

Green Infrastructure Statement:

Minor Development / Homeowner

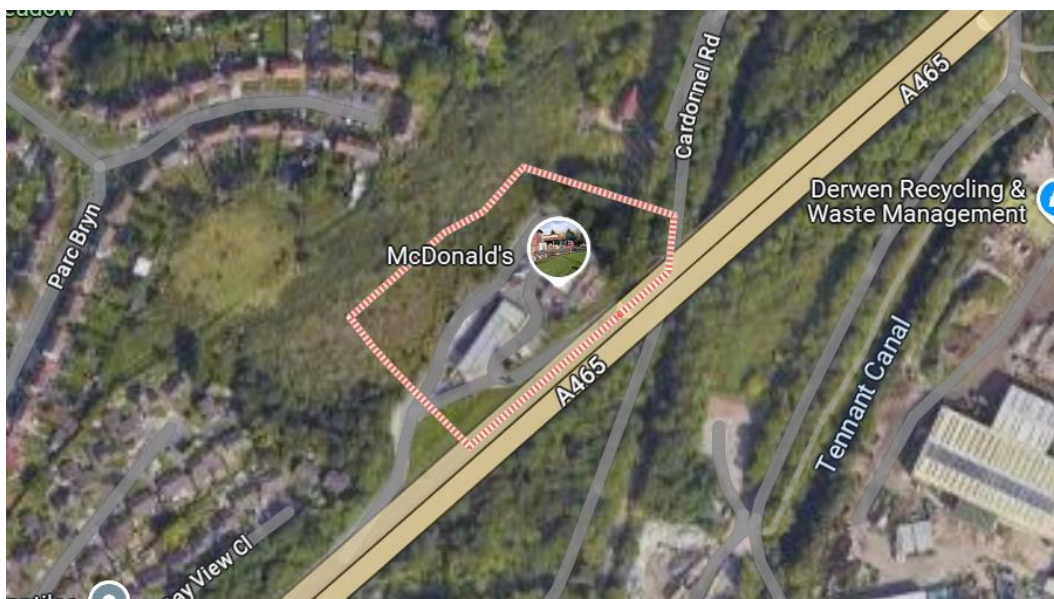
Site Address: A465 (Northbound), Neath, SA10 7DR

Proposed Development: Installation of digital advertisement display

Site description: The Site is located within the commercial entity of the Petrol Filling Station (PFS) along the A465 (Northbound). The Site features a retail unit, car wash, large canopy, petrol pumps on the forecourt, and various commercial signage including an illuminated double-sided totem-style display. The advertisement is positioned within the Site boundary, at the entrance of the Site, and is on a landscaped verge southwest of the PFS canopy (see plan: 24371/PA/04).

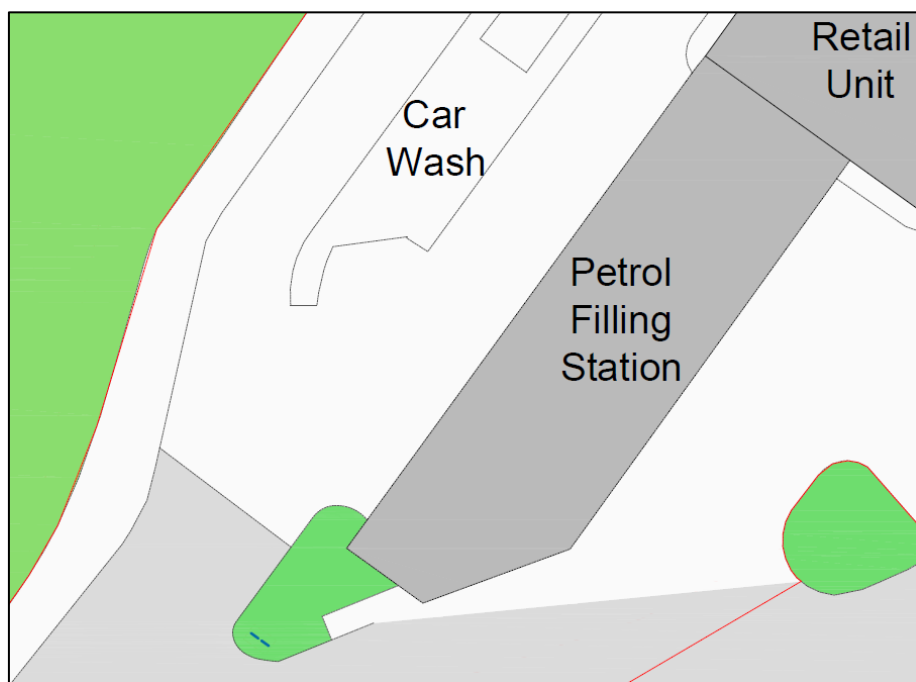
Surrounding Area description: The wider area is mixed use, with residential premises to the north and commercial and industrial premises to the south and east. Signage displays are a prominent feature of the immediate character of the area.

