

REFERENCE: 25/0186

PROPOSAL: DISPLAY OF 1NO. 10M HIGH INTERNALLY ILLUMINATED
DOUBLE SIDED TOTEM POLE

SITE: Costa Coffee, Ty Newport Hotel, Chepstow Road, Newport,
NP18 2LX

APPLICATION TYPE: Full

CASE OFFICER: Harpreet Kheela

RECOMMENDATION: OBJECTION

Comments:

From a street scene perspective this feature would be extremely detrimental by adding additional significant visual pollution in a vertical and illuminated form. The Costa Coffee unit is already clear and unattractive enough in itself.

This would have an adverse effect on public visual amenity.

There is no reason that this additional signage is justifiable.

If this application *is* considered for approval, then I would strongly recommend that the illuminated pole idea is completely rejected and that a small (W1mm x H500mm) sign on the existing low wall, designed in a more passive, less pronounced corporate style might be acceptable. Perhaps painted on the masonry with a fade, rustic finish.

I would refer this case to our biodiversity/ecological officers for further comment.