

DELEGATED REPORT

Application No:	P/26/0037
Site Address:	Unit E Dowlais Top Retail Park Merthyr Tydfil CF48 2TA
Development:	Illuminated sign to front of building
Case Officer:	Gareth Davies
Site Visit:	4th March 2026
Application Expiry Date:	24th April 2026
Consultation reply date expired:	20th March 2026

APPLICATION SITE

The application relates to the former Carpetright outlet located at the Dowlais Top Retail Park and is the middle one of the three units at this location. The site shares the retail park with Dunhelm, and B and M Bargains and car parking is also shared between these three units. Specifically, the application property is unit E a single storey purpose-built retail warehouse unit with a floorspace of approximately 930 sq. m. the property was previously occupied by Carpetright and has been vacant since that company went into administration in 2024.

The property is accessed via an access road from the Heads of the Valleys Road to the south of the site, and forms part of a wider retail offer in this area which also includes Asda to the south and a Lidl outlet to the south east.

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the erection of a high-level signage to the front of the building.

The sign which would be located on the front gable elevation of the property above the proposed entrance. The sign would have dimensions of 8.8m x 2m and would be internally illuminated on an LED carrier panel. The sign would read “the food WAREHOUSE” in white text on a red background.

PLANNING HISTORY

P/26/0006 – Lawful Development Certificate for the installation of roof mounted solar panels – Granted 04.02.2026.

P26/0002 – Canopy and Roller Shutter Door – Approved 10.02.2026.

P/26/0001 – New Shopfront – Approved 10.02.2026.

P/25/0343 – Installation of Plant, Plant Cage and Bin Store – Approved 10.02.2026.

P/25/0342 – Signage – Approved 10.02.2026.

P/25/0256 – Variation of condition 1 of planning permission P/95/0607 to enable the unit to be used for the sale of convenience goods, carpets and consumer durable goods , together with no more than 175 sqm. gross floorspace of unrestricted ancillary comparison goods (Removal/Variation of Condition) – Granted 18th December 2025

P/96/0261 – Shop signs and poster panels – Approved with Conditions 16th August 1996.

P/95/0607 – Single storey retail unit – Approved with Conditions 1st March 1996.

CONSULTATION

Head of Engineering and Highways – No objections

Welsh Government Highways - No objections

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, site notices were placed in and around the site on 4th March 2026.

No objections or representations were received as a result of this publicity exercise.

POLICY CONTEXT

National Development Framework

Future Wales: The National Plan 2040 (February 2021) sets out the 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)

Technical Advice Note 7 Outdoor Advertisement Control (1996)

Section 6 – indicates that the display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Section 10 – notes that in assessing and advertisements impact on public safety, local planning authorities should have regard to its effect on 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 other traffic signs or signals.

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 – 2031 that relate directly to the issue of advertisement control. Consequently, this application needs to be assessed against the advice and requirements outlined in Technical Advice Note 7 as outlined above.

PLANNING CONSIDERATIONS

The key considerations in the assessment of this application are whether the proposed advertisement is acceptable in terms of its impact on amenity and public safety.

The proposed sign is considered acceptable in terms of its impact on amenity. Though the sign is substantial in terms of its size and would be internally illuminated this would not appear out of place given the location and size of the host building. In every respect the signage type proposed is similar to other installations nearby, particularly those at the adjacent Dunelm facility and the nearby Asda store. Importantly the sign would not have any impact on the amenity of any nearby dwelling the nearest being 230m northwest of the building with other properties and advertisements considerably closer.

With regard to the impact of the sign on public safety, and particularly highway safety, there would be no adverse impacts. The sign would be read as part of a wider group of store-based advertising/identifiers and does not conflict with the immediate highway system or the wider road network including the nearby 465(T) Heads of the Valleys Road. This is reflected in the fact that neither the Council's Highway Department nor the Welsh Government Highways division have objected to the proposed signage.

CONCLUSIONS

For the above reasons, the proposed advertisement is considered acceptable and accords with planning policy in terms of the requirement to satisfy amenity and public safety considerations. As such, a positive recommendation is made below offering support for the application for advertisement consent.

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.

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

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 20.04.2026