

**1 To Addressee**

Boyle & Summers Ltd  
Suite E Ferry House  
Canute Road  
Southampton  
Hampshire  
SO14 3FJ

**2 Site Address**

Unit 1 Saltbox Road  
Bersted  
PO22 9FP

**3 Description of Development**

Erection of 4.6m high, 3.6m wide external LED screen in the north-east corner of the site.

**4** In pursuance of their powers under this Act and the Regulations the Council **CONSENT** to the display, for a period of five years from the date of this consent, of the advertisement or advertisements as described in the application and plan and subject to compliance with the conditions specified below.

1 The development hereby approved shall be carried out in accordance with the following approved plans:

- Proposed LED sign plan and elevation 4005 G1.
- Location plan 1001.
- Technical details.
- DS-D4239CD-1AAB P3.9 Outdoor LED Display unit Data Sheet (received 27-05-25).

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with Arun Local Plan policy D DM1.

2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to-

- (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 No advertisement shall be sited or displayed so as to-
  1. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  2. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  3. Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 7 The panels displaying the advertisements shall not change more than every 10 seconds, shall not contain moving images (transition between images to be less than 0.1 seconds) animation, intermittent or full motion video or images that resemble road signs or traffic signals.

Reason: In the interests of road safety and in accordance with the NPPF.

- 8 The intensity of the illumination of the signs shall not exceed 300cd/sqm above ambient level during daylight hours with a maximum level of 150 cd/sqm during the hours of darkness.

Reason: In the interests of road safety and in accordance with the NPPF.

INFORMATIVE: Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended). The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Mr.

Neil Crowther  
Group Head of Planning

Case Officer: Aishwarya Reddy

Decision Issued: **27th May 2025**

Arun District Council  
The Arun Civic Centre  
Maltravers Road  
Littlehampton  
West Sussex BN17 5LF

**IT IS IMPORTANT THAT YOU READ THE NOTES ATTACHED TO THIS DOCUMENT**

## APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town & Country Planning Act 1990

As this is a decision on an application for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals must be using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <http://acp.planninginspectorate.gov.uk>

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

Please note that this decision notice only relates to matters under the Planning Acts and does not give consent under any other legislation that may apply to the development. You will need to carry out your own checks to determine whether any other consents or permissions are required. For example, the Building Regulations are likely to apply to most developments, and a Highways Licence may be required from West Sussex County Council for any development within the public highway (including the placing of skips on highway land).