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12th June 2026

J Smith
61 Peckham Chase, Eastergate, Chichester
PO20 3AR

Case Officer: Rhiannon Lloyd
Telephone: 01903 737637
Email: rhiannon.lloyd@arun.gov.uk

Dear Sir/Madam,

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

Application No: AL/43/26/A
Site Address: Nyton Road Westergate Chichester PO20 3UN
Description of works: Erection of 1 No. internally illuminated double sided digital advert.

Thank you for your internet representation made on 11th June 2026 which has been recorded as an objection with the comments as follows:

OWPC84056

The inaccuracies in the application show the applicant has little understanding of the area or the character of the villages of West Sussex. The repeated confusion of this area with a PFS previously submitted for planning elsewhere shows little effort to even open a map, such that the arguments are not relevant.

I oppose the erection of the new signage on the following grounds:

Village character- Westergate is not an urban centre but a village with little night life. As such, the 'classification' of the area as Environmental zone 5 is simply incorrect. Even the garage closes by 11 pm. EZ5 is the highest ambient light category intended for urban areas, such as town centres with significant night time activity. EZ2 (or at a stretch EZ3), would be more appropriate, and this significantly alters the level of light etc permitted.

The bright lighting and constant changes of the display proposed would be out of character with the area and intrusive to the essentially residential areas surrounding the garage. The photographs showing The Hedgerows housing estate and the temporary signage are years out of date. The estate was completed in 2023. The signage for the garage would, in contrast, be permanent.

Road Safety - the applicant has stated that the nature of the road, being a straight, single carriageway, means that it would not be distracting to road users. However, the applicants own photographs in CGI FS717/PA//07, in the Statement figure 3, show this is a complex area. Opposite the garage is a bus stop. To the west the main A29 makes a 90 degree turn to the south at a point where there is a turn right lane for access to the B2233 Nyton Road. To the east, there is also a turn right lane for entrance to Ormiston Six Villages Academy, (incorrectly named by the applicant as Ormington). Again, the applicants photographs are out of date. There is now a set of traffic lights at a new pedestrian crossing near to the school entrance, another thing which must be taken into account when driving. A display board designed to attract attention is inappropriate in this complex road area, particularly at busy times such as end of school, where parents trying to pick up children are yet another complication.

The proposed signage is too big, too bright, too flashy and too dangerous for this semi-rural area.

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>