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26th November 2025

Simon Axby
8 Canon Road
Arundel
BN18 9GG

Case Officer: Hebe Smith
Telephone: 01903 737626
Email: 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 25th November 2025 which has been recorded as an objection with the comments as follows:

OWPC79998

We are writing to express our strong objection to the recent planning permission request submitted by Esquire Developments for the installation of 8 new signs and 4 flags within our historic town of Arundel. Our objections are as follows:

- i) Heritage & Conservation - Firstly, we would like to highlight that the signs are not in keeping with the character and aesthetic charm of our town. From our property, the new signs resemble the back of motorway information signs which starkly contrast with the historic and picturesque environment of Arundel.
- ii) Erected without Planning Permission - In addition, these signs have already been installed without the necessary planning permission and without any consultation with the residents who are now subjected to their unsightly appearance. They were fitted early in August 2025 and more recently Esquire Developments added an extra sign making it 9 in total not the 8 mentioned in their planning permission request. The previous signs were lower in height and made of wood, which blended more naturally with the surroundings. They were also positioned at the base of the road which were less obtrusive. The new signs, however, do not harmonize with the town's historic appeal and seem rather out of place.
- iii) Safety - Another significant concern is the visibility and utility of these signs. They are only just visible from Ford Road and do not appear to serve any practical purpose. In fact, attempting to read these signs from the main road could potentially cause distractions at an already dangerous junction, thereby posing a safety risk to both drivers and pedestrians.
- iv) Summary - In conclusion, we urge the council to not grant planning permission for the above reasons as we believe that preserving the historic integrity and safety of this town should take precedence over marketing the development in this fashion

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 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>