

DELEGATED REPORT

Application No:	P/25/0328
Site Address:	Land At Mount Pleasant Merthyr Vale Merthyr Tydfil CF48 4TB
Development:	Proposed erection of notice board
Case Officer:	Kate Glover
Site Visit:	16th April 2026
Application Expiry Date:	25th May 2026
Consultation reply date expired:	7th May 2026

APPLICATION SITE

The application site relates to a grass verge behind a crash barrier (Vehicle Restraint System) and pavement which runs in a north/south direction and serves pedestrians walking along Cardiff Road (A4054), Merthyr Vale. To the north of the site is a bus-stop which is positioned approximately 29m north of the site. The site is also located approximately 7.5m from a highway junction with Black Lion Gates, and it is noted that there is a post box located on Black Lion Gates and near to this junction.

PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect a notice board within a small section of the grass verge.

The proposed notice board would have a white aluminium frame notice area of approximately 0.75m wide, 0.05m deep and 1.35m in height, and would be supported by aluminium posts either side, with a total height of 1.7m above ground level. The posts would be bolted onto a concrete foundation located 0.6m below ground level.

The noticeboard has been proposed by Invest Local Ynysowen, a steering group made up of local organisations and individuals across the Aberfan, Merthyr Vale and Mount Pleasant area, who's aim is to support community development and cohesion. The proposed notice board seeks to keep residents better informed and provide better access to community news and will therefore be used to communicate various information to local residents, such as, events in the area, sessions and support available to the community, access to charities and support services, etc. No business-related adverts would be placed on the notice board.

The information to be displayed within the notice board will be first authorised by the local community and charitable organisations, such as Ynysowen Events and Social, Trinity Childcare Charity, Taff Rocks, as well as local churches, scout groups, libraries and schools, etc.

Local volunteers will keep the notice board updated and the information displayed will also be regularly checked by Invest Local Ynysowen, Ynysowen Events and Social and other social groups. However, the ongoing maintenance and upkeep of the notice board will be the responsibility of Ynysowen Events and Social.

PLANNING HISTORY

The Council's records do not indicate any other recent or relevant planning history for this site.

CONSULTATION

Head of Engineering and Highways

No objection.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to nearby occupiers, and a site notice was displayed near the site. No letters of objection were received following this publicity exercise.

After the publication of the Council's weekly list, a Councillor made observations suggesting that the sign was moved to a nearby bus-stop as there were issues with the use of the post-box. The Head of Engineering and Highways were asked for their comments in relation to the location of the sign and its relocation. The response was that the sign was not in a location which would interfere with highway visibility and the relocation of the sign might encourage vehicular traffic to stop on the A4054 which was a busy road.

The Councillor was satisfied and there were no issues to resolve.

POLICY CONTEXT

National Development Framework

Future Wales: the National Plan 2040 (February 2021) (Future Wales) sets out a 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, February 2024) (PPW)

The policies in PPW are supported by Technical Advice Notes (TANs). The most relevant to this application is TAN7 – Outdoor Advertisement Control (1996), with particular regard to:

Section 6 - which notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning application. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Section 10 - which notes that 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, including the likely behaviour of vehicle drivers who will see the advert and possible confusion with any traffic sign or other signals.

Paragraph 6.1.15 and 6.1.16 states that *'...there is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds. Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area...'*

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 with regards to this nature of development. As such, the application will be assessed having regard to the advice contained in TAN 7, as discussed above.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed notice board is acceptable in respect of its impact upon amenity, public safety and highway safety.

The proposed notice board would appear clearly visible along Cardiff Road. It seeks to serve the local community and inform them of events in the area, as well as support and charities available to local residents, and its location within this setting is therefore justified.

The proposed notice board, which would be constructed in an appropriate material, comprise a modest façade and a proportionate scale, would be free of any illumination and would be seen in the context of the wider streetscene which contains lamp posts, telegraph poles as well as the post-box, bus stop and crash barrier previously referred to. As such, the proposed notice board would relate well to its surroundings and would not appear overly conspicuous when viewed in relation to the wider street. The proposal would therefore be considered acceptable and would not be deemed to cause any significant adverse impact upon the character and appearance of the streetscene or wider context.

With regards to impact of the sign upon highway safety, no objection has been raised by the Head of Engineering and Highways. It is noted that the proposed notice board would

be located behind both the footway and the crash barrier and would not interfere with visibility for vehicles using the Cardiff Road/Black Lion Gate junction. As such the sign would not be detrimental to public nor highway safety or result in a distraction to highway users.

Having taken account of the siting and scale of the notice board, it is not considered that this form of advertisement, in this location, would have any adverse impact upon public amenity or safety or highway safety.

CONCLUSION

For the reasons set out above, the proposed notice board is considered acceptable and accord with the relevant policies.

Finally, 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.

Accordingly, the following recommendation is made:

RECOMMENDATION: BE GRANTED ADVERTISEMENT CONSENT:

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 08.05.2026