

Development Management
Arun District Council
First Floor
Civic Centre
Maltravers Road
Littlehampton
BN17 5LF

15th October 2021

Our Ref:
BMW069/GM/AM

PP Ref:
PP-10245239

Dear Sir/Madam,

**ROLLS-ROYCE MOTOR CARS LTD – APPLICATION FOR
CONSENT TO DISPLAY 4 NO. TOTEM, 1 NO. FASCIA SIGN AND
2 NO. FLAG SIGNAGE ADJACENT TO AND WITHIN THE ROLLS-
ROYCE MOTOR CARS TECHNOLOGY AND LOGISTICS CENTRE,
NEWLANDS ROAD, BERSTED, PO22 9FJ**

David Lock Associates ('DLA') are pleased to submit this application on behalf of our client and the applicant, Rolls-Royce Motor Cars Ltd, seeking consent to display 7 no. signs at the Rolls-Royce Technology and Logistics Centre ('TLC') site off of Newlands Road, Bersted, under the *Town and Country Planning (Control of Advertisements) (England) Regulations 2007*.

This application seeks consent for 4 no. "totem" signs at the main entrances to the site accessed via Newlands Road. These provide directions for staff and guests of the TLC. This application also seeks consent for 2 no. replacement "flag" signs on existing flagpoles.

A new fascia sign adjacent to Unit 2 is also proposed at the entrance to the forthcoming Training Centre, which is relocating from the Home of Rolls-Royce at Goodwood (BE/86/21/PL). For the avoidance of doubt, the formal description of development is as follows:

"Application to display four totems, a vertical fascia sign and two flags, including replacing existing signage".

Existing signage has been in situ on the site for a number of years, as demonstrated by the photographs enclosed within this covering letter. The new signs reflect an update to the Rolls-Royce Motor Cars (R-RMC) corporate branding strategy.

DAVID LOCK ASSOCIATES LIMITED
50 North Thirteenth Street
Central Milton Keynes
Buckinghamshire
MK9 3BP

☎ +44 (0) 1908 666276
✉ mail@davidlock.com
💻 www.davidlock.com

VAT Reg. No. 485 0599 05.
Registered in England No. 2422692.
Registered Office as above.

Application

This covering letter is to accompany, and should be read alongside, the following documents, submitted online via the Planning Portal under reference PP-10245239:

- Completed application form;
- Planning application drawings:
 - Signage Location Plan (BMW069_001_B)
 - External Totem (RRMC-TLC-C6-ET-A01-Rev A, Sheets 1-3)

- External Totem Signage artwork (03-TLC-External Totems)
- Flag Design Details (210914_Flagmakers metallic flag artwork final)
- Proposed Training Centre Vertical Fascia - Standard (211004_TLC)
- Proposed Training Centre Signage Specification (extract) (RR-ES-008 Extract)
- Planning fee of £132, paid online via the planning portal.

Additional photographs of the existing locations, which accompany this covering letter are submitted for information only.

Advertisement Consent

The *Town and Country Planning (Control of Advertisements) (England) Regulations 2007*, the National Planning Policy Framework and the national Planning Practice Guidance all confirm that advertisements should be subject to control only in the interests of amenity and public safety.

The accompanying details clearly demonstrate that the location for the advertisements is either within land controlled by R-RMC and/or permission has been given by the owner of the land to display the advertisements. The submitted details also demonstrate that:

1. the location of the proposed advertisements does not compromise public safety and do not obstruct the highway or associated signals or cameras; and
2. the proposed advertisements would not have a detrimental effect upon the amenity of the locality.

Flag Signs

The existing flags located at the main entrance are to be replaced with flags showing updated branding. The flag poles are proposed to be reused, although the flags are to be larger than the ones they replace.

The dimensions and specification of the proposed flags are described on the enclosed drawing. It is considered that there will be no impact on amenity or highway safety as a result of the replacement of the existing flags. Existing upward lighting is already in situ, which will remain unchanged and so this does not form part of this application.

