

DELEGATED REPORT

Application No:	P/25/0122
Site Address:	Greenhill Manor Care Home Duffryn Road Pentrebach Merthyr Tydfil CF48 4BE
Development:	Advertisement consent for two promotional panel banners.
Case Officer:	Kate Glover
Site Visit:	8th May 2025
Application Expiry Date:	6th November 2025
Consultation reply date expired:	3rd October 2025

APPLICATION SITE

The application site is a residential nursing home that is positioned on an area of land which is bound by the A4060 Trunk Road (west), Duffryn Road (southwest and southeast) and the co-op supermarket and carpark (northeast). The nursing home is a large building and is surrounded by a fence along the boundary with the supermarket and metal railings along all other boundaries.

In respect of the character and appearance of the wider area, it is predominantly urban comprising of the highway network and properties used for residential and commercial purposes.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the display of 2 non-illuminated hoardings, which will be used to display banner adverts to promote the residential nursing home and events taking place there.

The advertisement hoardings would each measure approximately 1m high, 3m wide and 0.3m deep. The hoardings would be attached by bolts on to the existing boundaries and would sit approximately 0.2m above ground level, therefore having an overall height of approximately 1.2m.

One hoarding would face towards Duffryn Road and the other hoarding would face towards co-op supermarket and carpark. The hoarding facing towards the supermarket would be within 67m of the centre of the A4060 Trunk Road, although the hoarding would not be seen from the Trunk Road due to the site's boundaries and the highway verge which contains mature shrubs and trees.

PLANNING HISTORY

- P/17/0115 Extension to care home, erection of smoking shelters and provision of additional car parking spaces
Approved: 23 May 2017
- P/16/0087 Extension to care home, erection of smoking shelter, and provision of additional parking spaces
Approved: 17 May 2016
- P/13/0393 Construction of a single storey extension to provide residents dayroom and wheelchair store
Approved: 20 Jan 2014
- P/05/0306 120 bed nursing home
Approved: 01 Sep 2005
- P/04/0453 65 bed nursing home.
Approved: 29 Nov 2004

CONSULTATION

The following bodies were consulted and their response is presented below:

Head of Engineering and Highways:	No objection.
Welsh Government – Transport:	No objection.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2012, letters were sent to the properties around 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.

Visual amenity

It is considered that by virtue of its urban location, the advertisements are of a size, scale and design to be appropriate to its urban setting.

Residential Amenity

The area is well lit with street lighting. As such the advertisements would not be detrimental to the residential amenities of neighbouring dwellings in the vicinity. It is acknowledged that no objections have been received following the publicity exercise.

Highway safety

The Welsh Government – Transport and Head of Engineering and Highways have not raised any highway safety concerns in relation to the proposed advertisements.

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 APPROVED subject to the following **CONDITIONS:**

None.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 16.10.2025