

DELEGATED REPORT

Application No:	P/25/0244
Site Address:	Lidl Supermarket Pengarnddu Industrial Estate Dowlais Merthyr Tydfil CF48 2TA
Development:	Erect 10m high illuminated sign
Case Officer:	Marlene Ferreira
Site Visit:	18th September 2025
Application Expiry Date:	21st October 2025
Consultation reply date expired:	8th October 2025

APPLICATION SITE

The application site relates to the Lidl Supermarket located in Pengarnddu Industrial Estate, in the area of Dowlais. The store is accessed off the adopted highway to the east and is served by an extensive parking area, which wraps around the northern and eastern side of the supermarket building.

The site is bound by an area of landscaping to the west and north, undeveloped land to the east, and undeveloped land to the south, with the A465 beyond.

PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect a triangular totem sign within the grounds of the supermarket.

The sign, which would be internally illuminated, would be located within the small, landscaped area to the southern side of the building. It would feature the typical corporate blue, red and yellow Lidl logo mounted on a steel pole and would measure 3.98m wide, 0.27m deep and 10m in height.

PLANNING HISTORY

The following planning history is relevant to this site:

P/15/0281 – Two illuminated fascia signs and two totem signs – Approved: 6th October 2015

P/15/0014 - Demolition of the existing Lidl store and erection of a new Lidl store with associated access, parking and service areas – Approved: 2nd April 2015

P/10/0354 - Erection of freestanding advertisement hoarding – Approved: 13th January 2011

P/07/0656 - Erection of front extension, enclosure of loading bay and other external Alterations – Approved: 28th January 2008

P/07/0550 - Erection of wall mounted sign to building and erection of 2 no. freestanding advertisement hoardings – Approved: 19th December 2007

P/06/0521 - Erection of freestanding flagpole sign – Approved: 22nd November 2006

P/00/0019 - Erection of post-mounted logo sign – Approved: 7th March 2000.

CONSULTATION

Head of Engineering and Highways	No objection.
Environmental Health	No objection, subject to conditions.
Welsh Assembly Highways	No objection, subject to condition.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to nearby occupiers, and two site notices were displayed near the site. No letters of representation were received following this publicity exercise.

POLICY CONTEXT

National Development Framework

Future Wales: the National Plan 2040 (February 2021) sets out a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

National Planning Policies

Planning Policy Wales (Edition 12, February 2024)

Technical Advice Note 7 – Outdoor Advertisement Control (1996), with particular regard to:

Section 6 - which notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning application. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Section 10 – which notes that in assessing an advertisement's impact on public safety, local planning authorities should have regard to its effect upon the safe use and operation of any form of traffic or transport, including the likely behaviour of vehicle drivers who will see the advert and possible confusion with any traffic sign or other signals.

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 with regards to this nature of development. As such, the application will be assessed having regard to the advice contained in TAN 7, as discussed above.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisement is acceptable in respect of its impact upon the appearance of the premises, the character of the area, and its impact on public safety and amenity.

The proposed sign would be installed to the southern side of the supermarket building. The signage was initially proposed to have a height of 13m and there were concerns with its visual impact at this height. As such, in order to address such concerns, amendments were requested to reduce its height to a maximum of 10m. Whilst it is acknowledged that in this location, forward of the supermarket building, the proposed sign, at a height of 10m and being internally illuminated, would still appear clearly prominent and openly visible from the A465, this is the intended purpose of the advertisement. A sign of this scale in this location would allow visitors to clearly identify that a Lidl supermarket exists in the vicinity. Indeed, it would be of a similar scale to the former existing Lidl sign which historically existed on the site, in association with the former Lidl Supermarket, which was subsequently demolished to make way for this newer supermarket building. The reduction to the height of the sign however, from 13m to 10m, would prevent the signage 'towering' over the building and landscaping beyond and result in it being viewed in context and against the backdrop of the built development and existing vegetation. Thus, at the reduced height, and combined with its appropriate material finishes and typical corporate Lidl logo, the proposed signage would relate well to its existing setting and appear much more proportionate and in context with the surrounding immediate area.

The proposed advertisement would therefore be considered acceptable and would not be deemed to cause any significant adverse impact upon the character and appearance of the supermarket building or the wider area.

With regards to the impact of the sign upon public safety, it should be noted that the proposed advert would not have any significant adverse impact in this respect. Furthermore, it is not considered that it would impinge upon highway safety or result in a

distraction to highway users. Thus, no objection has been raised by the Head of Engineering and Highways, or by Welsh Government (Highways Section). It is recognised however, that Welsh Government (Highways Section) raised concerns in respect of the proposed lighting of the sign, and explained that in order to ensure that the illumination levels do not cause glare or is intrusive to the public travelling along the A465, the illumination of the sign would need to conform to the 'Guidance Note for the Reduction of Obtrusive Light from the Institution of Lighting Professionals'. The concerns raised by Welsh Government (Highways Section) were discussed with the agent, and confirmation was submitted, as annotated within the plan, that the proposed illumination of the signage would indeed conform to this guidance. As such, no further concerns have been raised in this respect.

Having taken account of the siting of the sign, located away from residential properties, it is not considered that this form of advertisement, in this location, would have any adverse impact upon public amenity. In this regard, it should be noted that Environmental Health have not raised any objection to the proposal.

CONCLUSION

For the reasons set out above, the proposed advert is considered acceptable and accord with the relevant policies.

Finally, the duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application. In reaching the following recommendation, the ways of working set out at section 5 of the WBFG Act have been considered and thus the proposal is in accordance with the sustainable development principle through its contribution towards one or more of the Welsh Ministers well-being objectives set out as required by section 8 of the WBFG Act.

Accordingly, the following recommendation is made:

RECOMMENDATION: **BE APPROVED** subject to the following **CONDITIONS:**

None

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 05.05.2026