

The Quays, Brunel Way, Baglan Energy Park, Neath SA11 2GG
Y Ceiau, Ffordd Brunel, Parc Ynni Baglan, Castell-nedd SA11 2GG

Tel **Ffôn** 01639 686868
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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

Suffix

Property Name

Address Line 1

Address Line 2

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

The location of the village sign is on the grass verge on the corner of Danybont B4286 and Queen Street B4287

Grid Reference (6 figure)

SS794941

X (Easting) , Y (Northing)

279486 , 194167

Latitude , Longitude (decimal)

51.633361 , -3.7426944

Latitude , Longitude (degs, mins, secs)

51°38'00"N , 003°44'34"W

What3Words :

united.butchers.activism

Address (near) :

Queen Street, Pelenna, Pont-rhyd-y-fen, Neath Port Talbot, Wales, SA12 9SZ, United Kingdom

Postcode (nearest) :

SA12 9SZ

Applicant Details

Name/Company

Title

Ms

First name

Karleigh

Surname

Davies

Company Name

Neath Port Talbot Council

Address

Address line 1

The Quays

Address line 2

Brunel Way

Address line 3

Town/City

Neath

Country

Wales

Postcode

SA11 2GG

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Ms

First name

Rebecca

Surname

Woodward

Company Name

35PERCENT LTD

Address

Address line 1

Old Farm House

Address line 2

Hyde

Address line 3

Town/City

Stroud

Country

United Kingdom

Postcode

GL6 8NZ

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

One village sign. This is the replacement of an existing old village sign with a new village sign welcoming visitors to Pontrhydyfen. The sign will read in Welsh and English: Welcome. Birthplace of Richard Burton, Ivor Emmanuel and Rebecca Evans. Pontrhydyfen. The sign will measure 2.8m high and 1.48m wide. The material specification is galvanised steel, with a white and blue back.

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

Advertisement Type:

Other sign

Height:

2.8 metres

Width:

1.48 metres

Depth:

0.15 metres

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

1.02 metres

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

0 metres

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

25 centimetres

What materials will the advertisement be made of?:

The material specification is galvanised steel, with a white and blue back.

The colour of text and background:

The text will be black and white. The background will be white and blue

Will the advertisement be illuminated?:

If you have selected Other, please describe

One village sign. This is the replacement of an existing old village sign with a new village sign welcoming visitors to Pontrhydyfen. The sign will read in Welsh and English: Welcome. Birthplace of Richard Burton, Ivor Emmanuel and Rebecca Evans. Pontrhydyfen. The sign will measure 2.8m high and 1.48m wide. The material specification is galvanised steel, with a white and blue back.

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)

Existing Pontrhydyfen welcome sign.jpeg

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

02/12/2024

To Date

01/12/2044

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

We have the approval of the Andrea Edwards (Chair) Burton Bont Festival group and she has consulted with the wider group and community in Pontrhydyfen. We also have the approval of Neath Port Talbot Council Tourism Department and Visitor Economy Manager.

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

RE: Richard Burton – Village Sign

Date (must be pre-application submission)

17/09/2024

Details of the pre-application advice received

Hi Esta,

RE: Richard Burton – Village Sign

The type / nature and scale of this advertisement would not benefit from deemed advertisement consent. Therefore, it requires planning consent. The planter would not require planning consent, although can be included on the plans as part of the overall design. More info: Advertisement consent - Consent types - Planning Portal.

A formal Advertisement Consent application can be submitted online: Planning applications forms - Neath Port Talbot Council (npt.gov.uk)

Advertisement Consent (Applications seeking Express Consent by virtue of Regulation 9 of the Town and Country Planning (Control of Advertisement) Regulations 1992 (as amended)):

1. Standard application form (If not submitted electronically – original plus 3 copies)

Questions on Standard Application Form:

- o Applicant name and address
- o Agent name and address
- o Site Address Details
- o Pre-Application Advice (yes)
- o Neighbour and community consultation
- o Authority Employee / Member
- o Description of Proposed Advertisement
- o Advertisement Display
- o Advertisement Period
- o Interest in the land
- o Site Visit
- o Declaration

2. Plans and relevant information (If not submitted electronically – original plus 3 copies):

- o Plan to identify the location of the site by reference to at least two named roads (red-line, site location plan, produced to appropriate scale - PDF).
- o The proposed position of the advertisement produced to an identified scale with the direction of north also showing.
- o Design drawings / plans produced to an identified scale.

The attached document can also be submitted as it provides a good context, with relevance to the site and the existing signage. This will not be a complex application to deal with, so ideally once the 21 day consult period has expired, we should be in a position to determine. As discussed, there are no objections from planning in terms of the siting, scale and design of this sign.

I would advise submitting the application at the earliest opportunity so that we can start the validation process – if you require any further assistance from myself, please do not hesitate to give me a call or arrange a quick meeting etc.

Regards,

Chantalle Lamnea

Swyddog Cynllunio Uwch - Rheolaeth Datblygu / Senior Planning Officer – Development Management
Neath Port Talbot County Borough Council/ Cyngor Bwrdeistref Sirol Castell-nedd Port Talbot Tel/ Ffôn: 01639 686744.

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

If Yes, please provide details of the name, relationship and role:

***** REDACTED *****

Interest In the Land

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

☒ Yes

☐ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the 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 opinions of the person(s) giving them.

I/We also accept that:

- Once submitted, this information will be made available 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

Rebecca Woodward

Date

08/10/2024