

DELEGATED REPORT

Application No:	P/26/0109
Site Address:	13 Wheatsheaf Lane Merthyr Tydfil CF47 8AY
Development:	Installation 3 no. signs
Case Officer:	Rebecca Owens
Site Visit:	22nd May 2026
Application Expiry Date:	15th July 2026
Consultation reply date expired:	11th June 2026

APPLICATION SITE

The application relates to a small single storey unit located within the town centre and thus in the settlement boundary. The site is in a mixed use area where there are retail commercial and residential uses present. Is also located within the Town Centre Conservation Area.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the erection of three signs on the front elevation of the building.

A fascia sign is proposed above the entrance which would have fret cut lettering and which would be internally illuminated. This sign would be positioned with its base at a height of 2.1m above ground level and would be 2.26m in length by 0.35m in height with a depth 0.05m off the face of the building.

Either side of the entrance two flat logo signs are proposed with their base at a height of 0.935m above ground level. These would be 0.5m in length by 0.87m in height.

PLANNING HISTORY

The recent planning history is summarised below:

P/25/0302 Change of use to ice cream shop and external alternations including replacement shopfront and shutter and new side window
Granted planning permission subject to conditions on 22 December 2025

CONSULTATION

The following bodies were consulted and their responses are presented below:

Engineering and Highways No objection

Environmental Health No objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, two site notices were displayed within the vicinity of the site.

No letters of objection 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 11, February 2021)

Technical Advice Note 7 – Outdoor Advertisement Control (1996).

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 pertaining to this type of application.

PLANNING CONSIDERATIONS

Part 1 4. (1)) of the Town and Country Planning (Control of Advertisements) Regulations 1992 requires that in considering applications for the display of advertisements, local planning authorities shall exercise their powers only in the interests of amenity and public safety.

In terms of the impact of the new signage on visual amenity, it is noted that the application site is located within the town centre where a variety of different signage is present. The signage proposed is considered to be of an acceptable scale, design and appearance that would not appear out of place or harm the character and appearance of the building itself or indeed the wider streetscene. As such it would not impinge of the character of the conservation area or Urban Character Area 1. The signage is also considered to be acceptable in terms of its impact on residential amenities. Due to the location and size of the signs, it is not considered that they would have any unacceptable impact in this respect.

Regard has also been had for the impact of the signs on public safety. However it is not considered that they would resulting in any significant adverse impact in this respect.

Furthermore, it is not considered that they would impinge upon highway safety or result in a distraction to highway users.

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:**

CONDITIONS/REASONS:

None.

RECOMMENDATION ENDORSED:

G. Davies

PP. Director of Neighbourhood Services

DATE: 19th June 2026