

ADVERTISEMENT CONSENT AND DISCONTINUANCE NOTICE APPEAL

If you need this document in large print, on audio tape, in Braille or in another language, please contact us on 0300 123 1590.

Please ensure you are using the correct form for the type of appeal you are submitting.

Please visit our website for guidance on completing this form.

WARNING: Your appeal must reach Planning and Environment Decisions Wales within 8 weeks from the date of the LPA's decision notice or before the effective date of the Discontinuance notice.
(**NOTE:** If any of the "Essential supporting documents" listed in Section I are not received by us within the appeal period, the appeal will not be accepted).

IF YOU ARE NOT COMPLETING ELECTRONICALLY, PLEASE PRINT CLEARLY IN CAPITALS USING BLACK INK

A. APPELLANT – The name of the person(s) making the appeal **must** appear as an applicant on the application form or have been served with a Notice. If this is not the case the appeal cannot be registered.

Name /
Organisation Name
(if applicable)

Wildstone Estates Limited

B. AGENT (if any) FOR THE APPEAL

Name /
Organisation Name
(if applicable)

Alder King Planning Consultants

C. LOCAL PLANNING AUTHORITY (LPA)

Name of the LPA

Newport City Council

LPA's
reference number

25/0334 8BX

Application form dated
(if applicable)

01/05/2025

Date of LPA's Decision
Notice (if issued)

12/06/2025

Effective date of
Discontinuance Notice
(if applicable)

n/a

D. APPEAL SITE ADDRESS

Address

55 Chepstow Road, Newport

Post code

NP19 8BX

Are there any health and safety issues at, or near the site which the Inspector would need to take into account when visiting the site?

YES*

NO

☐☒

*If yes, please explain in your full statement of case (section G)

Could the Inspector see the relevant parts of the appeal site sufficiently to judge the proposal from public land?

YES

NO

☒☐

Does the development affect the setting of a listed building?

YES

NO

☐☒

Is the appeal site within an Area of Outstanding Natural Beauty?

YES

NO

☐☒

Does the site lie within a conservation area?

YES

NO

☐☒

Does the site lie within a green belt/green wedge?

YES

NO

☐☒

Is it essential for the Inspector to enter the site to check measurements or other relevant facts? * If the answer is 'YES' please explain below.

YES*

NO

☐☒

Do not include personal or financial information.

NOTE: The Inspector will visit the site unaccompanied by either party unless the relevant part of the site cannot be seen from a road or other public land, or it is essential for the Inspector to enter the site to check measurements or relevant facts.

E. DESCRIPTION OF THE ADVERTISEMENT(S)

Please enter details of the proposed advertisement(s), explaining the description, measurements and colours, including details of illumination (if any). This should normally be taken from the application form, but if the application was revised while it was with the local planning authority for consideration, you may enter a description of the revised scheme. Please enclose a copy of the LPA's agreement to the change. Do not include personal or financial information.

One digital advertisement

Height: 2.4 metres

Width: 1.23 metres

Depth: 0.22 metres

Height from the ground to the base of the advertisement: 0.41 metres

Maximum projection of the advertisement from the face of the building - 0 metres

Maximum height of individual letters and symbols - 165 centimeters

Materials of Advertisement - Lightweight LED Panels

Colour of text and background - Multicoloured

Internally Illuminated

Illuminance levels - 300 - 5000 cd/m2

Static illumination

Has the description of the development changed since the application was submitted? YES NO
☐ ☒

F. REASON FOR THE APPEAL

This appeal is against the LPA's decision to:

Please tick which applies

1. Refuse consent for the advertisement(s).

☐

2. Grant consent for the advertisement(s) subject to conditions to which you object.

☒

3. Serve a Discontinuance notice.

☐

4. The failure of the LPA to give its decision within the appropriate period (usually 8 weeks) on an application for consent.

☐

G. FULL STATEMENT OF CASE

This is your only opportunity to make your case in connection with the reason for the appeal as indicated in section F. Therefore please provide your FULL statement of case. Alternatively you can submit your statement of case as a separate document alongside other documents supporting your appeal. To do this, you need to go through the reasons for the decision (if provided) and explain why you disagree and/or why you think the appeal should be allowed. Only the reasons within the LPA's decision and the matters they considered at application stage should be included. You should not introduce any new matters that were not before the LPA during the application. Please refer to the guidance on our website for further information.

