

OFFICER REPORT

Application Number: P2026/0313

Site Address: Morrisons Daily 30-32 Station Road Port Talbot Neath Port Talbot SA13 1JS

Proposal: The installation of 1 illuminated surround sign and 1 illuminated logo panel.

Applicant: NCR

Agent: Ms Natalie Gaunt

Ward: Port Talbot

Application Type: Advertisement Consent

Valid Date: 28th May 2026

Statutory Expiry Date: 22nd July 2026

Ext. of Time / PPA date:

Publicity Expiry Date: 23rd June 2026

RECOMMENDATION - Approved

SITE AND CONTEXT

The application site comprises No. 30-32 Station Road, in Port Talbot town centre, located on the corner plot of Station Road and Courtland Place. The ground floor units have historically been occupied by Midland Bank, with expansive glazing / traditional shopfront comprising the front elevation. The surrounding streetscene is predominantly commercial at ground floor, with residential flats sited at first and second floor within most neighbouring buildings.

DESCRIPTION OF DEVELOPMENT

Advertisement consent is sought for the installation of one illuminated surround sign and one illuminated logo panel.

NEGOTIATIONS:

No negotiations have taken place.

PLANNING HISTORY

No relevant planning history.

CONSULTATIONS

The Head of Transport and Engineering (Highways): No objection.

REPRESENTATIONS

Neighbouring properties were consulted on 28th May 2026.

A site notice was also displayed on 2nd June 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 BE1 Design**
- **Policy TR2 Design and Access of New Development**

Assessment

Impact on Visual Amenity

The proposed illuminated surround sign and illuminated logo panel are both sited on the front elevation of the unit and as such, are prominent in the public domain. Notwithstanding this, they are appropriate in scale and appearance, corresponding with

the general aesthetic of the neighbouring units and the commercial nature of the town centre streetscene. As such, the proposal is considered to have an acceptable impact on visual amenity, corresponding with Policy BE1 of the Neath Port Talbot LDP.

Impact on Public Safety

The proposed signs are appropriate in scale and projection, with the Head of Transport and Engineering (Highways) offering no objection to their illumination level, requesting that the illuminance does not exceed that stated within Drawings NCRA0032 Sheet 1 and NCRA0034 Rev 1. This will be secured via suitably worded condition. As such, the proposal is considered to have an acceptable impact on public safety, corresponding with Policy TR2 of the Neath Port Talbot LDP.

CONCLUSION

Having regard to advice in TAN7 – Advertisement Control, and Policies BE1 and TR2 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 demonstratable 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:

NCRA0034 Rev 1 (6625 ADV GREEN ILLUMINATED LOGO PANEL WITH SECTION).

NCRA0032 (6625 ADV PTU SMALL ILLUMINATED SURROUND SIGN).

E030962 Rev 1 (PROPOSED AUTOMATED TELLER MACHINE (ATM) INSTALLATION FOR CASHZONE).

Location Plan.

Reason:

In the interests of clarity.

Regulatory Conditions

- 2 The advertisements hereby approved shall not be illuminated over 300 cd/m², and retained as such thereafter.

Reason:

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

Case Officer	Lewis Byng
Telephone No.	01639 686746
Date of Recommendation	15th July 2026