



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.

1. Site Details

Number	
Suffix	
Property name	Unit 7
Address line 1	Cyfarthfa 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)	304005
Northing (y)	206598

Description

2. Applicant Details

Title	Miss
First name	Anna
Surname	Lawson
Company name	
Address line 1	Unit 7, Cyfarthfa Retail Park
Address line 2	Swansea Road
Address line 3	
Town/city	Merthyr Tydfil
Country	

2. Applicant Details

Postcode	CF48 1HY
Primary number	
Secondary number	
Email address	

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

3. Agent Details

Title	Miss
First name	Anna
Surname	Lawson
Company name	Sovereign Signs
Address line 1	300
Address line 2	Hawthorn Avenue
Address line 3	
Town/city	Kingston Upon Hull
Country	United Kingdom
Postcode	HU3 5LL
Primary number	01482380541
Secondary number	
Email	annal@sovsigns.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2No Econoflex signs - Internally illuminated
3No Econoflex signs - Non illuminated
1No Flat ACM panel - Non illuminated
1No Fabricated aluminium panel - Non illuminated
9No Digitally printed vinyls
2No Contra vision vinyls
4No Frosted vinyl letter sets

Please select the sign types you wish to propose

- ☒ Fascia sign
- ☐ Hanging sign
- ☐ Hoarding sign
- ☒ Other sign

Fascia Sign

Fascia sign: 1	
What is the height from the ground to the base of the advertisement?	4.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 4 x Width: 11.6 x Depth: 0.196 metre(s)
What materials will the sign be made of? Aluminium, flex face skin	
What is the maximum height of any of the individual letters and symbols?	92 cm
The colour of text and background purple background, white text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	240 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign: 2	
What is the height from the ground to the base of the advertisement?	4.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 3 x Width: 6 x Depth: 0.196 metre(s)
What materials will the sign be made of? Aluminium, flex face skin	
What is the maximum height of any of the individual letters and symbols?	44 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	240 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign: 3	
What is the height from the ground to the base of the advertisement?	4.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 2.5 x Width: 10 x Depth: 0.196 metre(s)
What materials will the sign be made of? Aluminium, flex face skin	
What is the maximum height of any of the individual letters and symbols?	71 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No

4. Type of Proposed Advertisement(s)

Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign: 4	
What is the height from the ground to the base of the advertisement?	5.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 2 x Width: 7 x Depth: 0.196 metre(s)
What materials will the sign be made of? Aluminium, flex face skin	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background Purple & Yellow background, purple text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign: 5	
What is the height from the ground to the base of the advertisement?	5.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 2 x Width: 7 x Depth: 0.196 metre(s)
What materials will the sign be made of? Aluminium, flex face skin	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background Yellow & Green background, Purple text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign: 6	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 0.515 x Width: 0.8 x Depth: 0 metre(s)
What materials will the sign be made of? ACM	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign: 7	
What is the height from the ground to the base of the advertisement?	2.6 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.525 x Width: 11.36 x Depth: 0.05 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other Sign

Other sign: 1	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.585 x Width: 1.18 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	9 cm
The colour of text and background purple background white text	
Will the sign be illuminated?	No

4. Type of Proposed Advertisement(s)

Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.585 x Width: 1.18 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	9 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 3	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.585 x Width: 1.18 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	9 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 4	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.585 x Width: 1.18 x Depth: 0 metre(s)

4. Type of Proposed Advertisement(s)

What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	9 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 5	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.1 x Width: 0.1 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 6	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.1 x Width: 0.1 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

4. Type of Proposed Advertisement(s)

Other sign: 7	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.1 x Width: 0.1 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 8	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.1 x Width: 0.1 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 9	
What is the height from the ground to the base of the advertisement?	0.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.21 x Width: 0.148 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background white background, red & black text	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 10	
What is the height from the ground to the base of the advertisement?	0.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.297 x Width: 0.21 x Depth: 0 metre(s)
What materials will the sign be made of? Contra vision vinyl	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background Purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 11	
What is the height from the ground to the base of the advertisement?	0.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.431 x Width: 1.012 x Depth: 0 metre(s)
What materials will the sign be made of? Contra vision vinyl	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background purple background, white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 12	
What is the height from the ground to the base of the advertisement?	1.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 0.285 x Width: 0.96 x Depth: 0 metre(s)
What materials will the sign be made of? Frosted Vinyl	
What is the maximum height of any of the individual letters and symbols?	28 cm
The colour of text and background Grey	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 13	
What is the height from the ground to the base of the advertisement?	1.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.285 x Width: 0.96 x Depth: 0 metre(s)
What materials will the sign be made of? Frosted vinyl	
What is the maximum height of any of the individual letters and symbols?	28 cm
The colour of text and background Grey	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 14	
What is the height from the ground to the base of the advertisement?	1.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.285 x Width: 0.7 x Depth: 0 metre(s)
What materials will the sign be made of? Frosted vinyl	
What is the maximum height of any of the individual letters and symbols?	28 cm
The colour of text and background Grey	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2

4. Type of Proposed Advertisement(s)

Will the illumination be static or intermittent?	
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Other sign: 15	
What is the height from the ground to the base of the advertisement?	1.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.285 x Width: 0.7 x Depth: 0 metre(s)
What materials will the sign be made of? Frosted vinyl	
What is the maximum height of any of the individual letters and symbols?	28 cm
The colour of text and background Grey	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

If you have selected Other, please describe

9No Digitally printed vinyls
2No Contra vision vinyls
4No Frosted vinyl letter sets

5. 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

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Please see drawing 'Merthyr Tydfil 2321 (Josephine) REV 4'

Will the proposed advertisement(s) project over a footpath or other public highway? ☐ Yes ☒ No

6. Advertisement(s) Period

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

From	17/06/2021
To	17/06/2031

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

8. 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

9. Pre-application Advice

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

☐ Yes ☒ No

10. 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

11. Interest In the Land

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

☒ Yes ☐ No

12. Declaration

I/we hereby apply for planning permission as described in this form and the accompanying plans/drawings and additional information. I confirm that, to the best of my knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the persons giving them. ☒

Date (cannot be pre-application)

17/06/2021