(see Aerial image below)



Development Impacts:

The proposal is seeking advertisement consent for 1no. display at the aforementioned site as shown drawing ref. 2437|PA|04 below.



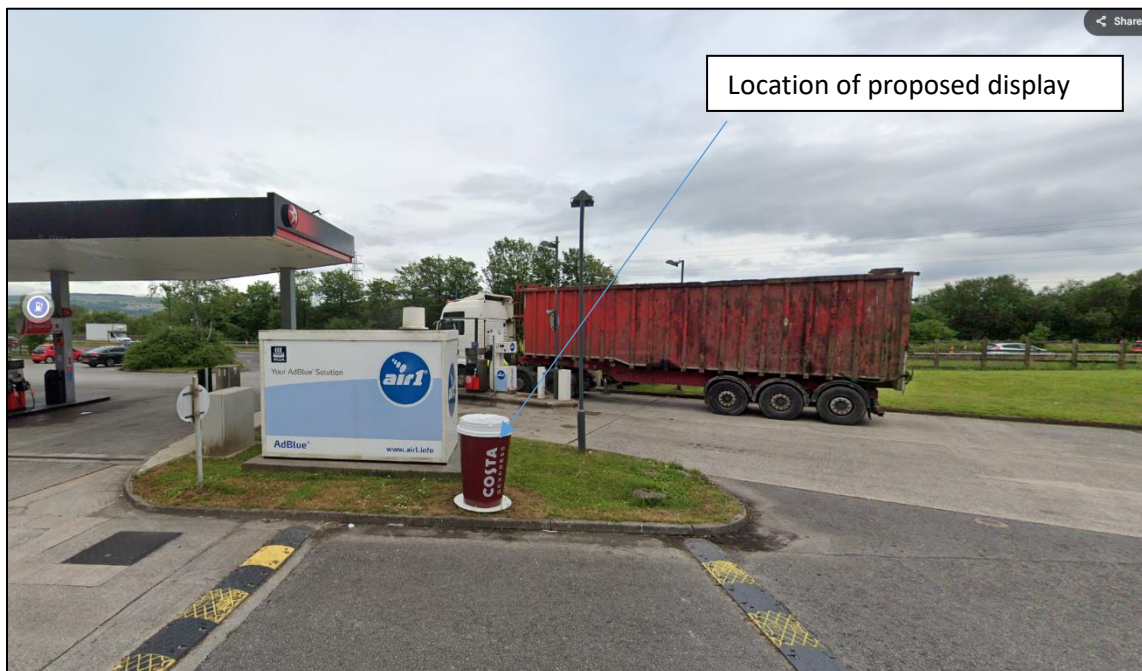
Firstly, it is important to highlight that the Advertisement Regulations at 3(1) states that powers under these Regulations shall be exercised in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. This is supported in paragraph 141 of the NPPF. As such, there is no indication in the Regulations or NPPF that suggests the impact on biodiversity and ecology matters can be considered as a determining factor for advertisement consents.

Notwithstanding the above and given the presence of various existing signage within the PFS, the impact of an advertisement display in this location is negligible. This is due to the proposal having no impact on connectivity, will not create any gaps in existing vegetation, no loss of trees, no loss of canopy cover, no loss of vegetation, no works within roofs and no substantial gain of permeable surfaces.

The aerial image below shows the approximate location of the display in the context of existing green infrastructure which demonstrates that only a minimal amount of existing soft landscaping is to be lost from the proposals.



After reviewing Google Street View (see image below) it confirms that the existing soft landscaping is of low ecological value. Therefore, the impact on green infrastructure from the proposal is negligible. Moreover, part of the proposed display will be partially located on an area currently occupied by the 'Costa coffee cup' which is already positioned on soft landscaping.



With the above in mind and taking into account the 'Site Wide Approach' in the Green Infrastructure Statement Guidance, the proposal is unable to 'avoid'

impact on existing green infrastructure due to the positioning of the display, however, is able to 'minimise' the impact due to the positioning on low value ecological land and the small area the bottom of the display occupies. As the proposal is able to 'minimise' impact it is not necessary to 'mitigate'.

Therefore, impact on existing green infrastructure is negligible and it is not considered appropriate to refuse advertisement consent on this basis.

Biodiversity Enhancements Proposed

The display will result in the minimal loss of low-value soft landscaping; however, this is significantly less than 25sqm. As such, this application does not need to be supported by a Biodiversity Net Gain Assessment.

Conclusion

As previously mentioned, PFS sites are suitable locations for this type of advertising. The positioning and operational controls have been planned to ensure the digital advertising display integrates well with the Site and its surroundings, without compromising amenity and public safety.

It is not considered appropriate to determine advertisement consents on biodiversity and ecology matters, however and notwithstanding this, it is considered that the proposed development would have negligible impact on the existing green infrastructure. This is due to the existing soft landscaping and the small area the bottom of the display occupies being of a low-value.

Signed:

Wildstone Estates Limited

Date: 06:02:2025