



Cyngor Bwrdeistref Sirol Merthyr Tudful

Cynllunio Trefol (Rheoli Datblygu)

Uned 5

Parc Busnes Triongl

Pentrebach

Merthyr Tudful

CF48 4TQ

Rhif Ffon: 01685 726213

www.merthyr.gov.uk

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) Regulations 1992

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Details

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Town/city

Postcode

Description of site location (must be completed if postcode is not known)

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

Ms

First name

Jess

Surname

Mahoney

Company Name

The Cyfarthfa Foundation

Address

Address line 1

The Bothy Heritage Centre

Address line 2

Cyfarthfa Park

Address line 3

Town/City

Merthyr Tydfil

Country

United Kingdom

Postcode

CF47 8RE

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This application relates to the installation of a new and refreshed signage and wayfinding assets across the whole of the Cyfarthfa Park site boundary. This is as established by the Cyfarthfa Signage and Wayfinding Strategy (attached) which has been developed by the Cyfarthfa Foundation and Merthyr Tydfil County Borough Council in partnership.

The full document outlines a comprehensive signage and wayfinding strategy for Cyfarthfa. It brings together insight from public consultation, stakeholder engagement, site surveys, and heritage research to propose a coherent, inclusive, and environmentally sympathetic signage system for the park. It has been created with reference to the Cyfarthfa Conservation Area Character Appraisal (2009).

The strategy proposes the creation of 12x sign types, centred around a shared design concept featuring iron, stone and timber accents to reflect both the heritage significance of the park and its natural environment, retaining use of established heritage brand colours (RAL6005 and gold accents) as pertains to the area's Grade II* Listed status.

The new signage fulfils a number of key objectives including:

1. Improved and clearer information and navigation for visitors and users of the park,
2. Better visibility of safety, logistical and statutory information,
3. Establishing a cohesive system for signage that reinforces the identity of the area,
4. Improving access to under-utilised areas of the site,
5. Creating and reinforcing an inclusive and accessible environment with clear signage legibility
6. Supporting the commercial success of businesses on-site by improving wayfinding to cafes, facilities, and venues.

Collectively, the signage assets form a comprehensive and cohesive system for sharing of logistical, safety and navigation information and for reinforcing the unique identity and heritage of the Cyfarthfa site through interpretation elements.

The Signage and Wayfinding Strategy builds the foundation for a signage system that can evolve with the park - flexible, informative, and rooted in place: it

is designed to be both deliverable in the short-term and adaptable over time, supporting longevity as further phases of the Cyfarthfa development unfold over the next 20+ years. Whilst the strategy proposes the installation of over 100 signage assets in total (a mixture of replacements for existing assets and some new asset installation) this application relates to a 'phase one' of installation due to budget constraints. This will focus on a combination of key entrance areas and high-footfall locations, and under-used areas of the site. The content of the signage assets will focus on conveying key logistics and safety messaging through e.g. statutory sign types (speed limits, crossings and traffics flow), directional signage to key infrastructure (including car parks), and trail markers, specifically those which provide better navigation within woodland areas and encourage their usage.

Advertisement Type:

Other sign

Height:

2.1 metres

Width:

1 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

40 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 1 - 'Entrance Monolith'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0)

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

2.1 metres

Width:

1 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

40 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 2 - 'Noticeboard'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA /

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

3.45 metres

Width:

1.4 metres

Depth:

0.3 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

70 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 3 - 'Entrance Totem'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0)

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

2.1 metres

Width:

0.4 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

40 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 4 - 'Directional (Large)'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0) Any optional events or promotional listings will be subject to additional advertising consent.

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

1.6 metres

Width:

0.35 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

40 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 5 - 'Directional (Small)'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0).

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

2.1 metres

Width:

0.38 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 6 - 'Trail Marker'. This sign type introduces some secondary accent colours into the palette, in addition to the core colours for other signage assets, to aid visual identification of trails. The core colours remain 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0). The suggested secondary colours are 'Castle Blue' (colour references #083B5B / 100/73/38/31), Cyfarthfa Rose (#DC3564 8/90/40/0), Iron Red colour references (#51171B / 40/93/70/66), 'Mid Green' (colour references #77A28D / 58/21/48/4) and 'Amber Orange' (colour reference #E28F1C / 10/50/95/0) Tertiary colours are as displayed in the Cyfarthfa Brand Book (attached, pp.8-10)

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

2.3 metres

Width:

2 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

1.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

20 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 7 - 'Finger Post'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0).

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

2.3 metres

Width:

1 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

1.3 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

40 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and

pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 8 - 'Post and Panel (Small)'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0).

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

2.2 metres

Width:

2 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

1.3 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

40 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 9 - 'Post and Panel (Large)'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0).

