



Cyngor Bwrdeistref Sirol Merthyr Tudful

Cynllunio Trefol (Rheoli Datblygu)

Uned 5

Parc Busnes Triongl

Pentrebach

Merthyr Tudful

CF48 4TQ

Rhif Ffon: 01685 726213

www.merthyr.gov.uk

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) Regulations 1992

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Details

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Town/city

Postcode

Description of site location (must be completed if postcode is not known)

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

First name

Surname

C/o Agent

Company Name

Lidl Great Britain Ltd

Address

Address line 1

C/o Agent

Address line 2

C/o Agent

Address line 3

Town/City

Country

Postcode

CF24 0EB

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Contact Details

Primary number

Secondary number

Email address

Agent Details

Name/Company

Title

Mr

First name

Max

Surname

Lewis

Company Name

CarneySweeney

Address

Address line 1

Brunel House

Address line 2

2 Fitzalan Road

Address line 3

Town/City

Cardiff

Country

United Kingdom

Postcode

CF24 0EB

Contact Details

Primary number

***** REDACTED *****

Secondary number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Erection of Standing Flagpole Sign.

Advertisement Type:

Other sign

Height:

13 metres

Width:

4.4 metres

Depth:

4.4 metres

What is the height from the ground to the base of the advertisement?:

8.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0.9 centimetres

What materials will the advertisement be made of?:

Base lacquered in Graphite Grey (RAL 7024) Lidl Logo as lighting box with thermoformed, curved and extensive printed acrylic logo shell
Lettered panels are milled with foiled acrylic glass deposited Galvanized steel frame construction

The colour of text and background:

RAL 5010 Blue RAL 1021 Yellow RAL 3020 Red

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

440 cd/m²

Will the illumination be static or intermittent?:

Static

If you have selected Other, please describe

Please see all submitted plans.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes

☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes

☒ No

☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes

☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

26/08/2025

To Date

26/08/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes

☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes

☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☒ The agent

☐ The applicant

☐ Other person

Pre-application Advice

Has pre-application advice been sought from the local planning authority about this application?

☐ Yes

☒ No

Authority Employee/Member

With respect to the Authority, is the applicant or agent one of the following:

(a) a member of staff

(b) an elected member

(c) related to a member of staff

(d) related to an elected member

Do any of these statements apply to you?

☐ Yes

☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes

☐ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Rahma Dwimunali

Date

26/08/2025

Amendments Summary

Minor amendments to the Application Form.