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29th June 2026

Erik Childerhouse
26 High street
26 High street
Bn189AB

Case Officer: Rhiannon Lloyd
Telephone: 01903 737637
Email: rhiannon.lloyd@arun.gov.uk

Dear Sir/Madam,

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

Application No:	AB/31/26/L
Site Address:	53 High Street Arundel BN18 9AJ
Description of works:	Listed building consent to change the shopfront colours and to add decals to window glazing to match the brand of St Wilfrids branches.

Thank you for your internet representation made on 26th June 2026 which has been recorded as an objection with the comments as follows:

OWPC84430

Objection to Planning Application AB/31/26/L
53 High Street, Arundel

Submitted by:
Erik Childerhouse
26 High Street
Arundel BN18

I wish to register my strongest objection to this application.

This proposal represents an entirely inappropriate alteration to a listed building situated in the heart of Arundel's Conservation Area. It would introduce a standardised corporate shopfront onto one of the finest historic High Streets in Sussex, fundamentally undermining the architectural integrity and character of this nationally important streetscape.

My objection is not to St Wilfrid's Hospice. I have enormous respect for the charity and the work it carries out. However, planning decisions must be based solely on planning policy and the statutory duties owed to listed buildings and conservation areas.

The corporate branding used by St Wilfrid's elsewhere- bright turquoise fascias, modern logos and extensive window graphics- is clearly designed for modern shopping centres, retail parks and contemporary high streets. It is wholly unsympathetic to an eighteenth-century listed building in Arundel.

Arundel is exceptional precisely because it has resisted the gradual homogenisation seen in so many historic towns. Visitors come here because of its independent character, traditional shopfronts and carefully preserved architecture. Every listed building contributes to that collective heritage. Allowing a corporate brand to override that character would erode one of the very qualities that makes Arundel so special.

The proposal would neither preserve nor enhance the character of the listed building or the wider conservation area. Instead, it would introduce a visually dominant corporate identity where a restrained, heritage-led approach is required.

There is also a significant issue of precedent. If this application is approved, it will become increasingly difficult for the Council to resist similar applications from other national retailers, charities and chains seeking to impose their corporate branding on listed buildings throughout the High Street. The cumulative impact would be the gradual loss of Arundel's unique identity in favour of standardised national branding.

The Local Planning Authority has a clear statutory duty under Sections 16 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to give special regard to preserving the listed building and to preserving or enhancing the character and appearance of the conservation area. In my view, this proposal fails that test.

If St Wilfrid's Hospice wishes to occupy these premises, then it should do so with a bespoke heritage-sensitive shopfront designed specifically for Arundel, rather than simply applying the same corporate identity used elsewhere. There is no reason why the charity's presence cannot be communicated in a manner that respects the significance of this listed building.

Arundel is one of England's most beautiful historic market towns. Once the distinctive character of its High Street is diminished, it cannot easily be recovered. The Council has both a legal duty and a moral responsibility to protect this heritage for future generations.

For these reasons, I respectfully request that this application be refused.

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.

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