



From:

Sent:

To:

Cc:

Subject:

Attachments:

Advertisement Application Validation

We sent you safe versions of your files; Advertisement-Consent-Validation-Requirements-2021.pdf; RR-ES-008 Extract (003) - Vertical Fascia Sign.pdf; 210914_Flagmakers metallic flag artwork final.pdf; BMW069 application form 19.10.21.pdf

Follow Up Flag:

Follow up

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Mimecast Attachment Protection has deemed this file to be safe, but always exercise caution when opening files.

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Dear Ms Malik,

Thank you for the prompt response on our application (ref: BE/153/21/A), submitted to Arun District Council on 15th October 2021.

I am writing to you in relation to the aforementioned application (which is submitted on behalf of Roll-Royce Motor Cars). I understand there are concerns regarding our application that have stalled its validation and I respond to each of your points in turn:

1. We would like to reiterate that this application is for consent to display advertisements and not an application for planning permission (as indicated on your letter), and as such its validation should be determined in accordance with the Council's Advertisement Consent Validation Requirements. Upon review of said Requirements, we hold the position that our submission is in compliance. An application for consent to display advertisements does not require the location plan to have a solid red outline around the site address. Nevertheless, we have amended the Location Plan to indicate to named roads, as required.
2. Although not specified on the Validation list referred to above (and enclosed), we have converted each separate plan to a PDF format, as requested. These plans have been amended on the online portal but are also attached here for convenience.
3. The Plan for the vertical fascia sign ('Sign 5') was submitted (referred to and titled as "RR-ES-008 Extract (003)"). It has now been converted to PDF as requested.
4. For the avoidance of doubt, our application seeks consent for 4x totem signs, 1x vertical fascia sign and 2x flags (as identified on the location plan). No part of the application refers to six signs. For clarification, we have updated Section 4 of the application form (attached), to identify the two flag signs which were not referred, which hopefully clarifies the position. The plans provided correspond to each of these signs and can be cross-referenced with the covering letter for further clarification and identification.

We trust that this is sufficient to ensure the validation of our application but please do not hesitate to contact us should you require anything further.

Kind regards

Aya



