

SITE AND CONTEXT

The application site is located at Kash Superstores, a two-storey detached retail unit located at Bailey Street, Aberavon. The property is a building of local importance with an Art Deco style. The site is relatively flat and located in a residential area consisting primarily of terraced properties with business units to the rear (southeast).

The application site is located within of the settlements boundary as defined by Policy SC1 of the NPTCBC LDP.

DESCRIPTION OF DEVELOPMENT

This is a retrospective application for advertisement consent for an illuminated ATM surround sign situated on the front elevation of the building.

The signage measures 1.4m in height, 87cm in width with a depth of 3cm and is located 60cm above ground level. The sign is illuminated internally to 100cd/m²

NEGOTIATIONS:

Negotiations have not been required for this application.

PLANNING HISTORY

The site has the following relevant planning history:

T1988/6458 – Change of use for a proprietary club. See File. 1/5/88

T1988/6761 - ALTERATIONS TO WINDOW OPENINGS ON FRONT ELEVATION.
Approved 10/10/88

P2026/0294 - Retrospective application for the alteration of shopfront for the installation of an automatic teller machine (ATM). Pending decision

CONSULTATIONS

Highways Authority – no objection.

REPRESENTATIONS

A site notice was erected on 14/5/26 and the neighbouring property was consulted via letter on 14/5/26

In response, to date no representations have been received.

REPORT

National Planning Policy

Planning Policy Wales Edition 12 is supported by a series of more detailed [Technical Advice Notes](#) (TANs), of which Technical Advice Note (Wales) 7, Outdoor Advertisement Control is of relevance.

Technical Advice Note (Wales) 7, Outdoor Advertisement Control – November 1996 states, in respect of poster signage;

Any application to a local planning authority, or appeal to the Secretary of State, which involves the display of a poster is to be considered on its own merits with regard to the general characteristics of the locality in which it is to be displayed. Although other material factors may be taken into account in determining an application or appeal, the Control of Advertisements Regulations require that powers of control shall only be exercised in:

- i. the interests of amenity (which means the visual amenity of the area where the advertisement is to be displayed); and
- ii. the interests of public safety (which means the safety of people using any form of travel likely to be affected by the digital display).

In relation to **Amenity** Annex A of TAN 7 states *“In applying the expression ‘in the interests of amenity’ to any particular application or appeal, account should be taken not only of factors which may be detrimental to amenity but also of factors which may be to the advantage of the amenity of a locality, such as adding appropriate colour and interest to a drab area or screening an eyesore.*

While they are to have regard to the general characteristics of a locality and they may disregard existing advertisements in the locality in assessing its general characteristics, local planning authorities should nevertheless seek to ensure consistency in their general approach towards the determination of applications in particular localities, and the Secretary of State should ensure the same approach is taken to appeals”.

In relation to Public Safety TAN 7 states *“In assessing and advertisement’s impact on public safety, local planning authorities should have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians) on or over water and in the air, including the likely behaviour of vehicle drivers who will see the advertisement, possible confusion with any traffic sign or other signal, and possible interference with a navigation light or an aerial beacon.”*

Local Planning Policy

In determining an application for advertisement consent, the only issues that may be considered relate to the impact on visual amenity and public safety.

The [Neath Port Talbot Local Development Plan](#) was adopted in January 2016, but contains no specific advertisement Policies. The Courts have held, however, that LDP Policies may be considered to be material where they are concerned with the interests of amenity or public safety. In this respect the following Policies are considered of relevance to this proposal:

- **Policy SP21** Built Environment and Historic Heritage
- **Policy BE1** Design
- **Policy SP20** Highway Network
- **Policy TR2** Design and Access of New Development

Assessment

Impact on Visual Amenity

It is not considered that this proposal would be detrimental to the visual amenity of the area given that this type of advertisement is typical within a commercial/retail unit and is located in such a unit that has been operating at this location for some time. It is considered that the size, finish and design of the proposed signage would be an acceptable addition to the building, and does not unacceptably detract from the character and appearance of the surrounding area or street-scene, or result in advertisement clutter within the area. The proposal is therefore considered acceptable in terms of visual amenity.

Impact on Public Safety

The proposed advertisement is small in scale, and it is considered that there would be no detrimental effect on public or highway safety. It should also be noted that the Highways Authority raises no objection to the proposal. The proposal is therefore considered acceptable in terms of impact upon public safety.

CONCLUSION

Having regard to advice in TAN7 – Advertisement Control, and Policies SP21 and BE1 of the adopted Neath Port Talbot Local Development Plan, it is considered that the proposed new advertisement would have no unacceptable impact on visual amenity, and would not cause demonstrable harm to public safety.