



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

Address Line 1

Address Line 2

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Shaun

Surname

Jones

Company Name

Emerge Advertising

Address

Address line 1

130 Felinfoel Road

Address line 2

Address line 3

Town/City

Llanelli

Country

Carmarthenshire

Postcode

SA153JT

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The replacement of the current Static 48 Sheet billboard (18Sqm) with a 48 Sheet P8 LED Billboard replacing the existing static 48 sheet with a modern low consumption LED Billboard. The main aim of the development is for the aim of supplying affordable advertising to Swansea SME's inline with our current LED billboards in place in Swansea. No Advertisement will run shorter than 5 seconds but will play static 10-second adverts on rotation. The billboard will also be fitted with two brightness sensors to automatically adjust based on the amount of UV present which will result in the automatic dimming of the screen at night and also at any time the UV levels present reduce to certain levels, in doing this it will allow the screens advertisements to constantly be viewed in a pleasant manner.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Hoarding sign

Height:

3 metres

Width:

6 metres

Depth:

0.18 metres

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

1.6 metres

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

0.1 metres

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

300 centimetres

What materials will the advertisement be made of?:

Aluminum & Lightweight LED Panels

The colour of text and background:

Multicoloured

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

3500 cd/m²

Will the illumination be static or intermittent?:

Static

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)

See image - IMG-20240508-WA0016.jpeg

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

17/06/2024

To Date

18/06/2029

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

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

Declaration

To submit your building control application you must agree to the below 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.

Consent to display an advertisement: Consent to display an advertisement I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to Merthyr Tydfil County Borough Council
- 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

Shaun Jones

Date

08/04/2025