

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.

Site Details

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

174

Suffix

Property Name

Address Line 1

New Road

Address Line 2

Town/city

Skewen

Postcode

SA10 6HD

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

Easting (x)

272400

Northing (y)

197387

Description

Applicant Details

Name/Company

Title

Mr

First name

Shaun

Surname

Jones

Company Name

Emerge Advertising Limited

Address

Address line 1

2 Llandafen Road

Address line 2

Address line 3

Town/City

Llanelli

Country

United Kingdom

Postcode

SA14 9BD

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The replacement of the current hoarding to be replaced with a 48 Sheet (18sqm) P8 LED Billboard - for the use of supplying affordable advertising to NPT SME's.

The proposed installation will show no moving images and no advert will run shorter than 5 seconds, but will play static 10-second adverts on rotation.

The billboard will run between the hours of 7am - 10pm,

The billboard will also be fitted with brightness sensors to automatically adjust based on the amount of UV present which will result in the automatic dimming of the screen at night and at anytime time the uv levels present reduce thus reducing any light pollution occurring.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Hoarding sign

Height:

3 metres

Width:

6 metres

Depth:

0.18 metres

What is the height from the ground to the base of the advertisement?:

2.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

300 centimetres

What materials will the advertisement be made of?:

Aluminium & Light weight LED Panels

The colour of text and background:

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

File 1 - New Road Before & after.
File 2 - New-A4320 Rd (Elevation Plan).

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☒ Yes
☐ No

Advertisement(s) Period

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

From Date

01/03/2022

To Date

01/03/2027

Neighbour and Community Consultation

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

- ☐ Yes
☒ No

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

Pre-application Advice

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

- ☐ Yes
☒ No

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

Interest In the Land

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

- ☐ Yes
- ☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
- ☐ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and accompanying plans/drawings and additional information. I / We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Shaun Jones

Date

25/07/2022