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Our reference: CSC1303

26th August 2025

Merthyr Tydfil Borough Council
Town Planning Division,
Merthyr Tydfil Borough Council,
Unit 5,
Pentrebach,
CF48 4TQ

Dear Sir/Madam,

Lidl Great Britain Ltd

Advert Consent Application – Signage for the approved Lidl Foodstore at Pengarnddu Industrial Estate, Dowlais, Merthyr Tydfil, CF48 2TA (Planning Portal Ref. PP-14276369)

On behalf of my client Lidl Great Britain Ltd I enclose herewith an application seeking additional advertisement consent for signage on the approved Lidl foodstore at Merthyr Tydfil, which was granted planning permission under ref. P/15/0014.

The signage proposed comprises:

- Internally Illuminated Triangular Flag Pole x 1.

The application documentation comprises:

- Application form.
- Proposed Signage Site Plan ref.
- Proposed Lidl Triangular Flagpole Details ref.

This sign is intended to advertise to drivers along the Head of the Valleys Road from which it is set back approximately 50m.

The sign is of a standard design which you will see at many Lidl stores across the UK, so I trust you will find it non-contentious and feel able to give delegated advertisement consent without any undue delay.

Yours sincerely,

Max Lewis
Graduate Planner
CarneySweeney