Totem Signs

Four no. "Totem" signs are proposed, four of which are to be situated in the same location as the existing Totem signs used for directional purposes. The Totem signs are shown on the signage location plan and images supporting this application. The new totem signs are 10cm larger than those previously in situ and will be placed upon a new concrete base for support. The Totems will provide effective wayfinding on-site for staff and guests of R-RMC, incorporating the new branding.

The submitted drawings provide information on dimensions and materials for the proposals. Appended to this letter are photographs of the previous signage.

Notwithstanding minor changes to the totems, they all are similar to those that they replace.

Vertical Fascia Sign

An additional Fascia sign is proposed to direct visitors and provide an entrance feature to the new Training Centre. This will support the Training Centre use, which was granted planning permission on 5th August 2021 (BE/86/21/PL).

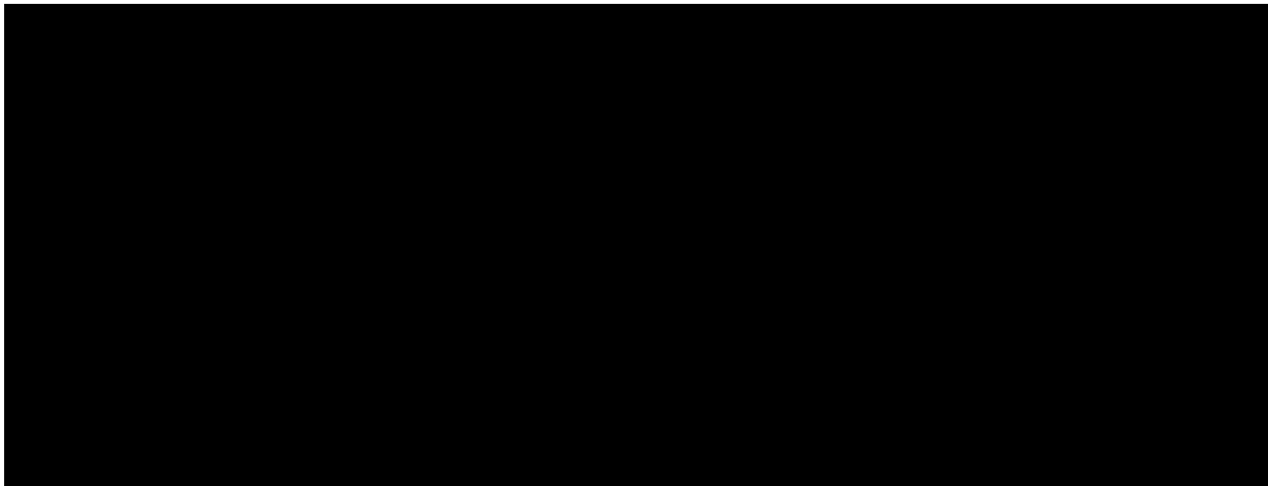
The artwork enclosed provides an indication of the colour and prominence of the sign proposed, with finalised wording to be shared with ADC in due course (during the application determination process). Details of the dimensions of the sign are set out below and on the enclosed specification image:

- Height/Width of Fascia Sign 5.5m/1.8m
- Size of lettering (as per the details set out on the enclosed extract)

