

Date: 19th May 2026

Our Ref: 23.162

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Dear Sir or Madam,

Town and County Planning Act 1990 (As Amended)
Advertisement consent for Main School Sign
Land to the North of Goitre Lane, Merthyr Tydfil

Asbri Planning is appointed as planning agent to Morgan Sindall Construction and Merthyr Tydfil County Borough Council in respect of the above planning application for a main school sign at the newly approved Goitre Primary School at the land to the north of Goitre Lane, Merthyr Tydfil.

The planning application has been submitted via Planning Portal and the submission documents are listed below:

Document Name	Prepared by
Site Location Plan (26CB01-LAW-30-00-D-A-039)	Lawray Architects
Planning Letter	Asbri Planning Ltd
Planning Application Forms	Asbri Planning Ltd
External Vinyl Signage	Morgans Consult
North, West, East & South Elevation (26CB01-LAW-32-XX-D-A-062100_C05)	Lawray Architects

The application fee of £667.00 will be paid by Merthyr Tydfil County Borough Council via internal transfer.

Site Context

The application site relates to the newly approved Goitre Primary School at the land to the north of Goitre Lane, Merthyr Tydfil. The site benefits from planning permission P/24/0034 received on the 1st August 2024 for the Construction of a new Primary School including access, landscaping, play / sports pitches, parking, external works, swale, plant and associated works. The proposed advertisements will be placed on the upper floor of proposed southern and western elevations, fitted on metal panel cladding.

The site is located directly opposite Gurnos housing estate to the south west along Goitre Lane. The existing Pen-Y-Dre High School is located approx. 200m north on higher grounds. The site is situated within a predominantly residential context, meaning there are limited advertisement boards or shop fronts within the surrounding area.

A review of the Cadw mapping system has identified the following historic assets in the surrounding area:

- Cyfarthfa Castle, Registered Grade II* Historic Park & Garden (ref. PGW(Gm)1(MER)). Victorian park, converted from private to public park, and formal gardens. Main phases of construction between 1825-70s. Located approx. 733m southwest of the site and is separated by Prince Charles Hospital and a residential estate. The site is not visible from the historic asset.
- Merthyr Tramroad: Morlais Castle Section – Scheduled Ancient Monument (ref. GM594). The monument comprises the remains of a well-preserved section of the Merthyr Tramroad, running from the quarries below and to the west of Morlais Castle (Post Medieval/Modern era). Located approx. 692m north of the site and is separated by fields and trees. The site is not visible from the historic asset.

A review has been completed of Merthyr Tydfil's LDP Proposals Map which demonstrates that the site is undesignated and is therefore considered to be White Land located within the settlement boundary (Policy SW4). On the other hand, the site lies adjacent to Housing Allocation SW3-13 within the Adopted LDP (2016-2031).

Planning History

The following planning applications are of relevance to the site:

Application reference	Proposal	Decision
P/26/0080	Discharge of Conditions 7, 11 & 17 of P/24/0034	Under consideration
P/26/0060	Variation of Condition 2 (List of Approved Plans), Condition 6 (Grease Trap Details), Condition 8 (Parking Facilities), Condition 9 (Highways Works), Condition 10 (Materials)I 13 (Biodiversity Enhancements) and Condition 15 (EVC Charging) of Planning Permission P/24/0034	Under consideration
P/26/0031	Non-Material Amendment to planning permission P/24/0034 to include addition of substation, extension to swale, alteration of windows and doors and extension to bin store area.	Withdrawn
P/25/0303	Discharge of Condition 6 of P/24/0034 - grease tap	Approved 28 Nov 2025
P/25/0060	Discharge of condition 10 (material Finishes) of planning permission P/24/0034 relating to a new primary school.	Approved 24 Mar 2025
P/24/0034	Construction of a new Primary School including access, landscaping, play / sports pitches, parking, external works, swale, plant and associated works	Approved 01 Aug 2024

Proposal

Item A – Vinyl Signage (Qty: 2 Total)

