

DELEGATED REPORT

Application No:	P/25/0313
Site Address:	Old Saw Mill Court Street Merthyr Tydfil CF47 8DU
Development:	Two non-illuminated advertising boards
Case Officer:	Kate Glover
Site Visit:	11th December 2025
Application Expiry Date:	4th May 2026
Consultation reply date expired:	27th March 2026

APPLICATION SITE

The application site relates to a wall which forms the boundary of a collection of single-storey industrial buildings. The site occupies a corner position at the junction of Court Street (northwest) and Yew Street (southwest). It is bounded by a railway line to the rear (northeast) and adjoins another existing industrial/commercial premises to the side (southeast).

The site is located in an area of Merthyr Tydfil where there is a mixture of uses, including residential, retail, industrial/commercial units, public space and public buildings.

A small church on Court Street is directly opposite the site, there is also a public car park approximately 40 metres distant, to the south of the site are a number of small units which contain a variety of commercial activities including valeting and vehicle repair garages. There is also a supermarket to the west of the site

The site is not in, but adjacent to the boundary of the Town Centre conservation area. The site is visible from an area of public open space and this open space also contains St Tydfil's Church and Ironwork Fountain Canopy which are grade II listed buildings.

The application site is located within the settlement boundary, a Primary Growth Area, the Town Centre (High Street and Pontmorlais) Urban Character Area (UCA1) as designated within the Merthyr Tydfil Replacement Local Development Plan 2016-2031.

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

PROPOSED DEVELOPMENT

Advertisement consent is sought for the display of two, non-illuminated, advertisement hoardings which would be mounted on the wall which faces Court Street..

Each hoarding would measure 2.5m high by 4.7m wide and be erected above ground level by 2.5m, with an overall height of 5.0m.

It is noted that the plans submitted in support of this application include alterations to the wider side as proposed by planning application P/25/0312, which is referred to below. The section of wall on which the proposed advertisements would be sited would be repaired as part of the planning application but would not be altered in terms of height or width. As such the advertisements could be erected regardless of the implementation of the planning permission.

PLANNING HISTORY

P/25/0312 Demolish existing units and construct five new units and associated parking
Pending determination

CONSULTATION

The following body was consulted and their response is presented below:

Head of Engineering and Highways: No Objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to adjoining properties and site notices were displayed within the vicinity of 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

The relationship of the site, in respect of the adjacent conservation area, and the listed buildings is noted, as is the character of the area, which is dominated by the railway bridge and the nearby supermarket. Given the visual amenities of the locality, the size, scale, design, and non-illuminated nature of the proposed advertisements would not be out of keeping in this setting.

Residential Amenity

There are no residential properties that have been identified within the vicinity of the proposed advertisement hoardings. As such the advertisement would not be detrimental to any residential amenities of neighbouring dwellings.

Highway safety

The Head of Engineering and Highways (HEH) raises no objections or concerns in relation to the proposal, and as such the adverts do not result in any significant highway safety concerns.

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 G Davies

PP. **Director of Neighbourhood Services**

DATE: 20th July 2026