

DELEGATED REPORT

Application No:	P/26/0184
Site Address:	Evans Halshaw Ltd Pentrebach Road Merthyr Tydfil CF48 1YA
Development:	Display an array of adverts to the front and side of the premises
Case Officer:	Marlene Ferreira
Site Visit:	27th August 2026
Application Expiry Date:	12th October 2026
Consultation reply date expired:	9th September 2026

APPLICATION SITE

The application site relates to Ford/Evans Halshaw, a car sales business, located off Pentrebach Road. The site is bound by a wooded area to the rear (east), a private lane to the north with residential properties beyond, Pentrebach Road to the front (west) and commercial businesses (Entreprise Car Hire, Kwikfit) to the south.

This part of Pentrebach Road is characterised by commercial premises and includes businesses such as car sales, tyre shop, car repairs, flooring shop, car wash facility, etc.

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the erection of on an array of signs to the front and sides of the business premises. The development is proposed in association with a business brand update.

North Elevation (Side):

Sign E – Erection of tertiary fascia sign immediately above the north side entrance door, approximately 2.4m above ground level. It would measure 1.2m wide, 0.078m deep and 0.6m in height and would be constructed in aluminium and steel and would comprise internally illumination.

South Elevation (Side):

Sign A2 – Erection of free flying oval logo above south side entrance door, located approximately 4.5m above ground level. It would measure 3.5m wide, 0.180m deep and 1.42m in height and would be constructed in opal acrylic and chrome outline. The sign would be internally illuminated.

West Elevation (Front):

Sign A1 – Erection of free flying oval logo to the left and above the front entrance door, located approximately 4.1m above ground level. It would measure 3.5m wide, 0.180m deep and 1.42m in height and would be constructed in opal acrylic and chrome outline. The sign would be internally illuminated.

Sign B – Erection of freestanding entrance sign (with concrete base), just outside the front entrance. It would measure 1.5m wide, 0.338m deep and 2.45m in height and would be constructed in Alucobond panel with stainless steel framework. The sign would be internally illuminated.

Sign C – Erection of brand and name sign, above shopfront, located approximately 4.38m above ground level. It would measure 6.04m wide, 0.281m deep and 0.9m in height and would be constructed in radiused aluminium PVDF with Alucobond back panel. The sign would be internally illuminated.

Sign D – Erection of Freestanding Thank you Wall sign, to the right of the storefront. It would measure 5m wide, 0.2m deep and 3m in height and would be constructed ACM panels and aluminium frame. The sign would be internally illuminated.

PLANNING HISTORY

The council's records indicate the most recent planning history for this site:

P/17/0166 – Erection of advertisements – Approved: 3rd July 2017

P/13/0164 – Retention of 6 flag signs and flag poles – Approved: 8th July 2013

P/07/0020 – Installation of signage to building and erection of free standing signs – Approved: 5th March 2007

P/07/0019 – Retention of cladding works to building – Approved: 8th March 2007.

CONSULTATION

The following consultations were undertaken:

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

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining units 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 amenity and public safety.

The proposed signs are considered to be acceptable in terms of their impact upon amenity. Whilst it is recognised that numerous signs are proposed, all of which are illuminated and some of which are large scale, it should also be noted that the premises is located off Pentrebach Road, where numerous businesses with large scale and/or illuminated signs already exist. As such, it would not have any significant adverse impact

upon residential amenity, since the nearest neighbouring properties are located to the north, away from the larger signs which would be sited to the western front elevation of the premises. In this regard, it is acknowledged that no concerns have been received following the publicity and consultation exercises.

The proposed signage would also be considered acceptable in terms of its impact upon visual amenities. As previously mentioned, the signage is located within a well-established commercial street, where other multiple illuminated signs of a similar scale, design and siting, already exist. Thus, the adverts, as proposed, would be deemed fitting to this commercial setting and would therefore not appear out of context or harmful to the character and appearance of the premises or the wider commercial street.

With regards to impact of the sign upon public safety, it should be noted that the proposed adverts, due to their scale and siting, would not have any significant adverse impact in this respect. Similarly, it is not considered that they 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



Director of Neighbourhood Services

DATE: 09.10.2026