

Date: 9th March 2026

Our Ref: 26.123

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Dear Sir or Madam,

Town and County Planning Act 1990 (As Amended)
Advertisement consent for vinyl lettering and illuminated school logo
Pen Y Dre High School, Goitre Lane, Merthyr Tydfil, CF47 9BY

Asbri Planning is appointed as planning agent to Merthyr Tydfil County Borough Council in respect of the above planning application for advertisement consent for vinyl lettering and illuminated school logo at Pen y Dre High School, Merthyr Tydfil.

The planning application has been submitted via Planning Portal and the submission documents are listed below:

Document Name	Prepared by
Site Location Plan	
Planning Letter	Asbri Planning Ltd
Planning Application Forms	Asbri Planning Ltd
43388 - Morgan Sindall - Pen Y Dre Externals - Pack	Morgans Consult

The application fee of £667.00 will be paid by Merthyr Tydfil County Borough Council via internal transfer.

Site Context

The application site relates to Pen Y Dre High School, situated within the Gurnos Estate and is located to the east of Goitre Lane and south of the Gurnos Ring Road and the A465 beyond. The school building was recently refurbished to provide modern design and learning facilities. The advertisements proposed will be placed on the exterior of the southern elevations of the main school building.

In terms of the surrounding context, to the east of the school are open fields, beyond which are residential properties located along First Avenue, there are 2 storey properties; the nearest of which are located approximately 350m from the nearest school building. Goitre Lane, from which the site is accessed, borders the school fields to the south; Goitre Lane is once of the main thoroughfares through the Gurnos Estate. With regard to the wider context, the school is located approx. 2.2 miles north of Merthyr Tydfil town centre.

The site is situated within a predominantly residential context, meaning there aren't advertisement boards or shop fronts within the surrounding area. However, given the location and visibility of the school building, the proposed

advertisement will merely be seen by passing cars and pedestrians along Goitre Ln. The existing tree line along the western site boundary provides screening between the school building and the road adjacent.

A review of the Cadw mapping system has identified the following historic assets in the surrounding area:

- Cyfarthfa Castle, Registered Grade II* Historic Park & Garden (ref. PGW(Gm)1(MER)). Victorian park, converted from private to public park, and formal gardens. Main phases of construction between 1825-70s. Located approx. 733m southwest of the site and is separated by Prince Charles Hospital and a residential estate. The site is not visible from the historic asset.
- Merthyr Tramroad: Morlais Castle Section – Scheduled Ancient Monument (ref. GM594). The monument comprises the remains of a well-preserved section of the Merthyr Tramroad, running from the quarries below and to the west of Morlais Castle (Post Medieval/Modern era). Located approx. 692m north of the site and is separated by fields and trees. The site is not visible from the historic asset.

A review has been completed of Merthyr Tydfil's LDP Proposals Map which demonstrates that the site is undesignated and is therefore considered to be White Land located within the settlement boundary (Policy SW4).

Planning History

The following planning applications have been approved in adjacent the school:

Application reference	Proposal	Decision
P/26/0035	Discharge of condition 8 temporary lighting	Undecided
P/26/0031	Non-Material Amendment to planning permission P/24/0034 to include introduction of signalised junction, addition of substation, extension to swale, alteration of windows and doors and extension to bin store area.	Undecided
P/25/0303	Discharge of Condition 6 of P/24/0034 - grease tap	Condition Discharged 28 Nov 2025

Proposal

The proposal relates to the placement of vinyl lettering and illuminated school logo advertisement on the exterior of the southern elevations of the newly refurbished school building. As detailed on the accompanying proposed plans, vinyl lettering will be placed across the southern building beside the main entrance which will read the school's slogan:

- DYHEU CYFLAWNI CREDU - ASPIRE ACHIEVE BELIEVE

The lettering will be placed within the centre of the building, in-between the row of windows. The dimensions of the vinyl lettering will measure 9500mm (w) x 679mm (h) [x1] TBC (Welsh Text)/9650mm (w) x 679mm (h) [x1] TBC (English Text). The materials for the lettering include digitally cut white strong touch vinyl, self-adhesive laminate, and an external cladding fitting.

The illuminated school logo and text will be placed to the left of the main school entrance (Prif Mynedfa) on the external façade wall. Dimensions of the school logo measure 1400mm (w) x 1400mm (h) x 60mm (d) with 12V LED face illumination, aluminium back tray with lugs to support the face, satin laminate, and block out vinyl applied to the face. The dimensions of the school text measure 570mm (Cap height) x 60mm (d) with 12V LED face illumination, opal acrylic face panels with rear rebate, and descaled s/s back trays and will spell out the following words:

- PEN Y DRE

Planning Policy

Planning Policy Wales (PPW) Edition 12 (February 2024) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales.

TAN 7: Outdoor Advertisement Control

The purpose of Technical Advice Note 7 is to provide guidance for local planning authorities on making planning decisions about outdoor advertising. Sections 6 – 11 provide Criteria for Dealing with Advertisement Applications. The main considerations are amenity and public safety.

Section 6 states:

'The display of outdoor advertisements can only be controlled in the interests of amenity and public safety. Second, it is accepted that (with one minor exception in Areas of Special Control, where an applicant needs to show a reasonable requirement for an advertisement) anyone proposing to display an advertisement needs that advertisement in that particular location, whether for commercial or other reasons.'

Section 10 states:

"In assessing an advertisement's impact on public safety, local planning authorities should have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, and in the air, including the likely behaviour of vehicle drivers who will see the advertisement, possible confusion with any traffic sign or other signal, and possible interference with a navigation light or an aerial beacon."

Planning Considerations

The application seeks the approval for the advertisements detailed within the proposal section. This section comprises an assessment of the proposed advertisements against TAN: 7 which is the key policy in the determination of this application. Our assessment of the proposal is provided below:

Amenity

The nearest residential receptor to the site is located approx. 100m directly to the west of the building, along Goitre Ln and is screened by an existing tree line and perimeter fencing. Topography in the area also means that the school building is not visible to surrounding properties.

The proposed advertisements are of a reasonable scale with regard to the building, and are not overly visible from afar. The logo and lettering have a high quality and minimalist design which complements the contemporary architecture of the newly refurbished school building. This is accomplished with the use of aluminium back trays, acrylic face panels and a rimless construction. The proposals are therefore considered compliant with LDP Policy SW 11 (Sustainable Design and Placemaking) as the advertisement comprise of high-quality design principles which complement the newly modernised school building and does not result in an unacceptable impact on the local amenity or visual impact on the surrounding residential dwellings.

Public Safety

Public safety is highlighted as a key material consideration which is assessed in relation to any advertisement application. Therefore, it is relevant to this application in highway terms.

The illuminated school logo/lettering advertisement will be low lit and well below the maximum 50 Volts, as recommended by BSGA. The illuminated signage will not produce excessive glare towards drivers/vehicles. Therefore,

it is deemed that the proposal will not have a detrimental impact on the surrounding highway/context and is considered to be acceptable with regards to public safety.

Conclusion

Given the above, the proposed advertisements meet the criteria within TAN 7, and there are no other material considerations which outweigh this applications accordance with national and local policy. Overall, the signage will provide a modern and welcoming addition to the newly refurbished school building.

I trust that the submitted documents allow the application to be validated and look forward to receiving details of the name of the case officer, application reference number and target determination date. If you have any queries in the meantime, please do not hesitate to get in touch.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Scott Davies', written in a cursive style.

Scott Davies

Student Planner