



Arun District Council
 Maltravers Road
 Littlehampton
 West Sussex BN17 5LF
 Tel: 01903 737756
www.arun.gov.uk

Application for Consent to Display an Advertisement(s)

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

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Unit 1

Address Line 1

Salisbury Road

Address Line 2

Address Line 3

West Sussex

Town/city

Bersied

Postcode

PO22 9FP

Description of site location must be completed if postcode is not known:

Easting (x)

493946

Northing (y)

101551

Description

Applicant Details

Name/Company

Title

Mr

First name

Jon

Surname

Tatnall

Company Name

Richmond Motor Group

Address

Address line 1

Unit 1 Saltbox Road

Address line 2

Bersted

Address line 3

Town/City

Bognor Regis

County

West Sussex

Country

UK

Postcode

PO22 9FP

Are you an agent acting on behalf of the applicant?

- ☒ Yes
☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

External LED screen to north-east corner of site boundary

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other type

Height:

4.6 metres

Width:

3.622 metres

Depth:

0.45 metres

What is the height from the ground to the base of the advertisement?:

2.3 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

500 centimetres

What materials will the advertisement be made of?:

Steel base, mast and cassette surround with powder coated finish - colours Anthracite (RAL 7016) / Silver Grey (RAL 7001) - refer to manufacturer's literature LED screen inner

The colour of text and background:

Varies - artwork controlled/changed remotely by Richmond Motor Group marketing department.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

LED external screen to corner of site.

- Maximum level of illumination during hours of darkness 150c/m2.

- The luminance level of the display to be controlled to track the light level changes in the environment during daylight hours to ensure that the perceived brightness of the display is maintained at no more than 300c/m2 above ambient level.

- Sign to contain a feature that will turn the screen off in the event that the display experiences a malfunction or error.

- Sign to have no individual advertisements containing moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.

- Sign to have an uninterrupted transition from one advert image to another; transitions to be instantaneous (less than 0.1 seconds) between static images. No individual advertisement to be displayed for a duration of less than 10 seconds.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes
☒ No
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

07/04/2025

To Date

07/04/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Tony Boyle

Date

31/03/2025