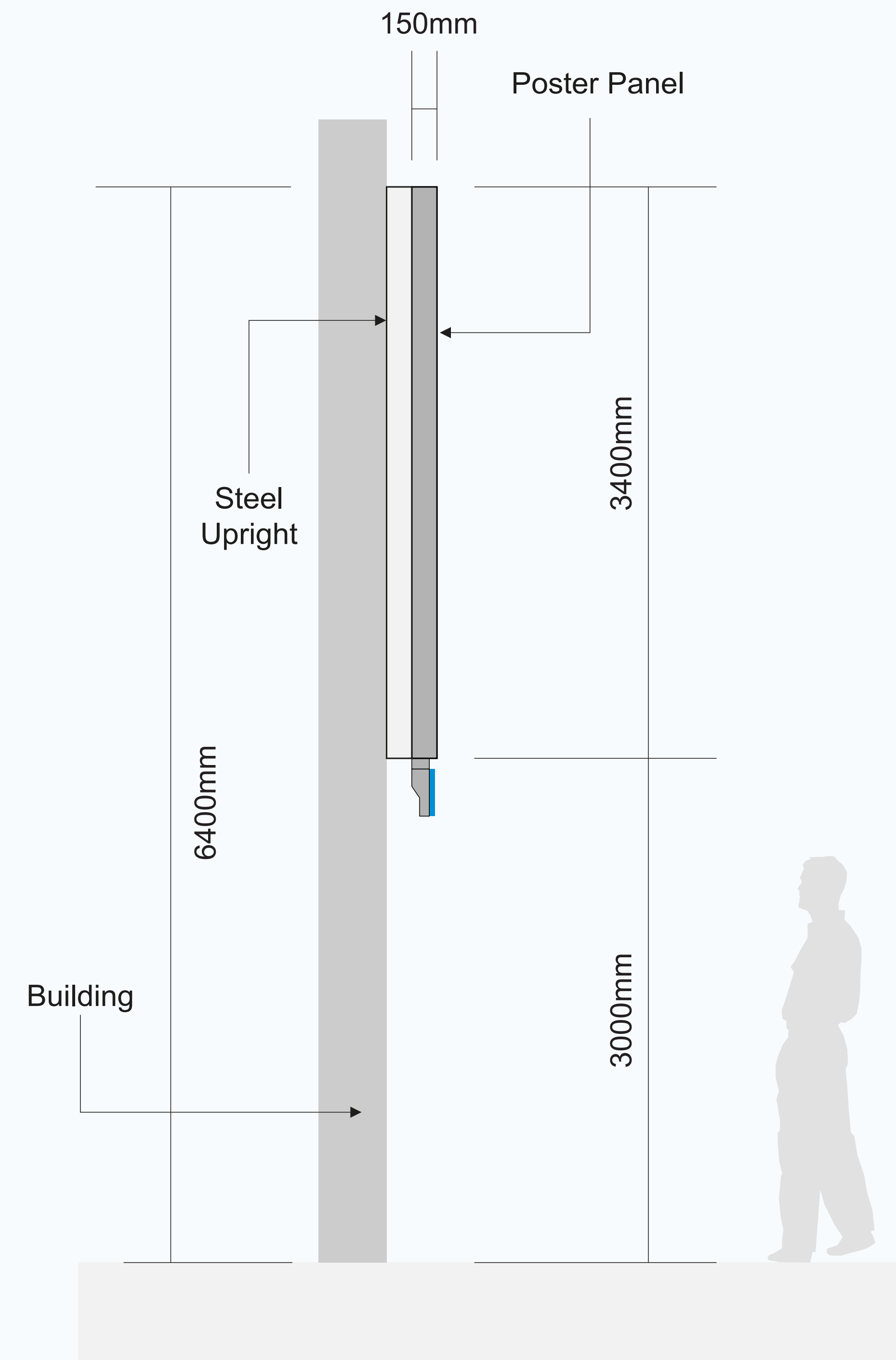
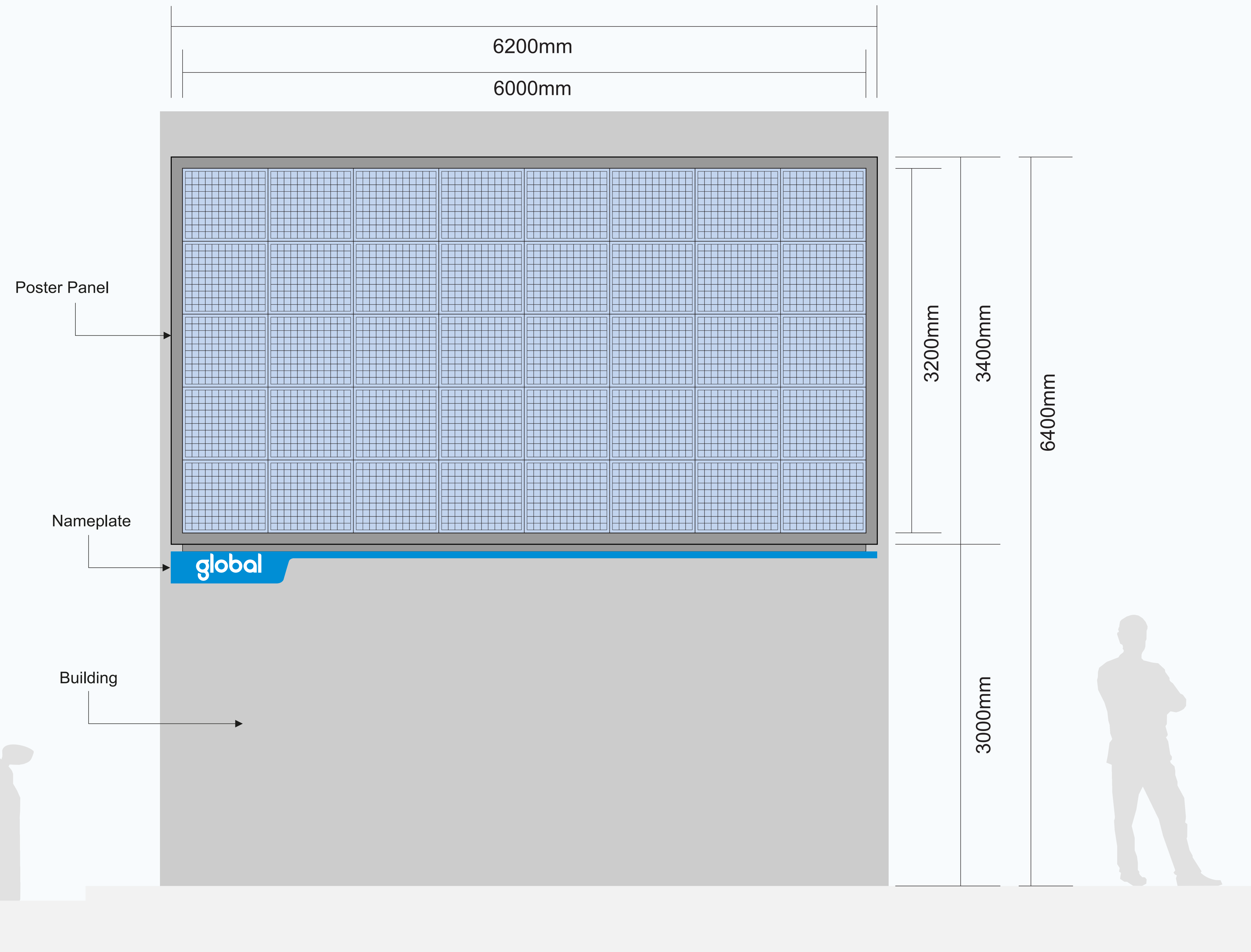
The display panel would show static digital advertisements on rotation.

The display screen would measure 6.2m wide by 3.2 m high.

PROPOSED ELEVATION



Proposal Details



Scale 1:50@A3

0m 1m 2m 3m



Policy Framework

As per regulation 4 of 'The Regulations', advertisement consent applications are to be determined in the interests of amenity and public safety only. This is reiterated in the National Planning Policy Framework 2021.

National guidance on illuminated signage is contained in the Institution of Lighting Professional Lighting Guide 05 - 'The Brightness of Illuminated Advertisements' – 2015 [the ILP guidance]

Policy Assessment

This site has a clear development pattern, as it sits within the wider context of the industrial estate with some commercial uses also close-by.

The advertisement is of an appropriate size and scale for its location. The site has had poster advertisements for many years without issue. As such, the application would not have a detrimental impact on visual amenity of the area.

The LED poster screen would be subject to strict controls in accordance with the ILP's guidance and the Outsmart best practice code, to ensure that there is no adverse impact on highway safety. The advertisement panel is set back from the road. The luminance level of the advertisement would be limited to a level not greater than 300 candelas per square metre at night, in accordance with the ILP and Outsmart guidance.



Proposed Conditions



Outsmart is an industry body for the roadside advertising industry, with 95+% of digital displays operated by Outsmart members. As a self-regulatory body it has produced the 'Large Format Digital Roadside Planning Code' (2021) ['the Outsmart Code'].

The Outsmart Code sets out best practice planning conditions for digital advertising, based on the Institution of Lighting Professionals Guidance. These conditions are used as a base line for proposed conditions, to be added to if necessary, based on local policy.

1. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols, or any images that resemble road signs or traffic signals, unless otherwise authorised by this consent.
2. Changes between advertisements to take place with no sequencing, fading, swiping, or merging of images.
3. The minimum display time for each advertisement shall be no less than [10] seconds.
4. The intensity of illumination of the advertisement permitted shall be no greater than [300] candelas per square metre between dusk and dawn.
5. In accordance with the ILP Technical Note, the display shall have an inbuilt system that controls luminance and changing sunset and dawn times throughout the year.
6. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

*Figures in square brackets are dependent on the site location.

