

Planning Statement – Advertisement Consent Application

Hallmark Greenhill Manor Luxury Care Home,
Duffryn Road, Pentrebach, Merthyr Tydfil CF48 4BE

April 2025

Introduction

1. This Planning Statement is prepared on behalf of Hallmark Luxury Care Homes [“the Applicant”] to accompany an application for Advertisement Consent in respect of their luxury care home at Greenhill Manor, Duffryn Road, Pentrebach, Merthyr Tydfil [“the site”] for the following description of development:
2. *“Advertisement consent for one promotional panel banner and four flag banners”*
3. This application follows a corporate rebranding by Hallmark Luxury Care Homes.
4. In addition to this Planning Statement, the following documents accompany the application contained in a design pack, and provide the information necessary to describe, assess and determine the proposals:
 - Site location plan (Provided as part of the Planning Portal application submission)
 - Proposed Signage Layout (Site Plan, Signage Locations) (Drawing number: DRG001)
 - Proposed Signage Layout (Elevations, Section, Sign Layout) (Drawing number: DRG002)
 - Proposed Signage Layout (Elevations, Section, Sign Layout) (Drawing number: DRG003)

Site Context

5. The site, which is situated along Duffryn Road within the defined settlement boundaries of Pentrebach, comprises the Greenhill Manor Hallmark care home. The two storey contemporary care home featuring red brick and cream originally received planning permission in September 2005 (ref. P/05/0306).
6. This site is not within a conservation area and is not in close proximity to any listed buildings. The site is bound to the north east and south east by residential properties with a supermarket to the north-west and retail estate to the west.

The Proposal

7. The application seeks advertisement consent for the display of 1no. promotional panel banner and 4no. flag pole banners.

8. The panel banner will comprise the installation of a support frame affixed to the existing boundary railings to the southern corner of the site. The frame is designed to accommodate interchangeable panel signage and will serve as a flexible mounting system for promotional content associated with the adjoining care home facility. The signage panels will be designed to be easily changeable, allowing for the display of up-to-date information such as home community events, CIW (Wales) rating and other relevant promotional messages.
9. The proposed flagpole banners will each consist of a freestanding powder-coated white vertical pole supporting a double-sided printed fabric banner situated along the southwestern boundary corner. The banners themselves will measure 2000mm in height and 950mm in width, and will be printed on both sides using a durable flag banner knitted polyester material suitable for outdoor use. The design will feature the Hallmark branding and will be consistent across all installations. The fibreglass flagpoles will be installed securely into the ground using reinforced concrete sleeves to ensure stability and durability.
10. Drawing numbers DRG001, DRG002 and DRG003 contain detailed descriptions and specifications of the proposed signage.

Planning Policy Context

11. In Wales, the regulation of outdoor advertisements is governed by the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended). These regulations establish the statutory framework for advertisement control.
12. To assist local planning authorities in applying these regulations, the Welsh Government provides Technical Advice Note (TAN) 7: Outdoor Advertisement Control which offers detailed guidance on assessing advertisements concerning amenity and public safety, ensuring that displays are appropriate for their surroundings.

Local Policy

13. The Development Plan for the site currently comprises the Merthyr Tydfil Replacement Local Development Plan 2016 – 2031 (adopted January 2020).
14. **Policy SW11** (Sustainable Design and Placemaking) requires development to contribute to the creation of attractive and sustainable places through high quality, sustainable and inclusive design.

Planning Assessment

15. In light of the planning policy context and other material considerations, we now turn to consider and assess the application proposal.

Principle of Development

16. The proposed development seeks consent for the display of a promotional panel banner and four flagpoles at an established care home facility. The panel banner will be affixed to the existing boundary railings and is designed to be interchangeable, ensuring it can remain relevant and up to date. The flagpoles will support double-sided promotional banners displaying the facility's branding. These will be installed at key points along the sites boundary and constructed to a

height that maintains pedestrian clearance and visual impact without dominating the surrounding environment. The banners are intended to assist in creating a clearer and more engaging public facing identity for the care home, improve wayfinding and create a welcoming and professional frontage.

17. The promotional nature of the signage is directly related to the lawful use of the site as a care home and supports the ongoing operation and visibility of the facility. The inclusion of interchangeable panel signage will ensure flexibility and relevance, while the coordinated flagpole banners will provide a consistent and professional appearance.
18. The clean, modern design of the banners complements the existing architectural style of the building, which is contemporary in character, the proposed materials and finishes which include durable, weather resistant banner fabric and powder-coated poles are in keeping with the principles of sustainable design, ensuring longevity and reducing the need for frequent maintenance or replacement.
19. Overall, the proposed signage scheme is fully compliant with Policy SW11 and represents a thoughtful and appropriate design intervention that enhances the visual and functional quality of the site.

Amenity

20. The proposed signage is not considered to have any adverse impact on the visual amenity of the area. The scale, design and siting of both the panel banner and flagpoles have been carefully considered to ensure they are proportionate and visually appropriate within the existing built context of the care home and surrounding urban context, which includes large-scale retail stores with an array of signage.
21. The use of high-quality materials and a coordinated design approach will ensure the advertisements contribute positively to the character of the site frontage and surrounding area. Furthermore, the signage will not result in any significant visual intrusion or loss of outlook for nearby residential properties given the location and separation distances.

Public Safety

22. The development raises no concerns in terms of public safety. The panel banner will be securely affixed to existing railings and will not obstruct pedestrian or vehicular movement. The flagpoles will be installed at a height that provides sufficient clearance above ground level, minimising any risk of contact and ensuring visibility for all users of the public realm. The signage is not illuminated and therefore will not introduce any issues related to light spill or distraction. As such, it fully accords with the requirement that advertisements should not prejudice public safety.

Summary

23. This application seeks consent for the display of 1 no. promotional panel banner and 4no. flagpole banners at Hallmark's Greenhill Manor Care Home. The signage forms part of a wider national rebranding initiative across Hallmark care homes and is intended to enhance the site's presence and improve its visibility to the local community and prospective residents.

24. As stated above, the proposed signage has been assessed against the relevant considerations of visual amenity and public safety and it is submitted the proposals are acceptable in both respects. The proposals are in accordance with the relevant local and national policies and should be approved without delay.
25. Should you have any queries about the proposals, please contact us using the contact details provided.

Contact

Jenny Payne

jenny.payne@turley.co.uk