

# DELEGATED REPORT

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| <b>Application No:</b>                  | <b>P/26/0144</b>                                                     |
| <b>Site Address:</b>                    | <b>8 - 9 The Green<br/>Trefechan<br/>Merthyr Tydfil<br/>CF48 2EU</b> |
| <b>Development:</b>                     | <b>New fascia sign to the front elevation</b>                        |
| <b>Case Officer:</b>                    | <b>Gareth Davies</b>                                                 |
| <b>Site Visit:</b>                      | <b>8th July 2026</b>                                                 |
| <b>Application Expiry Date:</b>         | <b>26th August 2026</b>                                              |
| <b>Consultation reply date expired:</b> | <b>23rd July 2026</b>                                                |

## APPLICATION SITE

The application property is located centrally in Trefechan. The Green is a building in which residential flats are located at first floor and above, and at ground floor level, the building is divided into units which provide non-residential uses such as community facilities and shops. The outdoor space is located at the rear of the building and access to the area is via the established community childcare facility known as Flying Start.

The topography of the area is such that the site is a gentle slope and there are retaining boundary walls to the south and west.

The application site is within the settlement boundary as identified by Local Development Plan Policy SW4 and its associated proposal map.

## PROPOSED DEVELOPMENT

The application seeks permission to install a non-illuminated sign at fascia level on the front elevation of units 8 and 9 The Green. The sign would measure 3m x 0.79m with the main text reading “Cylch Meithrin Trefechan” in blue text on a white background with smaller decals at the bottom which acknowledges funding from Muddiad Meithrin and the Welsh Government.

## PLANNING HISTORY

P/26/0020 – Non-Material Amendment to P/24/0242 to increase the depth of canopy from 3.2m to 4.5m – Approved 13<sup>th</sup> March 2026.

P/24/0242 – Change of Use of part of the building for a youth centre to a flying start facility and erection of a canopy on the rear elevation of the building – Approved 13<sup>th</sup> December 2024.

## CONSULTATION

Head of Engineering and 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 8<sup>th</sup> July 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 unit and the building on which it will be installed. The sign would not appear out of place given the wider context of the site with a mixture of residential commercial and community facilities. Being non-illuminated the sign would not impact the amenity of nearby neighbours or the residents of the building itself.

With regard to the impact of the proposed sign on public safety, and particularly highway safety, there would be no adverse impact the sign would be read in the context of The Green as a whole where it is visible from the public highway. There is no conflict with the wider highway system around The Green, and this is reflected in the fact that the Councils Highways department 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 advertisements are 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**



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**Director of Neighbourhood Services**

**DATE: 03.08.2026**