

DELEGATED REPORT

Application No:	P/26/0113
Site Address:	Land To The North Of Goitre Lane (Primary School) Gurnos Merthyr Tydfil CF47 9BU
Development:	Erect 2 fascia signs
Case Officer:	Marlene Ferreira
Site Visit:	11th June 2026
Application Expiry Date:	21st July 2026
Consultation reply date expired:	18th June 2026

APPLICATION SITE

The application site relates to Goitre Primary School, a new school site, located to the north of Goitre Lane, in the Gurnos area. The school, approved under planning permission P/24/0034, would be accessed off Goitre Lane and is still under construction.

The site is bound by open land to the east and north which appears to be used as a solar farm, further north it is bound by Pen Y Dre School, and to the west and south it is bound by Goitre Lane. Further south lies a large development of residential dwellings.

PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect two vinyl fascia signs on the southern and western elevations of the new school building.

To the southern elevation, the vinyl sign, with white and yellow text, would be fitted on the metal panel cladding on the upper floor of the school building. It would measure 2.85m wide, 0.01m deep with a 2.85m height and would not contain any internal or external form of illumination.

To the western elevation, the vinyl sign, with white and yellow text, would also be fitted on the metal panel cladding on the upper floor of the school building. It would measure 2.2m wide, 0.01m deep, with a 2.2m height and would also be free of any internal or external illumination.

PLANNING HISTORY

The following planning history is relevant to this site:

P/26/0060 – Variation of conditions application (2, 6, 8, 9, 10, 13, 15) of planning permission P/24/0034 – Approved: 22nd May 2026

P/25/0303 – Discharge of condition 6 of P/24/0034 – Approved: 28th November 2025

P/25/0060 – Discharge of condition 10 of P/24/0034 – Approved: 1st August 2024

P/24/0034 – Construction of new primary school, including access, landscaping, play/sports pitches, parking, external works, swale, planting and associated works – Approved: 1st August 2024

CONSULTATION

Head of Engineering and Highways	No objection.
Environmental Health	No response.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, neighbouring adjoining properties were consulted and two site notices were displayed within the vicinity of the site. No letters of representation 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 12, February 2024)

Technical Advice Note 7 – Outdoor Advertisement Control (1996), with particular regard to:

Section 6 - which notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning application. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Section 10 – which notes that 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, including the likely behaviour of vehicle drivers who will see the advert and possible confusion with any traffic sign or other signals.

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 with regards to this nature of development. As such, the application will be assessed having regard to the advice contained in TAN 7, as discussed above.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisements are acceptable in respect of their impact upon public amenity and highway safety.

The proposed signs are substantial in respect of their size and would appear as a relatively prominent advertisement when viewed within the wider area. However, given their siting on the new school building, these would not be considered to have any significant adverse impact upon amenity. Indeed, the large signs would be viewed in context, and appear proportionate, with the large school building and neighbouring school building located further north (Pen Y Dre). Furthermore, they would both be free of any form of illumination and would be located at least 60 metres from the nearest residential dwellings. It is therefore considered that the advertisements, as proposed, would be acceptable in respect of public amenity, and as such, Environmental Health have not submitted any comments or raised any objections in respect of this proposal.

With regards to impact of the sign upon public and highway safety, it should be noted that the proposed adverts would not have any significant adverse impact in this respect. The signage, although visible from the public highway, given their locations, would be read in context with the school building and would not result in any conflict or interfere with the highway access/arrangement to the school site and within the immediate vicinity. As such, it would not be considered to impinge upon highway safety or result in a distraction to highway users. Thus, no objection has been raised by the Head of Engineering and Highways.

CONCLUSION

For the reasons set out above, the proposed advert is considered acceptable and accord with the relevant policies.

Finally, 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:**

None

RECOMMENDATION ENDORSED *G. Davies*

PP. Director of Neighbourhood Services

DATE: 13th July 2026