

Delegated Decision Report

Application No:	26/0325	Statutory Period Expires:	7th July 2026
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Site:	8 Furnace Way Indurent Park Newport South Wales NP19 4RJ		
Proposal:	ADVERT CONSENT FOR THE RETENTION OF AN EXTERNALLY ILLUMINATED ADVERT COMPRISING A REPURPOSED AIRCRAFT TAIL FIN DISPLAYING THE AERFIN LOGO (RETROSPECTIVE)		
Applicant:	AerFin		
Type:	Advert Consent	Ward:	Llanwern
Decision:	GRANTED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The application site is located in Indurent Park Newport in a well-established industrial park which comprises a number of new warehouse units, which are used for a range of industrial and distribution purposes. North of the Site is brownfield land, to the east and south of the Site is the wider industrial park. Further east is Tata Steel's Llanwern Works, whilst further to the south is the A4810, 'Queen's Way'. To the west is brownfield land which is subject to redevelopment for a mixed-use development.

3. DESCRIPTION OF DEVELOPMENT

3.1 This application seeks retrospective advertisement consent for the installation of one advertisement sign at the southern entrance to Unit 8. The advertisement comprises a repurposed / adapted aeroplane tail fin, which displays the company logo and colours. The sign measures 6.1m in height, 6.8m in width and 800mm in depth and is wrapped in Avery Dennison Supreme wrap SWF Matt Black for the top half and the company name is finished in the white Avery Dennison Supreme wrap. The advert will be illuminated by two lights (Discus Flood Plus 100W Diffused) on either side of the Fin. A Permanent Beacon BM 12-230VAC/DC RD will be situated on top (this will be on / off only and not flashing).

4. RELEVANT SITE HISTORY

App Number	Proposal	Decision	Decision Date
24/1033	ADVERTISEMENT CONSENT FOR 1NO. HALO ILLUMINATED FASCIA SIGN	GRANTED WITH CONDITIONS	30.01.2025
24/0675	ADVERTISEMENT CONSENT FOR 2NO. ILLUMINATED FASCIA SIGNS AND 1NO. VINYL BAND	GRANTED WITH CONDITIONS	20.09.2024
21/1174	RESERVED MATTERS APPLICATION RELATING TO ACCESS, APPERANCE, LANDSCAPING, LAYOUT AND SCALE FOR PHASE 6 (UNITS 11, 12 AND 14) AND PARTIAL DISCHARGE OF CONDITIONS 1 (RESERVED MATTERS APPLICATION), 8 (MATERIALS), 9 (LANDSCAPING DETAILS), 10 (BOUNDARY TREATEMENTS), 11 (OPEN SPACE MANAGEMENT AND MAINTENANCE), 12 (CYCLE PARKING), 15 (EMERGENCY ACCESS DETAILS), 16 (HIGHWAYS DETAILS), 18 (HIGHWAYS DETAILS), 22 (STREET LIGHTING), 24	APPROVED WITH CONDITIONS	17.03.2022

	(LEVELS), 33 (SURFACE WATER DRAINAGE), 34 (FOUL AND SURFACE WATER DRAINAGE), 39 (SUSTAINABILITY STATEMENT) AND 43 (FIREFIGHTING APPLIANCES WATER SUPPLY) PURSUANT TO OUTLINE PLANNING PERMISSION 06/0471 FOR THE REDEVELOPMENT OF THE SITE TO CREATE A MIXED USE URBAN EXTENSION		
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5. PLANNING POLICY

5.1 THE NATIONAL DEVELOPMENT FRAMEWORK: FUTURE WALES - THE NATIONAL PLAN 2040

Future Wales sets out the Welsh Government's land use priorities and provides a national land use framework for SDPs and LDPs. Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes.

Policy 1 - Where Wales Will Grow

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Policy 9 - Resilient Ecological Networks and Green Infrastructure

5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

5.3 WELSH GOVERNMENT TECHNICAL ADVICE NOTE (TAN) 7: OUTDOOR ADVERTISEMENT CONTROL

5.4 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

- CE4 (Archaeology)
- GP2 (General Amenity)
- GP4 (Highways & Accessibility)
- GP6 (Quality of Design)

6. CONSULTATION RESPONSES

6.1 HIGHWAYS OFFICER

No objection.

It is assumed that the beacon is not operational. Otherwise, a condition to prevent its use would be needed. On that basis there are no highway related objections.

6.2 HENEB

No objection.

6.3 ENVIRONMENTAL HEALTH OFFICER

No response received to date.

