

Our Ref: GM/93456

20 December 2023



Gravesham Borough Council
Planning Department
Civic Centre
Gravesend
DA12 1AU

**WILDSTONE ESTATES LTD
ADVERTISEMENT CONSENT FOR THE ERECTION OF A REPLACEMENT D-POSTER
ADVERTISEMENT
175 HIGH STREET, NORTHFLEET, GRAVESEND, DA11 9HG
PLANNING PORTAL REFERENCE: PP-12691725**

Dear Sirs/Madam,

We write on behalf of our client, Wildstone Estates Ltd, and further to correspondence between Alder King's James Tarpy and the Council's Lisa Williams, to enclose an application for advertisement consent at the above site. The application follows the grant of consent (ref 20231106) for the same proposed advertisement which was issued with an erroneous condition.

The application enclosed herein provides an opportunity for the LPA to reissue the consent with the corrected condition. As agreed with the Council's Lisa Williams, no application fee is payable for this resubmission.

The proposal would appear to trigger none of the duty to consult requirements set out in Regulation 13 of the town and country planning (control of advertisement) regulations. As such, we would be hopefully that the LPA can issue an immediate decision with condition 14 amended to read:

The advertising board shall be switched off, to a black screen without illumination, between the hours of 11PM and 5 AM.

All supporting material submitted in relation to 20231106 is repeated with this application, including the covering letter that was submitted in support of that proposal. In summary, this consists of:

- Completed application forms.
- Letter Statement (dated 20 October 2023).
- Appendix 1 – Side by Side Examples.
- Appendix 2 – Lighting Conditions.
- Appendix 3 – Model Conditions.
- Appendix 4 – Digital Screen Examples.
- Architectural drawings including;
 - 9391_Site Location Plan

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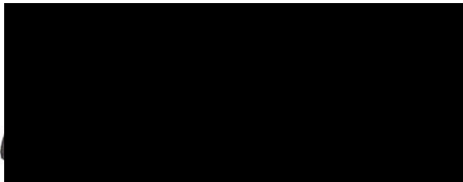


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- 9391_Existing Site Plan
- 9391_Proposed Site Plan
- 9391_Existing and Proposed Elevations

We trust the above is in order and look forward to receiving the corrected decision notice at the earliest opportunity.

Yours faithfully
for ALDER KING LLP



GARY MORRIS
Partner

E-mail: planning.consultancy@alderking.com
Direct dial: 0117 317 1175
Enc(s) as above

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Application Submission

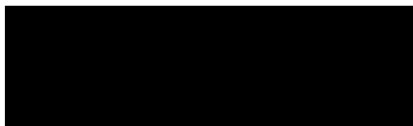
To complete the application, please find attached the following documentation:

- Completed application forms.
- Letter Statement (this letter).
- Appendix 1 – Side by Side Examples.
- Appendix 2 – Lighting Conditions.
- Appendix 3 – Model Conditions.
- Appendix 4 – Digital Screen Examples.
- Architectural drawings including;
 - 9391_Site Location Plan
 - 9391_Existing Site Plan
 - 9391_Proposed Site Plan
 - 9391_Existing and Proposed Elevations

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries concerning any of the attached information, please do not hesitate to contact me.

Yours faithfully
for ALDER KING LLP



JAMES TARPY
Town Planner

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Enc(s)	as above