

DELEGATED REPORT

Application No:	P/26/0182
Site Address:	Car Park Cyfarthfa Retail Park Swansea Road Merthyr Tydfil CF48 1HY
Development:	One freestanding non-illuminated directional sign
Case Officer:	Gareth Davies
Site Visit:	26th August 2026
Application Expiry Date:	6th October 2026
Consultation reply date expired:	7th September 2026

APPLICATION SITE

The application site in this instance is a narrow area of highway verge located adjacent to the southwestern boundary of the Cyfarthfa Retail Park immediately adjacent to the access slip road leading to the KFC outlet and several other outlets beyond that. The site also sits adjacent to the southbound carriageway of the A470(T).

PROPOSED DEVELOPMENT

The proposal involves the erection of one freestanding double-sided sign on the verge. The proposed totem sign would have overall dimensions of 1m x 2m in red and black text on a white background and is a directional sign advertising the presence of the recently approved charging facilities at the site on one side with only the instavolt logo and name on the reverse side. The sign is not illuminated.

PLANNING HISTORY

None of relevance to the current submission

CONSULTATION

Head of Engineering Highways – No objections

Welsh Government Highways – No objections

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, site notices were placed in and around the site on 26th August 2026.

No objections or representations were received as a result of this publicity exercise.

POLICY CONTEXT

National Development Framework

Future Wales: The National Plan 2040 (February 2021) sets out the strategy for addressing key national priorities through the planning system, including sustaining, and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems, and improving the health and well-being of our communities.

National Planning Policies

Planning Policy Wales (Edition 12)

Technical Advice Note 7 Outdoor Advertisement Control (1996)

Section 6 – indicates that the display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Section 10 – notes that in assessing and advertisements impact on public safety, local planning authorities should have regard to its effect on the safe use and operation of any form of traffic or transport, including the likely behaviour of vehicle drivers who will see the advert and possible confusion with any other traffic signs or signals.

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 – 2031 that relate directly to the issue of advertisement control. Consequently, this application needs to be assessed against the advice and requirements outlined in Technical Advice Note 7 as outlined above.

PLANNING CONSIDERATIONS

The key considerations in the assessment of this application are whether the proposed advertisement is acceptable in terms of its impact on amenity and public safety.

The proposed sign is considered acceptable in terms of its impact on local amenity. The size of the sign is proportionate to the wider locality and the context within which it would sit given that it is a retail park where there is regular and consistent signing of both an informative and directional nature. There are no nearby residential properties whose amenity could be affected in any way by the proposed sign. Though there are a number of signs of varying size and type within the retail park the proposed sign would not create an impression of clutter or over signing given the context.

With regard to the impact of the proposed sign on public safety, and particularly highway safety, there would be no adverse impact the sign which would be read in the context of the wider retail park as a whole when and where it is visible from the public highway. There is no conflict with the wider highway system around the site, and this is reflected in the fact that neither the Council's Highways Department nor the Welsh Governments Highways Division have raised no objections and have not insisted on any conditions being incorporated in to any permission that might be granted.

CONCLUSIONS

For the above reasons, the proposed advertisement is considered acceptable and accords with planning policy in terms of the requirement to satisfy amenity and public safety considerations. As such, a positive recommendation is made below offering support for the application for advertisement consent.

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.

RECOMMENDATION: ADVERTISEMENT CONSENT BE GRANTED

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 25.09.2026