The proposal intends to obtain advertisement consent for the placement of external vinyl signage comprising the new school logo on the newly approved school building. As detailed on the accompanying elevation plans, the proposed logo will be placed on the upper hall interface and fitted on metal panel cladding systems (dark blue). The signage will be placed towards the left hand-side of the upper hall interface on both the southern and western elevations. The logo will include the following lettering:

- Goetre Community Primary School – Ysgol Gynradd Gymunedol Goetre (White)
- Believe, Persevere, Succeed – Credu, Dyfalbarhau, Llwyddo (Yellow)

The logo on the southern elevations will measure 2,850mm (dia.) and the logo on the western elevations will measure 2,200mm (dia.). The signage will comprise a full colour digital print graphic, and will be finished in strong touch vinyl and satin laminate. As mentioned, the signage will be fitted to metal cladding systems.

Planning Policy

Planning Policy Wales (PPW) Edition 12 (February 2024) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales.

TAN 7: Outdoor Advertisement Control

The purpose of Technical Advice Note 7 is to provide guidance for local planning authorities on making planning decisions about outdoor advertising. Sections 6 – 11 provide Criteria for Dealing with Advertisement Applications. The main considerations are amenity and public safety.

Section 6 states:

'The display of outdoor advertisements can only be controlled in the interests of amenity and public safety. Second, it is accepted that (with one minor exception in Areas of Special Control, where an applicant needs to show a reasonable requirement for an advertisement) anyone proposing to display an advertisement needs that advertisement in that particular location, whether for commercial or other reasons.'

Section 10 states:

"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 on land (including the safety of pedestrians), on or over water, and in the air, including the likely behaviour of vehicle drivers who will see the advertisement, possible confusion with any traffic sign or other signal, and possible interference with a navigation light or an aerial beacon."

Planning Considerations

The application seeks the approval for the advertisements detailed within the proposal section. This section comprises an assessment of the proposed advertisements against TAN: 7 which is the key policy in the determination of this application. Our assessment of the proposal is provided below:

Neighbouring Amenity

As previously stated above, the site lies adjacent residential properties directly to the southwest along Goitre Lane. The main school sign will be of a reasonable scale in comparison to the overall building frontage, and will not be overly visible from afar. As the signage on the western elevations do not front a public highway or neighbouring properties, the appraisal will only concern the logo placed on the southern elevations. The properties along Magnolia Cl and Fir Tree Cl are also set back from Goitre Lane and are aligned to face the south west elevations of the school, reducing the vision splay for the proposed signage. In addition, the proposed plans show the main hall will be screened from passing pedestrians and residents via tree/shrub planting along the southern boundary, thus reducing the logo's range of sight.

The proposed signage will not be illuminated and will not include bright/luminescent colours which may disturb surrounding amenity or oncoming vehicles. It is considered that the proposed advertisements will not cause any significant impact on neighbouring amenity and should therefore be considered negligible.

Public Safety

Public safety is highlighted as a key material consideration which is assessed in relation to any advertisement application. This issue will therefore be relevant to this application in highway terms, given the site lies adjacent Goitre Lane.

Goitre Lane is currently limited to 20mph, meaning passing vehicles will already be travelling at low speeds. The proposed signage will not be illuminated and will not be overpowering compared to the remaining school building. Therefore, it is deemed that the proposal will not have a detrimental impact on the surrounding highway/context and is considered to be acceptable with regards to public safety.

Principle of the Proposal

The main school sign will provide a clear identification of the new school and enhance the visual appearance of the building frontage. The logos will provide a sense of identity for the new school and deliver a welcoming feel for new students, parents and visitors. The principle of the proposal is therefore established and outweighs any other potential concerns.

Conclusion

Given the above, the proposed advertisements meet the criteria within TAN 7, and there are no other material considerations which outweigh this applications accordance with national and local policy. Overall, the signage will provide a welcoming addition to the newly refurbished school building.

I trust that the submitted documents allow the application to be validated and look forward to receiving details of the name of the case officer, application reference number and target determination date. If you have any queries in the meantime, please do not hesitate to get in touch.

Yours sincerely,



Scott Davies

Student Planner