

3rd June 2026

Rebecca Carden
29, Dowling Way
Walberton
ARUNDEL
West Sussex
BN18 0GS

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:

OWPC83833

I object to this application for the retention/extension of consent for the existing signage and flagpoles.

The development at Avisford Grange has now reached the point where the sales and marketing function has effectively ended. The sales office has closed, all plots have been sold, and the site is transitioning fully into an occupied residential community. In these circumstances, there is no longer a clear planning justification for retaining extensive developer advertising signage and marketing flags.

The existing signs and flagpoles were originally intended to support the marketing and sale of new homes. As those homes have now all been sold, the continued presence of this promotional infrastructure serves little or no public benefit and appears to be solely for the commercial interests of the developer.

The continued presence of these structures creates avoidable visual clutter and detracts from the appearance and amenity of the area. What may have been acceptable as a temporary measure during the sales period is no longer justified now that the development has been fully sold and the sales office has closed.

Given the completion and sell-out of the development, the appropriate course of action would be the removal of the existing signage and flagpoles rather than the extension of their consent.

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>