

DELEGATED REPORT

Application No:	P/25/0275
Site Address:	Cyfarthfa Park - Grounds Cyfarthfa Park Merthyr Tydfil CF47 8RE
Development:	Assorted signage
Case Officer:	Gareth Davies
Site Visit:	22nd October 2025
Application Expiry Date:	12th December 2025
Consultation reply date expired:	12th November 2025

SITE NOTES:

APPLICATION SITE

This application relates to Cyfarthfa Park and its grounds. Cyfarthfa Castle is a Grade I Listed Building located within the Cyfarthfa Park Conservation Area. The grounds and surroundings of the property are also included in the Cadw ICOMOS Register of Listed Registered Parks and Gardens with a grade II* listing.

Cyfarthfa Castle is located within 160 acres of mixed parkland, on a plateau overlooking the site of the Former Cyfarthfa Ironworks to the north of the town centre. To the rear of the castle is woodland, whilst to the front is the car park and parkland with occasional trees along with the lake on the western edge of the site. The park is bound by Brecon Road to the west and south-west, Gurnos Road to the north-west and north, and residential streets to the east and south-east. The park slopes towards the River Taff to the west.

Cyfarthfa Castle was designed by the London Architect Robert Lugar in 1824-25 in the picturesque style. The building is constructed from coursed ashlar masonry set beneath a crenelated parapet. The castle layout is broadly rectangular in shape, and the arrangement of the buildings is asymmetrical with the family rooms located on the southeast side of the building and the former school on the northwest. The castle museum also occupies part of the building. The two main elevations of the castle remain unaltered from their original construction and therefore are of considerable architectural and symbolic importance. However, the overall value of the building is reduced by the extensive changes made to both the interior and exterior in the early 20th century.

In this instance the application relates to signing around the grounds of the castle.

PROPOSED DEVELOPMENT

The current proposals seek advertisement consent for the following signage: -

- 5no. entrance monolith signs - overall maximum dimensions 2.1m high x 1m wide, (including supporting structures) in coated cast aluminium with an anti-graffiti laminate face. The signs will be located at the lower car park, lake entrance, Gurnos Road entrance, Quar entrance, and Gwaelod Y Garth Entrance
- 3no. noticeboard signs - overall maximum dimensions 2.1m high x 1m wide (including supporting structures) in coated cast aluminium with an anti-graffiti laminate face. Signs to be located in the lower car park Gwaelod Y Garth entrance and adjacent to the Castle.
- 2no. directional signs - overall maximum dimensions 2.1m high x 0.38m wide (including support structures (including support structures) in coated aluminium with an anti-graffiti laminate finish to be located on the main approach to the castle.
- 12no. Information lecterns - overall maximum dimensions 1.2m high x 1.1m wide (including support structures) in coated aluminium with an anti-graffiti finish. 4no to be located around the lake, 2no at the castle, 1no in the upper car park, 2no at the pods and icehouse, 2no at the courts and sensory gardens and 1no. at the cedar way entrance. These signs are tilted from the vertical to aid reading and interpretation.

The coated aluminium element of all signage is described as having an iron effect finish and otherwise the signage uses the traditional colours of green and gold that have a long association with Cyfarthfa Castle.

The applicant has also provided a plan identifying a total of 23 signs that will be removed from the site as part of the resigning process.

PLANNING HISTORY

P/25/0330 – works to the roofs and rainwater goods and associated ecological interventions (Listed Building Consent) – not yet determined

P/25/0272 – refurbishment of main and secondary WC's, upgrade and extension of CCTV provision, improved exhibition lighting, and installation of Wi-Fi throughout the Museum spaces. LBC granted 22nd December 2025

P/25/0178 – installation of surface water drainage around the perimeter of the castle with associated manholes and gullies – Approved 28th July 2025.

