



AH/220010/L0017/AA01

23rd October, 2025

By planning portal and email

Chief Planning Officer
Arun District Council
Civic Centre
Maltravers Road
Littlehampton
BN17 5LF

Dear Sir

**On behalf of Kier Logistics (Bognor) Limited, Saltbox, Bognor Regis:
Application for non-illuminated totem signage**

Please find enclosed an application for the erection of a non-illuminated totem sign as part of the consented development of Plot 1 of the Saltbox development.

The submission comprises:

- This letter
- Site location plan KP-281-TP-S-01
- Signage details KP-281-TP-S-03
- Context plan KP-281-TP-S-02 (Illustrative only)

The statutory fee has been paid by the client via the Planning Portal.

Proposal

The application proposes the erection of a single , non-illuminated totem sign at the corner of Saltbox Road and Walter Lane, on the main spine route through the Saltbox development. It will have a total height from ground level of 4750mm, a width of 1800mm and a depth of 200mm.

The signage itself will have a height of 4250mm and will sit above the surrounding ground level and landscaping by 500mm. It will provide directional information for each of the units within the development.

Mango Planning & Development Limited

The enclosed drawings provide details of lettering sizes and graphics, as well as colour and materials.

Assessment

The display of advertisements falls within a separate consent regime to applications for planning permission. Section 220 of the Town and Country Planning Act 1990 (as amended) and the 1997 Advertisement Regulations identify that determination should be based on an assessment of matters of amenity and highway safety.

With regard to amenity, the proposal is within an area of low visual sensitivity. It represents a proportionate signage solution to the requirements of the development and is very much in keeping with the style and type of signage found in such locations. The signage is also non-illuminated, further reducing its potential to impact on amenity.

As regards highway safety, the proposed development does not obstruct visibility on the local road network and being non-illuminated, will not be an undue distraction for drivers. Indeed, providing clear directional signage in this location ought to assist highway safety by reducing wrong turns within the development.

Overall therefore we consider that the proposal raises no issues of amenity or public safety and we would respectfully request approval of the submitted details.

I trust that the enclosed provides you with all the details that you require. Should you need anything else then please do not hesitate to contact me.

Kind regards

Yours faithfully



Arfon Hughes
Director

E:
M:

