

LED Display - Brightness and control measures

Date of letter: 6 August 2026

Site: Castle Leisure Club, Briton Ferry Road, Neath, SA11 1AS

Proposal: Replacement of the existing static neon illuminated signage,
with a static LED illuminated panel

Applicant: Castle Leisure Ltd

Introduction

1. This letter has been prepared by MA Planning Consultancy on behalf of Castle Leisure Ltd in support of the application for advertisement consent at Castle Leisure Club, Briton Ferry Road, Neath. The proposal would replace the existing static neon-illuminated signage with a static internally illuminated LED fascia panel.
2. The display would measure approximately 20.5 metres wide by 1.9 metres high and would be positioned around 4 metres above ground level. It would be black when not in use and would not flash or use intermittent illumination.

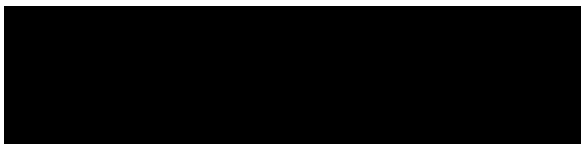
Brightness and control measures

3. The application form identifies a maximum equipment capability of 8,000 cd/m². This figure represents the technical capability of the LED unit and is not intended to be its constant operational output.
4. A light-sensor module would automatically adjust the display in response to ambient conditions. Indicative settings are around 40-50% of output during daylight hours and around 10% at night; however, these percentages can remain subject to an absolute maximum luminance cap agreed with the Council.
5. At commissioning, the display can be programmed so that its daytime and night-time luminance does not exceed levels agreed with the Council and its Highway Authority. The final settings can be measured and recorded on completion, retained for the lifetime of the display and secured by condition.

Conclusion

6. The automatic dimming system and static display would limit the potential for glare, visual distraction or adverse effects on highway safety and neighbouring amenity. The controls provide a practical and enforceable means of ensuring that the advertisement operates within agreed luminance levels.
7. If the figure currently identified in the application is considered too high, the applicant respectfully invites the Highway Authority to confirm the preferred maximum daytime and night-time limits so that these can be applied when the display is commissioned.

Yours faithfully,

A large black rectangular box redacting the signature of the Managing Director.A black rectangular box redacting the name of the Managing Director.

Managing Director

BSc (Hons) MSc MRTPI Chartered Planning Consultant