



Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF
Planning & Building Control General Enquiries
Tel: (01903) 737756 Fax: (01903) 730442
Dx: 57406 Littlehampton
Minicom: 01903 732765
e-mail: planning@arun.gov.uk
website: www.arun.gov.uk/planning

16th September 2026

Mr Simon Laker
11 Suffolk Drive
11 Suffolk Drive
Angmering
BN16 4RY

Case Officer: Silvie Steiningerova
Telephone: 01903 737702
Email: silvie.steiningerova@arun.gov.uk

Dear Sir/Madam,

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

Application No: A/127/26/A
Site Address: Field Northeast of Mill Lane Roundabout and North of the A259 New Road
Description of works: Installation of a free standing / self-supporting billboard sign.

Thank you for your internet representation made on 15th September 2026 which has been recorded as an objection with the comments as follows:

OWPC87046

I wish to object to this planning application.

The sign has been installed before planning permission has been granted, which appears premature and disregards the planning process. In my view, the structure is visually intrusive and detracts from the character of the surrounding area.

The sign is also situated near a busy roundabout, where it has the potential to distract drivers and contribute to traffic safety concerns. Its size and prominence draw unnecessary attention away from the road environment.

Furthermore, the sign does not appear to provide any direct benefit to the local community, such as advertising local housing or services. Instead, it seems primarily intended as a publicity exercise for the competition rather than serving a genuine local need.

For these reasons, I respectfully request that the planning authority consider the visual impact, road safety implications, and limited community benefit when determining this application.

Unfortunately, it is not possible for the council to respond to comments on planning applications but 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>