

Brian Archer  
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Arundel  
BN18 9GG

3rd November 2025

**Case Officer:** Hebe Smith  
**Telephone:** 01903 737626  
**Email:** [hebe.smith@arun.gov.uk](mailto:hebe.smith@arun.gov.uk)

Dear Sir/Madam,

**Town & Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)**

Application No: AB/128/25/A

Site Address: Land at Ford Road Arundel

Description of works: Proposed erection of 8 No. signs and 4 No. flags.

Thank you for your internet representation made on 31st October 2025 which has been recorded as an objection with the comments as follows:

OWPC79576

My objections to the advertising signs, which were installed without any prior consultation, are with reference to the HM Gov Dept for Communities and Local Government publication 'Outdoor Advertisements and Signs'. In this the basis for how consent is decided is on Amenity and Public Safety.

- i) Amenity. The positioning, quantity and sheer scale of the signs has a substantially negative affect on the visual amenity of immediately neighbouring properties, of which e are one, plus passers-by at this rural location and gateway to Historic Arundel.
- ii) Safety. By virtue of their locations and size, they are designed to attract the attention of passing vehicles (there are no footpaths along Ford Road at this point). Consequently they are a distraction hazard to drivers on a 60mph limit road in the immediate vicinity of an increasingly busy T-Junction.

Your views as made above will be considered before the application is determined.

Please be aware that Planning Services operate an 'open file' policy and will publish your comments including your name and address on the website. The website is updated once a day in the evening so it may take up to 24 hours for it appear on there. Please make sure that you have only provided information that you are happy will be published in this way. If you have supplied information belonging to a third party, you must make sure you have their permission to do so. If you do not wish your comments to appear on the website or on the file you will need to confirm this by emailing to [planning@arun.gov.uk](mailto:planning@arun.gov.uk) and I will arrange for it to be destroyed although this means that the content will then be disregarded.

The majority of applications are determined under delegated powers by officers. Further information on the decision making process can be found on the website at: <https://www.arun.gov.uk/what-happens-next>

Some applications will be determined by the Planning Committee, and I shall write and inform you of the date of the meeting and the procedures for public speaking if this is the case. However, if your representation has been received after the agenda for the meeting has been finalised and the notifications have been generated, you will not receive notification. In this case, you will need to track the progress of the application on the council's website <https://www.arun.gov.uk/planning-application-search>

Any comments that are received after the agenda has been finalised will be separately reported to the members of the Planning Committee.

Regardless of how the application is determined I will notify you of the decision.

In the event of a subsequent written representations appeal, against a refusal of advertisement consent any representations made on the application will be automatically forwarded to the Secretary of State. Unlike all other types of appeal, there will be no further opportunity to comment at the appeal stage.

Yours sincerely



**Neil Crowther**  
Group Head of Planning

For details of how the Council will deal with your data please refer to our privacy notices on the website <https://www.arun.gov.uk/privacy-policy/>

If you have provided an email address, all correspondence including the decision notice will be sent by email. It is therefore important that you keep us informed if this changes during the course of this application.

To register to receive notification of planning applications in your area, please go to  
<https://www1.arun.gov.uk/planning-application-finder>