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Our Ref: ADVC/17C500112/09102025
Your Ref: PP-14341446.

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9th October 2025



Neath Port Talbot County Borough Council
Development Management
The Quays
Brunel Way
Neath
SA11 2HZ
For the attention of: Ms Chantalle Lamnea

Dear Chantalle,

Land at Burrows Yard, Afan Way, Aberavon, Port Talbot, SA12 6LL
**APPLICATION FOR ADVERTISEMENT CONSENT FOR SIGNAGE AT ALDI
FOODSTORE.**

Our client, Aldi Stores Limited, is proposing to install signage at the new Aldi foodstore, Burrows Yard, Afan Way, Aberavon, Port Talbot, SA12 6LL. Accordingly, we are pleased to write on Aldi's behalf to formally apply for advertisement consent to display the proposed signage.

The application has been submitted electronically via the Planning Portal and has been given the Planning Portal reference PP-14341446.

In line with national and local validation requirements, the following documentation has been enclosed in order to assist the Authority in determining this application:

- Completed application form and signed declaration;
- Site Location Plan – Advert Consent (Drawing Reference: 170466-1600 Rev P01), at a scale of 1:1250 @ A4;
- Proposed Site Plan – Advert Consent (Drawing Reference: 170466-1601 Rev P03), at a scale of 1:250 @ A1;
- Proposed Elevations – Advert Consent (Drawing Reference: 170466-1602 Rev P03), at a scale of 1:100 @ A1;
- Proposed Totem Pole Sign – Advert Consent (Drawing Reference: 170466-1603 Rev P04), at a scale of 1:50 @ A1;

With respect to the fee for the application, a BACS payment has been made to Neath Port Talbot County Borough Council for the total sum of £120.00 (this being the fee payable for advertisements relating to the business on the premises).

The Proposed Signage

Full details of the store's proposed signage is as follows:

- Aldi LED Wall Hanging Sign (Sign A) – 2no. LED signs mounted to face of building (north-eastern elevation by the store entrance, and south-east elevation on the side of the store). The signs will measure approximately 2.4m (height) x 2.0m (width), and 0.12m in depth. The aluminium sign cases will be finished in RAL 7016 anthracite with polycarbonate panel screen printed 5 colour foil logo signs. Both signs are to be internally illuminated, with white lettering at 108cd/m².
- Aldi Building Entrance Shopfront Signage (Sign B) – 1 No. vinyl film logo image applied to curtain wall glazing. The vinyl graphic sign will measure approximately 2.1m (height) x 3.8m (width). As this is a vinyl graphic sign, no luminance is proposed for this sign.
- Aldi Bilingual Opening Times Panel and Image (Sign C) - 1 no. vinyl film logo applied to shopfront glazing. The vinyl film graphic will measure approximately 2.1m (height) x 0.6m (width). As this is a vinyl graphic sign, no luminance is proposed for this sign.
- Aldi Double Faced Double Post Illuminated Mounted Site Sign (Sign D) - Freestanding internally illuminated double-faced sign. The steel signposts will be galvanized and finished in RAL 7016 anthracite and the Aldi sign will measure 2.4m (height) x 2.0m (width), and will be fully internally illuminated (luminance of 108cd/m²) by LED with the supply cable to be connected via underground cable. The Aldi sign will be positioned 6m above ground level, and comprises a high quality fabricated aluminium signcase finished in RAL 7016 Anthracite. The sign panel is to be polycarbonate with screen-printed 5 colour foil logo. The letter height will be approximately 37cm with a text width of 1.28m. The bilingual opening hours sign, to be positioned underneath the Aldi sign, will measure approximately 1.7m x 960cm with white text on a pantone 287 blue background, with a letter height of 100mm and text length of 902mm.

Material Considerations

Advertisement applications are subject to two considerations: (1) highway safety issues, and (2) impact upon visual amenity.

The signage follows Aldi's corporate branding and, whilst illumination is proposed on the LED signage and totem pole sign, this would not result in detriment to matters of highway or public safety.

In terms of visual amenity, the proposed signage would be visible from the highway. However, visible corporate branding is required to identify the store and assist with trading. The signage has been designed in a functional but sensitive manner that would not detract from the appearance of the site or that of the surrounding area. For these reasons, we consider the proposed signage to be entirely appropriate and acceptable, and that advertisement consent should be granted accordingly.

Procedural Issues

As you are aware, the Town and Country Planning (Control of Advertisements) Regulations 1992 governs the erection/installation of advertisements. Schedule 3, Part 1 of the regulations identifies classes of advertisements which may be displayed with deemed consent (i.e. instances where advertisement consent would not be required).

Class 4 of this section of the regulations relates to 'illuminated advertisements on business premises'. In particular, Class 4B permits advertisements that are displayed on business premises wholly with reference to the business carried out.

Whilst the proposal would fit into this category of the regulations, the proposed signage would exceed the identified size restrictions and will be internally illuminated. Accordingly, we have prepared this advertisement consent application on behalf of Aldi Stores Ltd and, for completeness, includes all the proposed signage at the site.

A Design and Access Statement is not required to accompany this application since this is not an application for planning permission and is controlled under the Town and Country Planning (Control of Advertisements) Regulations 1992.

Summary

The proposed signage has been assessed in detail prior to submission to your Authority to ensure that they are consistent with the existing public realm. The proposals are considered to be entirely appropriate to their location and the function of the store.

We trust the information set out in this letter and in the enclosures demonstrates the acceptability of the proposed signage. We look forward to receiving confirmation of the registered application shortly.

In the meantime, should you require any further information and/or clarification with respect to the application, please do not hesitate to contact me on 07949864823 or at George.milburn@avisonyoung.com.

Kind regards

Yours sincerely,



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For and on behalf of Avison Young (UK) Limited

Enclosures

cc Mr Rob Jones – Aldi Stores Ltd