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

1.8 metres

Width:

1 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

1.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

80 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create

a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 10 - 'Statutory'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0). Additional colour elements may need to be incorporated as dictated by statutory requirements (e.g. #CC0202 for 'STOP' signs etc).

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

1.8 metres

Width:

0.7 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

80 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 11 - 'POI Monolith'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0).

Will the advertisement be illuminated?:

Advertisement Type:

Other sign

Height:

1.2 metres

Width:

1.6 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

0.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

50 centimetres

What materials will the advertisement be made of?:

The materials chosen for Cyfarthfa's signage respond directly to the park's unique context: its natural beauty, industrial heritage, and year-round public use. Each material has been selected for its visual character, symbolic relevance, and functional performance - helping to create a signage family that is both durable and deeply connected to place. Key materiality references for signage assets includes iron, timber and pennant stone, along with aluminium and ecoDURA panels. This sign type is a timber and stone structure with aluminium graphic panel and surround. The finish will have a cast iron effect coating, along with an anti-graffiti coating. Samples of exact materials for each sign type will be made available when a contractor for manufacture is in place.

The colour of text and background:

This is the sign type (ST) 12 - 'POI Lectern'. The background will be 'Crawshay Green' (colour references #263D35 / 83/47/67/60 / PMS 567) Text elements will be 'Heritage Off-White' (colour reference #FBF4CA / 3/2/28/0) and 'Modern Yellow' (colour references #FBF4CA / 0/29/85/0).

Will the advertisement be illuminated?:

If you have selected Other, please describe

Sign Type 1 - 'Entrance Monolith'

Purpose: This sign is to clearly mark primary entrances into the site and give clear information regarding facilities and points of interest as well as the site map.

Sign Type 2 - 'Noticeboard'

Purpose: To display site events that require updating regularly.

Sign Type 3 - 'Entrance Totem'

Purpose: Entrance marker at main entrance (Brecon Road) only.

Sign Type 4 - 'Directional (Large)'

Purpose: To display multiple points of interest that can be identified by icon only with optional addition of interchangeable events banners to one edge.

Sign Type 5 - 'Directional (Small)'

Purpose: Purpose: This sign is to direct points of interest that are easily identifiable with an icon only. It has a maximum height of 1.6m, but can be smaller.

Sign Type 6 - 'Trail Marker'

Purpose: To clearly mark walking trail routes that are to be colour co-ordinated around the site.

Sign Type 7 - 'Finger Post'

Purpose: To display multi direction information.

Sign Type 8 - 'Post and Panel (Small)'

Purpose: To display multiple points of interest that can be identified by icon only that can be viewed from a vehicle.

Sign Type 9 - 'Post and Panel (Large)'

Purpose: This sign is to clearly view multiple points of interest that can be viewed from a vehicle.

Sign Type 10 - 'Statutory'

Purpose: To display statutory information in regard to speed limit, crossings and traffic flow.

Sign Type 11 - 'POI Monolith'

Purpose: This sign is to clearly mark approach/entry to main points of interest around the site.

Sign Type 12 - 'POI Lectern'

Purpose: To display site/POI information.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☒ Yes
- ☐ No

If Yes, please provide details

The site already includes a full range of signage assets. As part of the creation of the Signage and Wayfinding Strategy, these have been fully audited and recorded, along with precise locations. This information is included in the Cyfarthfa Signage Audit (attached).

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☒ Yes
- ☐ No
- ☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

The Cyfarthfa Signage Audit (attached) includes full references and images for all existing signage assets to be replaced as part of this application. For phase one implementation these specifically include the following, subject to costings (available when a contractor is appointed):

Doc 1 (CP Lower Car Park)

Location 1 (///slug.hammer.friend) to be replaced with ST 3 'Entrance Totem'
Location 3 (///slime.gates.amused) to be replaced with ST 2 'Noticeboard'
Location 4 (///horses.take.harsh) to be replaced with ST 4 'Directional (Large)'
Location 5 (///actor.broken.battle) REMOVE
Location 6 (///bells.ages.tuned) replaced with ST 1 'Entrance Monolith'

Doc 2 (CP Lake)

Location 1 (///sing.task.trial) replace with ST 12 'POI Lectern'
Location 3 (///angel.exchanges.tilt) replace with ST 12 'POI Lectern'
Location 4 (///acute.regime.twig) replace with ST 1 'Entrance Monolith'
Location 5 (///organs.chest.slang) replace with ST 7 'Finger Post'
Location 6 (///speeds.rises.land) replace with ST 12 'Information Lectern'
Location 7 (///stuff.sends.shield) replace with ST 12 'Information Lectern'
Location 8 (///crew.noisy.rise) replace with ST 12 'Information Lectern'
Location 9 (///pasta.filed.stored) replace with ST 5 'Directional (Small)'

