

3rd June 2026

Jamie Pittman
1 Fairway Close
1 Fairway Close
BN18 0XD

Case Officer: Jonny Cooper
Telephone: 01903 737532
Email: jonny.cooper@arun.gov.uk

Dear Sir/Madam,

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

Application No: WA/44/26/A
Site Address: Linden Homes Development, Avisford Grange Land East of Tye Lane Walberton BN18 0GX
Description of works: 2 No non illuminated aluminium composite signs on metal posts, 5 No non illuminated composite signs on metal posts, 2 No non illuminated aluminium composite tray signs with internal aluminium metal posts and 4 No 6m flagpoles to support vertical flags.

Thank you for your internet representation made on 3rd June 2026 which has been recorded as an objection with the comments as follows:

OWPC83821

I wish to object to the proposal to retain the advertising flags located along the entrance road to the development.

While I appreciate that such signage may be appropriate during the active marketing phase of a new housing development, the situation has now changed significantly. Residents, including myself, have been living on the estate for approximately three years, and the development is no longer in its initial launch period.

The continued presence of multiple advertising flags gives the entrance an unnecessarily commercial appearance that is out of keeping with what is now an established residential community. What may have been justified as temporary marketing infrastructure has become a semi-permanent feature of the streetscape.

I am concerned that allowing these flags to remain would set an undesirable precedent for the long-term retention of promotional advertising within residential areas. The entrance road should now reflect the character of a settled neighbourhood rather than continue to function as a marketing gateway.

I therefore respectfully request that the application be refused and that the developer be required to remove the advertising flags within a reasonable timeframe.

Thank you for considering my comments.

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>