



Arun District Council
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29th April 2025

Joanna Wyuatt
Lulworth
Shripney Lane
PO22 9NU

Case Officer: Aishwarya Reddy
Telephone: 01903 737649
Email: aishwarya.reddy@arun.gov.uk

Dear Sir/Madam,

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

Application No: BE/46/25/A
Site Address: Unit 1 Saltbox Road Bersted PO22 9FP
Description of works: Erection of 4.6m high, 3.6m wide external LED screen in the north-east corner of the site.

Thank you for your internet representation made on 28th April 2025 which has been recorded as an objection with the comments as follows:

OWPC76066

I understand there was a restriction on the original planning permission granted to businesses on the Salt Box site, regarding illuminated signage this semi rural location. This application for a very large, illuminated, advertising screen contravenes the original restrictions for this site. Richmond Motors already have multiple, illuminated, car brand signs on their property, clearly visible from the main A29/ A259 roads. Their site is adjacent to the main roads and the roundabout. On safety grounds, I object to a screen showing advertising images in this location as it would cause a distraction to drivers approaching the roundabout. In addition, the site borders the Bersted Brooks LNR and would have an impact, especially at night, on vulnerable wildlife.

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>