Doc 3 (CP Approach)

Location 2 (///insert.known.highs) replace with ST 4 'Directional'
Location 3 (///lands.model.hood) replace with ST 7 'Finger Post'
Location 4 (///wakes.soft.wins) replace with ST 10 'Statutory' and ST 5 'Directional (Small)'
Location 5 (///tape.faded.valve) replace with ST 5 'Directional (Small)'
Location 6 (///steer.design.shield) replace with ST 7 'Finger Post'
Location 7 (///speeds.lights.snaps) replace with ST 4 'Directional (Large)'

Doc 4 (CP Castle)

Location 1 (///ruled.third.cake) replace with ST 4 'Directional (Small)'
Location 2 (///lively.courier.liver) replace with ST 2 'Noticeboard'
Location 5 (///sentences.round.chairs) replace with ST 12 'POI Lectern'
Location 6 (///jacket.grid.enable) replace with ST 12 'POI Lectern'

Doc 5 (CP Upper Car Park)

Location 1 (///gains.serves.living) replace with ST 10 'Statutory'
Location 3 (///purple.follow.unique), Location 4 (///dress.slap.quench), Location 6 (///movies.crop.doors) and Location 7 (///slick.salt.harsh) to be replaced with ST 5 'Directional (Small)'
Location 5 (///minute.allows.cook) replace with ST 12 'POI Lectern'

Doc 8 (CP Courts and Sensory Gardens)

Location 2 (///both.shins.region) replace with ST 12 'POI Lectern'
Location 8 (///courier.rungs.matter) replace with ST 12 'POI Lectern'

Doc 12 (CP Entrance - Gwaelod Y Garth)

Location 3 (///counts.vital.pocket) replace with ST 2 'Noticeboard'

In addition, this application proposes the creation of new (not replacement) signage assets as below.

Sign Type 1 'Entrance Monolith' at the following locations:

1. ///acute.regime.twig (Doc 2 CP Lake)
2. ///debate.filled.dock (Doc 11 CP Quar)
3. ///snow.shirts.values (Doc 15, CP Gurnos Road)

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes

☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/02/2026

To Date

01/01/2056

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☒ Yes

☐ No

If Yes, please provide details

The development of the signage strategy included community engagement and consultation exercises, including focus groups with residents and site tenants, and a public survey.

The feedback indicates a strong consensus that the current signage at Cyfarthfa is largely unclear, missing, damaged, or ineffective. A recurring theme is that the current signage often appears uncared for, with issues such as peeling paint, worn-off lettering, and an outdated appearance. The lack of a consistent design makes it difficult for visitors to trust the information displayed, and many signs are perceived as very old. The text on many signs is small and not clearly visible, partly due to poor condition and colour choices. Commentary was also received on: navigational and directional problems, accessibility and inclusivity barriers, safety concerns, logistical issues, lack of digital capacities, deficiencies in interpretation content and lack of directing visitors to all site assets. The data and information gathered during this process has shaped the recommendations of the strategy, which respond to public feedback.

The results of the consultation exercise is summarised in the strategy, and also attached in full as a separate report.

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes

☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☐ The agent

☒ The applicant

☐ Other person

Pre-application Advice

Has pre-application advice been sought from the local planning authority about this application?

☒ Yes

☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Discussion and feedback re: signage strategy

Date (must be pre-application submission)

20/08/2025

Details of the pre-application advice received

Merthyr Tydfil County Borough Council's Director of Planning and Neighbourhood Services reviewed a draft version of the Cyfarthfa Signage and Wayfinding Strategy, along with the signage audit, and community consultation report. Feedback was given relating to design concepts and materiality, which was subsequently acted on. This resulted in alterations to the original proposed design concepts and materiality, following which it was affirmed that the Council's Planning and Neighbourhood Services Team were satisfied with the revised designs (re: email on 22/09/25) but would require samples of materials prior to any consent being granted.

A specific steer was also given in relation to the attachment of signage to railings and gatepiers, which has resulted in these recommendations being removed from the strategy.

Further discussions were held relating to colour schemes, the outcome of which is that the strategy now strongly embeds the colour scheme as outlined in the Cyfarthfa Conservation Area Character Appraisal (2009).

Feedback was also received on the volume of recommended signs in the strategy: as a result of which this has been reduced, and a streamlined number of signs at key destinations and / or of certain typologies have been prioritised for the phase one implementation.

Authority Employee/Member

With respect to the Authority, is the applicant or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

- ☐ Yes
- ☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
- ☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ Yes

☐ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Jess Mahoney

Date

17/10/2025