

DELEGATED REPORT

Application No:	P/25/0136
Site Address:	St Tydfil Shopping Centre Victoria Street Merthyr Tydfil CF47 8ED
Development:	Mural on side wall (non illuminated)
Case Officer:	Kate Glover
Site Visit:	21st May 2025
Application Expiry Date:	9th July 2025
Consultation reply date expired:	11th June 2025

APPLICATION SITE

The application site is in the town centre of Merthyr Tydfil and the advertisement would be painted on an external wall of a unit occupied by Poundland which is located within the St. Tydfil Shopping Centre. The wall can be seen from Avenue De Clichy, Castle Street and an area of public open space (Glebeland).

PROPOSED DEVELOPMENT

Advertisement consent is sought for the temporary display of one non-illuminated advertisement. The sign would be a painted mural and provided as part of the celebrations regarding the 200 year bicentenary of Cyfarthfa Castle, and the application form identifies the sign would be in situ from the 30 June 2025 to 31 March 2026. The advertisement would be painted on to the wall which is cement render and would measure 3000mm high by 8000mm wide and between 300mm and 1500mm above ground level (the difference in height is due to the slope of the ground below the proposed advertisement).

Once the celebrations have finished the mural will be painted over with a colour which matches the colour of the wall.

PLANNING HISTORY

P/21/0282	Demolition of bus station and removal of bus apron and hard standing areas Approval not Required 17 Aug 2021
P/19/0194	Alterations to Shopping Centre to include; removal of ramps to southern access, relocation of existing fire escape stairs to south elevation, introducing

new canopy to southern entrance, provision of lift in Market Square, new retail unit and other associated works
Approved 02 Oct 2019

- P/17/0005 Proposed alterations to St Tydfil's Shopping Centre, including removal of central escalators and access ramps to the south, the relocation of existing fire escape stairs from the southern access (adjoining ramp) to the south elevation, and the introduction of new covered escalator and lift from Market Square to the first floor level and associated ancillary works
Approved 16 Mar 2017
- P/14/0103 6 fascia signs and 1 hanging sign Advertisement
Approval 03 Jun 2014
- P/14/0019 Insert light weight steel framed glazing to the north east elevation
Approved 27 Feb 2014
- P/09/0281 Extension to existing vacant A1 retail unit and associated external works
Approved 18 Mar 2010
- P/07/0227 Erection of new signage
Approved 18 Jun 2007
- P/06/0218 Mixed use development comprising retail units with cinema above
Granted at appeal (non determination) 10 Apr 2007
- P/04/0105 Provision of 4 No. retail units within single recently vacated unit.
Approved 16 Apr 2004
- P/03/0289 Creation of four individual shop units(by sub division) installation of shopfronts and extension.
Refused 03 Dec 2003
- P/97/0479 Variation of condition of consent No.52940305 to allow further time for submission of Reserved Matters in connection with retail development
Outline Approval 12 Feb 1998
- P/96/0433 Relaxation of conditions 6 and 8 of permission 52940305 relating to provision of service yard
Approved 03 Jul 1997

CONSULTATION

Head of Engineering and Highways - No Objection.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2012, a letter was sent to the property at the rear of the site and a site notice was displayed within the vicinity of the site.

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

There are no specific policies contained within the adopted Merthyr Tydfil Local Development Plan 2016 - 2031 (LDP) pertaining to this type of application. National Planning Policy in relation to advertisements is contained within Technical Advice Note 7 – Outdoor Advertisement Control (1996).

PLANNING CONSIDERATIONS

Applications for advertisement consent are considered against their impact on public safety and amenity.

Residential Amenity

The advertisement would not be detrimental to residential amenities as there are no residential dwellings within the vicinity of the site.

Visual amenity

It is considered that the advertisement is of a size, scale and design to be appropriate to its setting. Once the celebrations have ceased the wall will be painted in a colour to match the cement coloured wall.

Highway safety

The Head of Engineering and Highways considers the proposal acceptable as the advertisement would not result in any highway safety concerns.

Conclusion

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 GRANTED ADVERTISEMENT CONSENT

SPECIAL CONDITION:

None.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 12.06.2025