P/25/0087 – repair, replacement and installation of new drainage pipes, attenuation tank, and manholes – Approved 23rd May 2025

P/23/0051 – Install new timber door and 2 flues on the front elevation of the boiler room at Cyfarthfa Castle (Listed Building Consent) – Approved 18th April 2023

P/22/0055 - Opening works to ascertain the condition of the structure (Listed Building Consent – Approved 13th May 2022

P/20/0216 - Patio / terrace decking extension to Canolfan Building and Splash pad plant room extension, new changing room pod, bin store, footpaths, and bridge – Approved 4th February 2021

P/12/0270 - Creation of new footpaths and re-surfacing of existing paths with associated drainage works and stone walls – Approved 21st January 2013

P/12/0268 - Hard landscape works to castle forecourt – Approved 7th March 2013

P/10/0009 - Variation of Condition 1 of planning consent P/09/0167 (erection of Woodland Centre) relating to amended materials – Approved 11th March 2010

P/09/0343 - Toilet and plant room building (associated with the Woodlands Centre and splash play pad) – Approved 11th February 2010

P/09/0167 - Proposed Woodland Resource Centre, terrace cafe, wet and dry play areas, and landscaping – Approved 26th October 2009

P/08/0108 - Erection of new gates to west and south elevations of main entrance portico – Approved 11th November 2008

P/08/0107 - Erection of new gates to west and south elevations of main entrance portico (Listed Building Consent) – Approved 4th November 2008

CONSULTATION

Highways & Engineering Manager – no objection.

PUBLICITY

In accordance with the Town & Country Planning (General Development Procedure) (Wales) Order 2012 site notices were displayed in the vicinity of the site on 22nd October 2025 and a press notice was published on 30th October 2025.

No objections or observations have been received as a result of the consultation 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

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 advertisements are acceptable in terms of their impact on amenity and public safety.

The proposed signs are considered to be acceptable in terms of their impact on amenity. All signs will be located within the grounds of Cyfarthfa Castle and would have no impact on the amenity of any residential property outside the grounds of the castle. No objections or observations have been received in respect of the proposed signage. Moreover, the design of the signage reflects the character and history of the castle and is sensitive both to the listed building and grounds. Consequently, the adverts in the context of their impact on amenity are considered acceptable and would not appear out of context or would be in any way harmful to the character and appearance of this historically important site.

In order that the new signage is maintained appropriately, and given the status of the castle and grounds, it is in this instance appropriate to agree an annual maintenance plan which can be achieved via condition.

With regard to the impact of the signs on public safety, and particularly highway safety, there would be no adverse impacts. All signs sit within the grounds of the Castle at appropriate locations where they would not conflict with the use of the internal road system. Many of the proposed signs are located well away from the circulatory system and those that are close to it are located to minimise any potential conflict between pedestrians and vehicles particularly given the lower speed limits within the grounds.

CONCLUSIONS

For the reasons set out above the proposed advertisements are considered acceptable and accord with the requirements of planning policy.

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: BE APPROVED subject to the following **CONDITIONS**

CONDITIONS/REASONS:

6. **Prior to the installation of any new signage** details of an annual management and maintenance plan for the signage hereby approved shall be submitted to and approved in writing by the Local Planning Authority. The agreed management plan shall be implemented through the lifetime of the permission hereby granted.

Reason - In the interests of the amenity of the listed castle and grounds in accordance with the requirements of Policy CW2 of the Merthyr Tydfil County Borough Council Replacement Local Development Plan.

7. The advertisement consent shall be implemented in accordance with the following approved plans: -

- Proposed sign locations (Dated 16.1.2026)
- Signs to be removed (Dated 16.1.2026)
- ST1 Entrance Monolith (Dated 16.1.2026)
- ST2 Noticeboard (Dated 16.1.2026)
- ST5 Directional (large) (Dated 16.1.2026)
- ST12 wayfinding (Dated 16.1.2026)

Reason -To ensure compliance with the approved plans and clearly define the scope of the consent.

RECOMMENDATION ENDORSED

p.p.



Director of Neighbourhood Services

DATE: 27th January 2026