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From: Arnall, Guy <Guy.Arnall@newport.gov.uk>

Sent: 22 September 2025 08:57

To: Quinn, Vicky (Senior Planning Officer) <Vicky.Quinn@newport.gov.uk>

Subject: RE: Planning Consultation Request for case ref: 25/0727 (Pure Vida Hub, Church Street, Caerleon, NP18 1AW) (ADV)

Hi Vicky

Re: ADVERTISEMENT CONSENT FOR 2NO FASCIA SIGNS AND 1NO FREESTANDING SIGN

Caerleon Methodist Church is prominently located within the Caerleon Conservation Area (CA). Despite modern alterations, the original form of the building remains as a good example of 19th century nonconformist religious architecture, and as such it makes a positive contribution to the character of the CA.

The existing signage is acrylic board printed and, though large, the black-on-white colour-scheme substantially reduces its prominence against the white-painted background of the building's elevation.

The proposed signage above the porch appears to be of individually applied fret-cut lettering, of a reduced scale compared to the existing.

Signage proposed to porch and adjacent freestanding sign is of the same material as the existing, but with a reversed colour-theme wherein the principal colour is to the background, with white lettering. This enhances the prominence of the signage, thus reducing the prominence of the built asset. If their colour-theme was to be reversed, we could likely conclude preservation of character and appearance. Individually applied, fret-cut lettering above the prominent doorway would be an even better choice, resulting in some enhancement over an applied vinyl board.

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer Swyddog Dirprwyedig
(Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)

Adfywio a Datblygu Economaidd / Regeneration and Economic Development Cyngor
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