

OFFICER REPORT

Application Number: P2026/0341

Site Address: Roundabout At Graig Road Near Alltwen Primary School
Alltwen Hill Alltwen Pontardawe Neath Port Talbot

Proposal: 3 freestanding non-illuminated signs to roundabout for sponsorship advertising

Applicant: Andrew Griffiths - Commercial Co-ordinator

Agent: N/A

Ward: Alltwen

Application Type: Advertisement Consent

Valid Date: 29th May 2026

Statutory Expiry Date: 23rd July 2026

Ext. of Time / PPA date:

Publicity Expiry Date: 3rd July 2026

RECOMMENDATION - Approved

SITE AND CONTEXT

The proposals are to be located on the grassed roundabout at the bottom of Alltwen Hill near Alltwen Primary School.

DESCRIPTION OF DEVELOPMENT

This application seeks consent for three non-illuminated signboards on the roundabout on at Graig Road near Alltwen Primary School.

The signs will face the three main highway entry points of the roundabout from Alltwen Hill, Graig Road and A474 and will be low level signs which will indicate sponsor details to contain Company name/logo & strapline Website or location, the colour of lettering and the background will vary.

The signs will be 700mm in height (fixed on to 80mm posts) will be 1500mm in width and have a depth of 76mm. The height of the base of the sign to the ground in 450mm.

The signs will be non-illuminated.

PLANNING HISTORY

The site has the following relevant planning history: -

- None

CONSULTATIONS

Head of Engineering and Transport, Highway Section- No Objection.

REPRESENTATIONS

A site notice was also displayed on the 12.6.2026

In response, to date no representations have been received.

REPORT

Issues / Local Planning Policies

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

Assessment

Visual Amenity

As the signs will be low level signs and as there are no other advertisement signs on the roundabout, even though they are to be sited in a highly visible prominent location, it is considered that due to the size, design and siting of the signs that they will not result in visual clutter to the detriment of the character of the area and would harmonise with their setting so would therefore be acceptable in terms of visual amenity.

Public Safety

The signs are relatively small in size and are not illuminated, as such the Head of Engineering and Transport Highways raises no objection subject to the advertisement only including a telephone number or an e-mail address – not both at the same time in addition to the standard advertisement conditions being imposed on the consent.

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 advertisements would have no unacceptable impact on visual amenity and would not cause demonstrable harm to public safety.

RECOMMENDATION

Approved

Subject to the following conditions/reasons, which have been imposed for the reasons stated:-

List of Approved Plans

- 1 The development shall be carried out in accordance with the following approved plans and documents

Location plan - drawing no. A1.01
Sign specification

Reason:
In the interests of clarity.

Regulatory Conditions

- 2 All signage hereby permitted shall be erected and maintained in accordance with the document titled "Neath Port Talbot Roundabout Signs".
The signage shall not include:

- a) any moving, rotating or animated parts;
- b) mirrors or reflective surfaces; or
- c) directional signage, including arrows, indicating directions to any destination.

The signage shall be installed and retained thereafter in accordance with the above requirements.

Reason:
In the interests of visual amenity and Highway Safety to ensure compliance with Policy BE1 and Policy TR2 of the Neath Port Talbot Local Development Plan.

- 3 The advertisements hereby permitted shall display only either a single email address or a single telephone number at any one time.

Reason:
In the interests of visual amenity and Highway Safety to ensure compliance with Policy BE1 and Policy TR2 of the Neath Port Talbot Local Development Plan.

Case Officer	Andrea Davies
Telephone No.	01639 686748
Date of Recommendation	13th July 2026