Please continue on a separate sheet, page 5, if necessary

Please see Appeal Statement of Case, prepared by Alder King Planning Consultants (August 2025), for the full statement.

G. FULL STATEMENT OF CASE (continued)

H. APPLICATION FOR AN AWARD OF COSTS ([see guidance for further information](#))

Does the appeal include an application for costs?

YES*

☐

NO

☒

* If the answer is 'YES' you must submit a statement below that clearly explains why you think unreasonable behaviour has occurred and how this has caused unnecessary or wasted expense.

I. ESSENTIAL SUPPORTING DOCUMENTS

Depending on the type of appeal, the documents listed below must be sent with your appeal form. If we do not receive all your appeal documents by the end of the appeal period, we will not deal with your appeal.

Please tick the boxes to show which documents you are enclosing.

Appeals against Refusal/Failure/Conditions

- | | | |
|---|--|--|
| 1 | A copy of the original application sent to the LPA. | ☒ |
| 2 | All relevant plans and particulars submitted to the LPA. | ☒ |
| 3 | A copy of the LPA's decision notice (if issued). | ☒ |
| 4 | All relevant correspondence with the LPA relating to the application. | ☐ |
| 5 | If the appeal is against the LPA's failure to decide an application please supply a copy of the LPA's letter registering your application. | ☐ |

Appeals against a Discontinuance Notice

- | | | |
|---|--|--------------------------|
| 6 | The Discontinuance Notice served by the LPA. | ☐ |
| 7 | Any notice of variations. | ☐ |
| 8 | All relevant correspondence with the LPA. | ☐ |
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APPLICATION DECLARATION

I confirm that I have sent a copy of this appeal form and all relevant documents to the LPA (if you do not your Appeal will not normally be accepted).

I confirm that all sections have been fully completed to the best of my knowledge.

I understand that you may use the information I have given for official purposes in connection with the Town and Country Planning Act 1990 and details including my name, the site description and my statement of case will appear online. By submitting this form I am agreeing to the use of the information I provide in this way.

Name (in capitals)

ALDER KING PLANNING CONSULTANTS

On behalf of (if applicable)

Wildstone Estates Limited

Date

4 August 2025

SEND

1 COPY to us at:

E-mail: PEDW.Casework@gov.wales
PEDW.GwaithAchos@llyw.cymru

OR

Planning and Environment Decisions Wales
Crown Buildings
Cathays Park
CARDIFF
CF10 3NQ

Helpline: 0300 123 1590

Please keep a copy for your records

1 COPY to the LPA

Send a copy of the appeal form to the address from which the decision notice was sent (or to the address shown on any letters received from the LPA).

There is no need to send them all the supporting documents again; only send them any supporting documents not previously sent as part of the application.

When we receive your appeal form, we will write to you letting you know what happens next.

Any enquiries regarding this document/publication should be sent to us at the address above or e-mail: PEDW.Casework@gov.wales / PEDW.GwaithAchos@llyw.cymru

Personal Details (these will not be made publicly available)

1. APPELLANT PERSONAL DETAILS

Address	Wildstone Estates Limited, 1 Bartholomew Lane, London
Post code	EC2N 2AX
Daytime telephone	n/a
E-mail	planning.consultancy@alderking.com
Language Preference	English ☒ Welsh ☐
I prefer to be contacted by	E-mail ☒ Post ☐

2. AGENT PERSONAL DETAILS (if any)

Address	Alder King Planning Consultants, Pembroke House, 15 Pembroke Road, Bristol
Post code	BS8 3BA
Daytime telephone	n/a
E-mail	planning.consultancy@alderking.com
Language Preference	English ☒ Welsh ☐
I prefer to be contacted by	E-mail ☒ Post ☐

The gathering and subsequent processing of the personal data supplied by you in this form, is in accordance with the terms of our registration under the Data Protection Act 1998. Further information about our Data Protection Policy can be found at <https://gov.wales/welsh-government-privacy-notice>