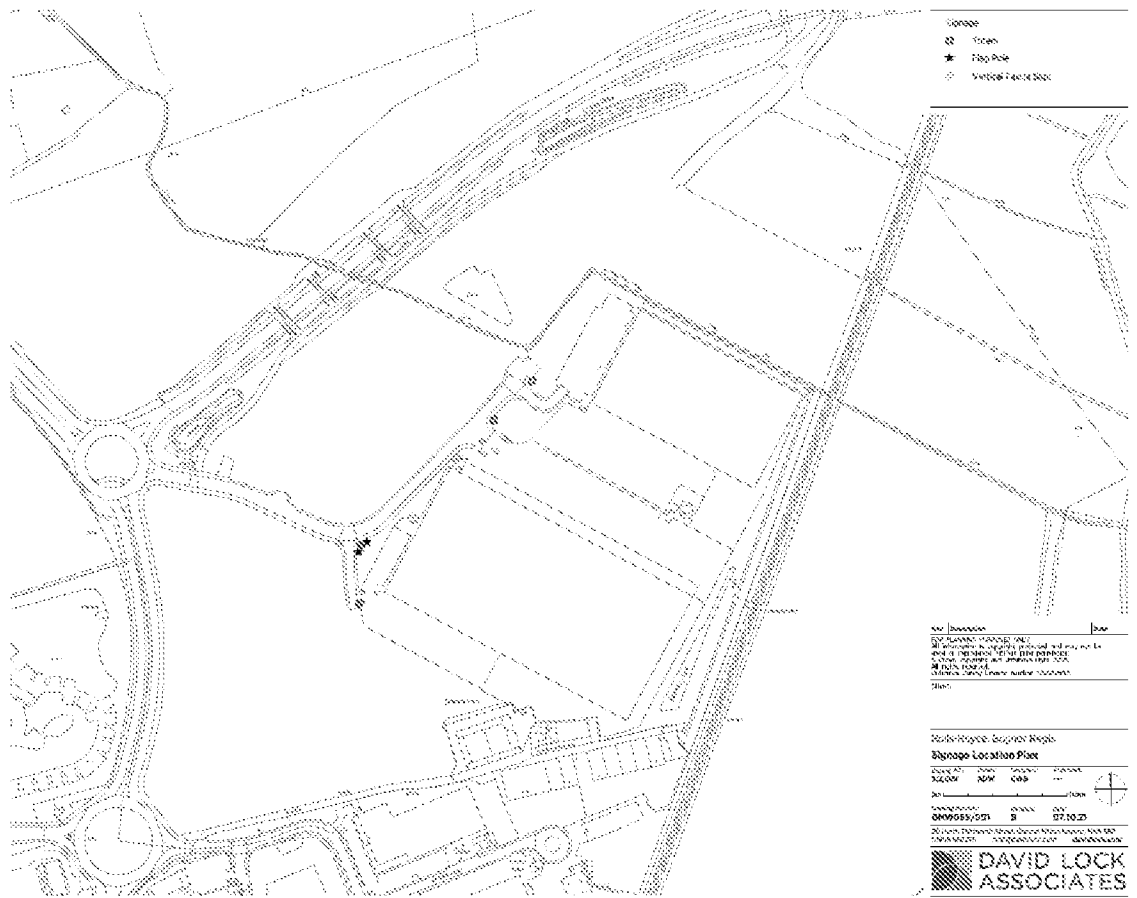
It is considered that there will be no adverse impact on amenity or highway safety as a result of the installation of the replacement totems, or fascia sign. None of the totems or fascia sign will be lit, and the replacement totems will result in a modest increase to accommodate revised branding. The updated signage will reflect the nature of the operations at R-RMC Bognor Regis and updated R-RMC branding and due to recent development (including most recently, Lidl) in the near vicinity any potential impact on amenity is significantly reduced.

We trust the above information is sufficient to ensure the application can be validated and consulted upon and we look forward to receiving confirmation of the application's validation in due course.

Please do not hesitate to contact myself, or my colleagues Aya Mohamed or Gaby Medforth, should you have any queries about the application, to ensure its approval without any undue delay as our client is keen to install the advertisements as soon as possible to finalise their corporate branding update.



Appendix 1 – Signage Location Plan



Appendix 2 – Photographs of existing signage to be replaced

Totem 1



Totem 2 (adjacent to flagpoles)



Totem 3 (Next to security gatehouse)



Totem 4 (on approach to Unit 2)

