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Our reference: CSC1137

Planning Portal Reference: PP-13883861

27 March 2025

Neath Port Talbot County Borough Council,
Development Control Section,
The Quays, Brunel Way,
Neath,
SA11 2HZ

Dear Sir/Madam,

REDEVELOPMENT OF EXISTING LIDL & ADJACENT STORE, BRITON FERRY ROAD, BRITON FERRY ADVERTISEMENT APPLICATION

Introduction

We write on behalf of Lidl GB Ltd with regard to the application for the removal of the existing flagpole sign and the erection of signages at the recently approved Lidl site (ref. P2024/0249) at Castle Retail Park, Briton Ferry Road, Neath, SA11 1AS. This advertisement application includes the erection of the following signs:

- 1no. Free Standing Flagpole Sign
- 2no. Canopy Mounted Entrance Sign / Corporate Bubble Sign
- 1no. Small Wall Mounted Billboard
- 1no. Large Wall Mounted Billboard
- 1no. Poster Display Unit (PDU)
- 1no. Trolleys Sign

Background / Proposal

The application site is bounded by Briton Ferry Road (A474) to the south, School Road to the east and a railway line to the north west.

The Lidl store was originally granted planning permission on 17 March 2023 under planning ref. P2022/0191 for the demolition of existing buildings and replacement with a Class A1 food store. Subsequently, permission was granted on 28 January 2025 under planning permission ref. P2024/0249 to vary condition 2 of the original planning consent, to increase the store size in order to reflect Lidl's updated store format.



The existing flagpole is to be removed, and a new replacement flagpole sign is to be erected at the site's ingress / egress, located adjacent to the A474 Briton Ferry Road. The other signages are all either on or at the entrance into the store building.

Key Considerations

Impact on Amenity and Highways

The flagpole sign is designed to be visible to road users. This has been accepted by the Council in granting consent for the existing flagpole advertisement at the existing application site. The massing, scale, form and materials of the proposed signs are entirely in keeping with the scale of the application site and the proposed signs are similar to the existing signages at the Lidl store. Therefore, amenity and highways considerations are considered to be acceptable.

Submissions

The application comprises the following information:

- Application Form
- Covering Letter (this document)
- Proposed Signage Site Plan – P501
- Signage Elevations – P502
- Proposed Flagpole – P503
- Proposed Corporate Bubble Signage – P504 Rev. A
- Proposed Small Billboard Signage – P505 Rev. A
- Proposed Large Billboard Signage – P506 Rev. A
- Proposed PDU Signage – P507 Rev. A
- Proposed Trolleys Signage – P508 Rev. A
- Existing Flagpole Elevation – P509

Conclusions

We trust that the above is sufficient to support the application for the removal of the existing flagpole and the erection of the signages at the application site. This package of signs is now the standard one that you will see at almost all Lidl stores across the UK, so we trust that you will find it non-contentious and feel able to give delegated advertisement consent without any undue delay. However, should you require any information, please do not hesitate to contact us.

Yours faithfully,



Rahma Dwimunali
Planner
CarneySweeney

Encl.

