



Cyngor Bwrdeistref Sirol Merthyr Tudful

Cynllunio Trefol (Rheoli Datblygu)

Uned 5

Parc Busnes Triongl

Pentrebach

Merthyr Tudful

CF48 4TQ

Rhif Ffon: 01685 726213

www.merthyr.gov.uk

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) Regulations 1992

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Details

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Unit 5B

Address Line 1

Cyfartha Retail Park

Address Line 2

Swansea Road

Town/city

Merthyr Tydfil

Postcode

CF48 1HY

Description of site location (must be completed if postcode is not known)

Easting (x)

303966

Northing (y)

206618

Description

Applicant Details

Name/Company

Title

Mr

First name

Rob

Surname

Crallan

Company Name

Skechers UK

Address

Address line 1

Centrium CT3

Address line 2

Griffiths Way

Address line 3

Town/City

St Albans

Country

England

Postcode

AL1 2RD

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr

First name

Neil

Surname

Braithwaite

Company Name

Neil Braithwaite Architect Ltd

Address

Address line 1

71 Springcroft

Address line 2

Parkgate

Address line 3

Town/City

NESTON

Country

Postcode

CH64 6SF

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Illuminated 'SKECHERS' signs to external facade of building

Advertisement Type:

Fascia Sign

Height:

0.84 metres

Width:

7.98 metres

Depth:

0.075 metres

What is the height from the ground to the base of the advertisement?:

4.44 metres

What is the maximum projection of the advertisement from the face of the building?:

0.125 metres

What is the maximum height of any of the individual letters and symbols?:

0.695 centimetres

What materials will the advertisement be made of?:

Aluminium Acrylic

The colour of text and background:

Text 'SKECHERS' = white Background = Black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

350 cd/m²

Will the illumination be static or intermittent?:

Static

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes
☒ No
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☒ Yes
☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

30/10/2025

To Date

24/10/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has pre-application advice been sought from the local planning authority about this application?

- ☐ Yes
☒ No

Authority Employee/Member

With respect to the Authority, is the applicant or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

Do any of these statements apply to you?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ Yes

☐ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Neil Braithwaite

Date

16/07/2025