

Arun District Council
Planning Services
Civic Centre
Littlehampton
West Sussex
BN17 5LF

Application Submitted by the Planning Portal

28th May 2026

Dear Sir/Madam

Re: Application for Full Planning Permission (Installation of Plant, New Shopfront) and Advertisement Consent (New Signage) at 42 High Street, Bognor Regis, PO21 1SP.

I write on behalf of Greggs PLC to submit a planning application permit the installation of plant, allow the installation of a new shopfront and provide consent for the display of new signage at 42 High Street, Bognor Regis, PO21 1SP ('the Site').

The application has been submitted via the Planning Portal (Ref: PP-14968295) along with the following supporting information:

Submitted Drawings

- Location Plan/ Block Plan – S7044/13
- Shopfronts & Adverts Elevations – RSTH/S7044/10 & RSTH/S7044/11
- Existing & Proposed Plant – RSTH/S7044/12

In addition to the above and enclosed, we would be grateful if you could consider the contents of this letter in the determination of the planning application.

Site Context

The application site forms part of the established commercial frontage along High Street within Bognor Regis town centre, a primary retail area characterised by a mix of retail, service, and food and drink uses. The site is located within a continuous terrace of commercial units, contributing to the active frontage and pedestrian flow along the High Street. The unit is understood to fall within Use Class E, accommodating a flexible range of retail and commercial uses consistent with the function and vitality of the wider town centre.

The development is not located within a conservation area and does not affect any listed buildings.

Planning History

The most recent application relevant to the site (Ref: BR/71/16/A) "*Installation of 2No. TV's depicting Santander advertisements on East & South elevations*". This was approved on 6th June 2016. This supports the proposed Greggs occupation allowing it to run as a Class E bakery.

No elements contained in the site's planning history would prohibit or conflict with Installation of Plant, External Seating Area and Advertisement Consent.

The Proposal

Based on the information set out above, the operation of the unit as a bakery is lawful under Use Class E.

It is proposed that the bakery operates between the hours:

- Monday - Friday - 7:00am - 7:00pm
- Saturday - 7:00am - 7:00pm
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- Sunday - 7:00am – 5:30pm

Plant equipment is proposed at ground level, screened appropriately, including AC condensers and new extract ductwork and grilles.

The application also seeks consent for new signage consisting of:

- three fascia signs
- two projecting signs

Finally, the application seeks consent for shopfront alterations including a new front door.

Full details of the proposed plant, shopfront and signage are included within the submitted drawings.

Planning Policy Background

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that all applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. For the purposes of Section 38 of the Act, the relevant Development Plan for the site comprises the Arun Local Plan 2011–2031 (Adopted July 2018), together with any made Neighbourhood Plans and relevant supplementary planning guidance, which provide planning guidance for development across the district.

Although the Arun Local Plan does not contain a single dedicated "Advertisements" policy, advertisement and signage proposals are assessed primarily against the following policies:

Policy D DM1: Design requires that development proposals:

- achieve a high standard of design that responds positively to the local character and distinctiveness of the area;
- are of appropriate scale, form, massing and appearance in relation to their surroundings;
- contribute to the creation of attractive and well-functioning places;
- ensure that proposals are integrated effectively within the existing streetscape.

These principles are directly relevant to the assessment of advertisement consent, including considerations such as scale, siting, design and visual impact.

Policy D DM3: Amenity requires that development:

- protects the amenity of existing and future occupiers;
- avoids unacceptable impacts in terms of outlook, privacy, noise, disturbance and visual intrusion;
- ensures that external features, including plant, equipment and signage, do not result in harmful effects on the surrounding area.

This policy is applicable to the consideration of illuminated signage, plant equipment and associated operational impacts.

Policy RET DM1: Retail and Town Centre Uses supports development within designated centres, including Bognor Regis, where proposals:

- maintain and enhance the vitality and viability of town centres;
- support active ground floor frontages and commercial uses;
- contribute positively to the function and role of the centre within the retail hierarchy.

This is particularly relevant to proposals within High Street locations, where signage and shopfront alterations play an important role in sustaining commercial activity and pedestrian engagement.

Collectively, these policies establish that signage and associated external works must be carefully designed to respect the character of the host building and surrounding townscape, avoid visual clutter, and contribute positively to the function and attractiveness of Bognor Regis town centre.

Advertisement Regulations

The relevant regulation for control of Advertisement is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and it states that a Local Planning Authority should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material; and any other relevant factors including national policy and guidance contained in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

The NPPG states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Should any of these features be present, the LPA should consider whether the proposed development is in scale and in keeping with these features. This means that a large advertising display would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major town or city, where the advertisement would not adversely affect the visual amenity of the neighbourhood where the site is located.

Factors relevant to public safety include the safety of people using the highway, railway or waterway; and whether the display of the advertisement in question is likely to: obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); externally or internally illuminated signs (incorporating either flashing or static lights) where the means of illumination is directly visible from any part of the road, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or when subject to changes of the display, where they do not display the whole message, if they require close study which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; or those which resemble traffic signs; obstruct or confuse road users view, or reduce the clarity or effectiveness of a traffic sign or signal.

National guidance on advertisements is set out within the NPPF (2024) where it is advised that control over advertisements should be simple, efficient and effective in operation. Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts (Paragraph 141).

Planning Discussion

The proposal will ensure that there is continued vitality and viability of the Site, as well as providing additional employment opportunities in the area.

Advertisements

The proposed signage for the unit has an appropriate design.

Advertisements must be assessed against amenity and public safety considerations in line with the relevant policy provision. In amenity terms, the proposal is entirely appropriate to the Site and surrounding area.

Greggs' approach to signage is to provide clear and easily identifiable signage of an appropriate scale to the shopfront and wider area. It is considered that the proposed signage is therefore in line with the character and appearance of the building, whilst also not detract from the existing visual amenity of the area.

With respect to highway safety, it is not considered that the proposal raises any issues relating to those either travelling on foot or in vehicles adjacent or around the Site. The advertisements enable identification of the unit whilst causing no harm to public safety.

On this basis it is considered that the proposal accords with the general guidance on advertisements.

Shopfront Alterations

The proposed shopfront alterations are minor in nature and comprise the installation a new alluiminum shopfront and doors to facilitate the occupation of the unit by Greggs.

Installation of Plant

The proposal includes the installation of plant to ensure the unit can operate efficiently as a Greggs bakery. The plant is located discreetly and has been sited to minimise its visibility from the public realm.

The plant equipment is essential to the functioning of the bakery but is not considered to give rise to any adverse impacts in terms of noise, odour or amenity. The nature and scale of the equipment, together with its screened location, ensure that the development will not result in any detrimental effect on neighbouring occupiers or the wider environment.

On this basis, it is considered that the proposed plant installation is acceptable and does not result in any harm to residential amenity or the visual character of the unit.

Conclusion

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Emma Robson at [REDACTED]

Yours faithfully,

Emma Robson
Shop Design Planning Administrator
Greggs