

DELEGATED REPORT

Application No:	P/26/0129
Site Address:	Unit 5 Cyfarthfa Retail Park Swansea Road Merthyr Tydfil CF48 1HY
Development:	1 No. internally lit fascia sign and 1 No. digital LED hording
Case Officer:	Kate Glover
Site Visit:	30th June 2026
Application Expiry Date:	10th August 2026
Consultation reply date expired:	21st July 2026

APPLICATION SITE

The application site relates to an existing retail unit formerly occupied by Wilko (comprising Units 5A and 5B) located within Cyfarthfa Shopping Park. The site is bound by a service yard and access road to the rear (north), a large shared car park to the front (south), and adjacent retail units to the west (Argos) and east (Skechers).

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the installation of an internally illuminated fascia sign and an LED screen on the front elevation of the unit.

The fascia sign will display the text 'Footasylum' using white lettering mounted on a black aluminium rail. The signage would measure 4.33m wide by 0.55m high, with a depth of 0.13m, and would be fixed to the glass facade at approximately 4.65m directly above the glazed shop entrance.

The proposed LED screen would measure 4.0m wide by 3.0m high and would be positioned toward the bottom-left corner of the unit's glazed facade.

PLANNING HISTORY

The council's records indicate the following relevant planning history for this site:

P/24/0246 - Erect 2 signs to the front elevation – Approved: 21st November 2024

P/24/0174 Variation of conditions 2, 3, 4, 5 of planning permission P/23/0223 to reduce the size of the mezzanine within Unit 5b – Approved: 4th November 2024

P/23/0223 - Proposed subdivision of Unit 5 into two units and associated external alterations – Approved: 12th March 2024

CONSULTATION

The following consultations were undertaken:

Head of Engineering and Highways: No objection.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to adjoining properties and a site notice was displayed within the vicinity of the site.

No letters of representation were received following this publicity exercise.

POLICY CONTEXT

There are no specific policies contained within the adopted Merthyr Tydfil Local Development Plan 2016 - 2031 (LDP) pertaining to this type of application. National Planning Policy in relation to advertisements is contained within Technical Advice Note 7 – Outdoor Advertisement Control (1996).

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisements are acceptable in respect of their impact upon amenity and public safety.

The proposed 'Footasylum' sign and LED screen are considered to be acceptable in terms of its impact upon amenity. Due to the location of the application site within a retail park setting, away from residential properties, the sign and LED display would not have any impact upon residential amenity. In this regard, it is noted that no concerns have been received following the publicity and consultation exercises. The signage is also acceptable in terms of its impact upon visual amenities. As previously mentioned, the signage is located within a well-established retail park where other multiple illuminated signs of a similar scale, design and siting, already exist. Thus, the proposed sign and display would be acceptable and would therefore not appear out of context or harmful to the character and appearance of the unit or the wider retail park itself.

With regards to public safety, the Head of Engineering and Highways has raised no objections. They note that the LED display would not adversely impact users of the space, which functions as both a thoroughfare and a parking area for vehicles and pedestrians. Furthermore, the normal movement of pedestrians navigating the car park is considered a more immediate visual distraction than the proposed signage. Consequently, the advertisement would not cause any significant adverse impact on public safety, impinge upon highway safety, or create an unacceptable distraction for highway users.

CONCLUSION

For the reasons set out above, the proposed adverts are 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: ADVERTSIEMENT CONSENT BE GRANTED

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 03.08.2026