

DELEGATED REPORT

Application No:	P/25/0198
Site Address:	Unit 5B Cyfarthfa Retail Park Swansea Road Merthyr Tydfil CF48 1HY
Development:	Illuminated Skechers sign to the front of the building
Case Officer:	Marlene Ferreira
Site Visit:	30th July 2025
Application Expiry Date:	10th September 2025
Consultation reply date expired:	11th August 2025

APPLICATION SITE

The application site relates to unit 5B, an existing retail unit formerly forming part of the Wilkinsons store (made up of 5A and 5B) located in Cyfarthfa Retail Park. The site is bound by a service yard/access road to the rear (north), a large, shared car park to the front (south) and other existing retail units to the west (Argos) and to the east (Boots).

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the erection of a fascia sign to the front of the unit.

The internally illuminated sign, which would read 'Skechers', with a white face and stainless steel returns on black backer, would measure 7.98m wide, 0.84m in height and 0.075m deep. It would be centrally located to the front of the unit, mounted on the glass facade, immediately above the glazed shop entrance.

PLANNING HISTORY

The council's records indicate the following relevant planning history for this site:

P/24/0246 - Erect 2 signs to the front elevation – Approved: 21st November 2024

P/24/0174 Variation of conditions 2, 3, 4, 5 of planning permission P/23/0223 to reduce the size of the mezzanine within Unit 5b – Approved: 4th November 2024

P/23/0223 - Proposed subdivision of Unit 5 into two units and associated external alterations – Approved: 12th March 2024

CONSULTATION

The following consultations were undertaken:

Head of Engineering and Highways No objection.

Environmental Health No objection.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining units and a site notice was displayed within the vicinity of 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 advertisements are acceptable in respect of their impact upon amenity and public safety.

The proposed 'Skechers' sign is considered to be acceptable in terms of its impact upon amenity. Due to the location of the application site within a retail park setting, away from residential properties, the signage would not have any impact upon residential amenity. In this regard, it is noted that no concerns have been received following the publicity and consultation exercises. The signage is also acceptable in terms of its impact upon visual amenities. As previously mentioned, the signage is located within a well-established retail park where other multiple illuminated signs of a similar scale, design and siting, already exist. Thus, the advert, as proposed, would be considered to be acceptable and would therefore not appear out of context or harmful to the character and appearance of the unit or the wider retail park itself.

With regards to 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 they 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.

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: 27.08.2025