7. PUBLIC REPRESENTATIONS

N/A

8. ASSESSMENT

8.1 The Welsh Government Technical Advice Note 7 provides guidance on Outdoor

advertisement control and states that applications for advertisement consent can only consider amenity and public safety. As such, the impact on visual/residential amenity and the effect on public safety are assessed as part of this application.

- 8.2 When assessing an advertisement's impact on public safety, local planning authorities should have special regard to its effect upon the safe use and operation of any form of traffic or transport, including the safety of pedestrians

8.3 **Amenity**

As the property is within an established business park, there are no neighbouring residential properties within an 800m radius of the site and therefore it is considered that there would be no adverse impact to residential amenity.

- 8.4 Moreover, given the location of the application site within a business park, advertisements are not uncommon within the vicinity. The application site is adjacent to a number of commercial units, many of which display advertisements. Although no free standing signage of a similar ilk can be observed, the structure is set within the demise of, and relates directly to, Unit 8. It remains the case that the advertisement is compatible with the 'large scale' of Unit 8, which it is set against. The illumination of the proposed advertisement is of appropriate nature, as it is modest in intensity, does not result in glare or light spill, and is consistent with the commercial character of the surrounding area. Illumination has previously been considered to be acceptable on this Site. The signage is commensurate with the setting and context and does not result in in-combination effects that are harmful to amenity. Therefore, it is considered that the advertisements are acceptable in this regard.

8.6 **Public/ Highways Safety**

TAN 7 acknowledges that free standing units alongside the highway usually have a dominant impact upon their surroundings, and they therefore need to be sited with particular care to ensure that their effect on pedestrians and highway users is not overwhelming. The Council's Highways Officer has advised that on the basis that the beacon is not operational, there are no highway related objections. The agent has confirmed that the beacon is not operational.

9. **OTHER CONSIDERATIONS**

9.1 ***Crime and Disorder Act 1998***

Section 17(1) of the Crime and Disorder Act 1998 imposes a duty on the Local Authority to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. This duty has been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable increase in crime and disorder as a result of the proposed decision.

9.2 ***Equality Act 2010***

The Equality Act 2010 identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership.

- 9.3 Having due regard to advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected characteristics;
- taking steps to meet the needs of people from protected groups where these differ from the need of other people; and
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

- 9.4 The above duty has been given due consideration in the determination of this application. It is considered that there would be no significant or unacceptable impact upon persons who share a protected characteristic, over and above any other person, as a result of the proposed decision.

9.5 ***Planning (Wales) Act 2015 (Welsh language)***

Section 31 of the Act clarifies that impacts on the Welsh language may be a consideration when taking decisions on applications for planning permission so far as it is material to the application. This duty has been given due consideration in the determination of this application. It is considered that there would be no material effect upon the use of the Welsh language in Newport as a result of the proposed decision.

9.6 ***Newport's Well-Being Plan 2018-23***

The Wellbeing of Future Generations (Wales) Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with the sustainable development principle to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. This duty has been considered during the preparation of Newport's Well-Being Plan 2018-23, which was signed off on 1 May 2018. The duty imposed by the Act together with the goals and objectives of Newport's Well-Being Plan 2018-23 have been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable impact upon the achievement of wellbeing objectives as a result of the proposed decision.

10. **CONCLUSION**

10.1 The proposed advertisement does not have an adverse impact upon public safety, nor amenity. The proposal is in accordance with Policies GP2, GP4 and GP6 of the Newport Local Development Plan 2011 - 2026 (Adopted January 2015) and the guidance set out in The Welsh Government Technical Advice Note 7.

11. **DECISION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents:

- Site Location Plan
- Front Elevation Plan
- Side Elevation Plan
- Exterior photograph of site
- Fork Lug design and specification
- Ground lighting layout technical data
- Technical data sheet for permanent beacon
- Mesh Cage Specification
- Correspondence RE: Non-operational Beacon

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

NOTE TO APPLICANT

01 This decision relates to plan Nos: Site Location Plan:Front Elevation Plan, Side Elevation Plan, Exterior photograph of site, Fork Lug design and specification, Ground lighting layout technical data, Technical data sheet for permanent beacon, Mesh Cage Specification

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies CE4, GP2, GP4 and GP6 were relevant to the determination of this application.

03 Due to the minor nature of the proposed development (including any demolition) and the location of the proposed development, it is considered that the proposals did

not need to be screened under the Environmental Impact Assessment Regulations.