



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 E

Address Line 1

Pengarnddu Industrial Estate

Address Line 2

Dowlais

Town/city

Merthyr Tydfil

Postcode

CF48 2YF

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

Easting (x)

307528

Northing (y)

208442

Description

Applicant Details

Name/Company

Title

Asda

First name

Stores

Surname

Ltd.

Company Name

Asda Stores Ltd

Address

Address line 1

ASDA House

Address line 2

South Bank

Address line 3

Great Wilson Street

Town/City

Leeds

Country

United Kingdom

Postcode

LS11 5AD

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mrs

First name

Catherine

Surname

Brown

Company Name

Whittam Cox Architects

Address

Address line 1

Whittam Cox Architects

Address line 2

Carrwood Court

Address line 3

Carrwood Road

Town/City

CHESTERFIELD

Country

United Kingdom

Postcode

S41 9QB

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Refurbish freestanding totem sign with replacement internally illuminated sign and repaint posts (Sign 1), one new non-illuminated directional sign on twin posts (Sign 2), one replacement non-illuminated directional sign on an existing single post (Sign 3), one new non-illuminated directional sign on twin posts (Sign 4), two new non-illuminated courier collection signs (Sign 5) and four new non-illuminated grocery collection signs (Sign 6).

Advertisement Type:

Other sign

Height:

4.436 metres

Width:

2.66 metres

Depth:

0.2 metres

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

0.8 metres

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

0 metres

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

50 centimetres

What materials will the advertisement be made of?:

Strip existing totem down to just bare steel posts, main contractor to paint RAL 210 20 15(m). Fabricated aluminium internal boxes. Fabricated aluminium cladding panels powder coated RAL 210 20 15(m). Fret cut 'ASDA' backed up in 6T61 acrylic. Foamex carrier panel. LED internal illumination 5000K (ASDA text only). Fabricated aluminium trim powder coated RAL 210 20 15(m). 2no. clear polycarb panels c/w direct digitally printed display to reverse.

The colour of text and background:

Background - Dark Green. Text - Light Green and White.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other sign

Height:

1.1 metres

Width:

1.39 metres

Depth:

0.05 metres

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

0.9 metres

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

0 metres

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

15 centimetres

What materials will the advertisement be made of?:

2no. stainless steel posts. Fabricated aluminium panel c/w 50mm returns powder coated ASDA Deep Green RAL 210 20 15(m). Fabricated aluminium backtray c/w 46mm top & bottom returns / 15mm side returns powder coated ASDA Deep Green RAL 210 20 15(m). Applied digitally printed display c/w matt laminate. Ground to be core drilled min 600mm, sleeved & post crete.

The colour of text and background:

Background - Dark Green. Text - Light Green and White.

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

0.9 metres

Width:

0.5 metres

Depth:

0.03 metres

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

2.1 metres

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

0 metres

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

20 centimetres

What materials will the advertisement be made of?:

3mm at aluminium panel powder coated ASDA Deep Green RAL 210 20 15 (m). Digitally printed graphic to 5yr white c/w 5yr matt laminate. Panel fixed via SignFix channel to rear, c/w 76mm post clip. Fitted to existing post.

The colour of text and background:

Background - Dark Green. Text - Light Green and White.

Will the advertisement be illuminated?:**Advertisement Type:**

Other sign

Height:

1.1 metres

Width:

1.39 metres

Depth:

0.05 metres

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

0.9 metres

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

0 metres

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

20 centimetres

What materials will the advertisement be made of?:

2no. stainless steel posts. Fabricated aluminium panel c/w 50mm returns powder coated ASDA Deep Green RAL 210 20 15(m). Fabricated aluminium backtray c/w 46mm top & bottom returns / 15mm side returns powder coated ASDA Deep Green RAL 210 20 15(m). Applied digitally printed display c/w matt laminate. Ground to be core drilled min 600mm, sleeved & post crete.

The colour of text and background:

Background - Dark Green. Text - Light Green and White

Will the advertisement be illuminated?:**Advertisement Type:**

Other sign

Height:

1.1 metres

Width:

1.39 metres

Depth:

0.05 metres

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

0.9 metres

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

0 metres

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

40 centimetres

What materials will the advertisement be made of?:

2no. stainless steel posts. Fabricated aluminium panel c/w 50mm returns powder coated ASDA Green RAL 120 70 75 (m). Fabricated aluminium backtray c/w 46mm top & bottom returns / 15mm side returns powder coated ASDA Green RAL 120 70 75 (m). Applied digitally printed display c/w matt laminate. Ground to be core drilled min 600mm, sleeved & post crete.

The colour of text and background:

Background - Dark Green and Light Green. Text - Light Green, Dark Green and White.

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

1.1 metres

Width:

1.39 metres

Depth:

0.05 metres

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

0.9 metres

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

0 metres

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

20 centimetres

What materials will the advertisement be made of?:

2no. stainless steel posts. Fabricated aluminium panel c/w 50mm returns powder coated ASDA Deep Green RAL 210 20 15 (m). Fabricated aluminium backtray c/w 46mm top & bottom returns / 15mm side returns powder coated ASDA Deep Green RAL 210 20 15 (m). Applied digitally printed display c/w matt laminate. Ground to be core drilled min 600mm, sleeved & post crete.

The colour of text and background:

Background - Dark Green and Light Green. Text - Light Green and Dark Green.

Will the advertisement be illuminated?:

If you have selected Other, please describe

Other 01 - Concession Only 2650 totem reclud.

Other 02 - Directional NEW twin post signage.

Other 03 - REFURB Post mounted Directional signage.

Other 04 - Directional NEW twin post signage.

Other 05 - Courier Collection NEW twin post signage.

Other 06 - Grocery Collection NEW twin post signage.

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

4164_MerthyrTydfil_SignageApplication_PL_003_SignageBrochure_32742v01 issue2

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

23/03/2026

To Date

23/03/2031

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

If Other has been selected, please provide contact details:

Title

***** REDACTED *****

First name

***** REDACTED *****

Surname

***** REDACTED *****

Phone Number

***** REDACTED *****

Email

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

Catherine Brown

Date

01/10/2026

Amendments Summary

The description of Sign 1 has been revised to clarify that the existing freestanding totem is being refurbished, with replacement internally illuminated signage and the existing posts repainted. The site location plan has also been amended to show the corrected position of Sign 1 in accordance with the aerial photograph provided by the Planning Officer - submitted via email.