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Arun District Council
Planning Services
Civic Centre,
LITTLEHAMPTON,
BN17 5LF

9 June 2026
Submitted via the Planning Portal

Dear Sirs

**52 High Street Bognor Regis PO21 1SP
Installation of Internally Illuminated Lightbox to Shopfront
PP-14995839**

On behalf of our client, Ladbrokes Betting & Gaming Ltd, please find enclosed an application seeking planning permission for the above proposal.

Please therefore find attached copies of the following for your consideration:

1. Application Form
2. Application fee in the sum of £174.00
3. Entain drg L1784/01 Existing and proposed elevations which includes the site location plan

The Proposal

The proposal relates to the installation of an internally illumination lightbox to the Ladbrokes betting office located at 52 High Street in Bognor Regis.

The proposed lightbox is 2.24m wide x 1.54m high and is fixed 0.80m from the ground floor of the unit, being fixed to light grey T&G effect back panel. The unit itself comprises a back lit poster display unit which is overlaid by fabric which is changed periodically. Whilst the installation itself is illuminated, the images themselves are static and only changed periodically as with a standard poster display.

The level of illuminance is low, being 150 cd/m² and the display will only be operated during the hours of trading for the betting shop being 08:00 – 22:00 hours.

The applicant is also proposing to refinish the existing shopfront to RAL 7012 Basalt Grey as part of the works albeit planning consent is not required for these works.

The Application Unit

The application site comprises a lock up ground floor unit which fronts the northern side of the High Street close to its junction with York Road. The unit lies within a parade of similar units offering a variety of goods and services to residents. The upper floors are in commercial use and will not be impacted by the proposal. The unit is set back from the High Street by a wide footway.

The unit is not locally or statutorily listed nor is it located in a Conservation Area. The surrounding area is a mix of modern retail units with storage or commercial space on upper floors as shown on the extract below:



Planning History

Consent was granted to enable use of the property as a betting office under BR/241/90 on 28 August 1990. The Local Authority portal contains no records in respect of the current internal poster displays which have been in situ since consent was granted.

An application which sought permission for the installation of a new communications kiosk with an integrated illuminated advertising display located on the footway between 52 and 48 High Street to the east was refused consent under BR/154/25/PL on 6 October 2025. The related advertisement application BR/155/25/A was also refused permission. Appeals were duly lodged but were dismissed in February of this year.

We would confirm that the street installation sought consent for the display of intermittent illuminated advertisements which would change on average every 10 seconds throughout the day and night. The Inspector found this would cause demonstrable harm to the character and appearance of the street scene and would be harmful to amenity.

The application proposal differs significantly from the kiosk installation in that it will operate at a significantly lower level of illuminance and images will only be changed periodically. Account has been taken of the Inspectors findings in making this submission.

No further applications have been lodged since this time.

Planning Policy

The relevant planning policy is summarised as below:

National Planning Policy Framework

Chapter 12 Achieving well designed places

Arun District Local Plan adopted 2018

Policy D DM1 Aspects of form and design quality

Policy QE DM2 Light pollution

Assessment

The application seeks consent for the installation of an internally illuminated lightbox in the application unit. The screen will form part of Ladbroke's UK-wide digital upgrade to its portfolio of betting shops and offers an attractive and appropriate form of advertising for the services offered within.

The existing shopfront is modern, being formed of powder coated aluminium. The application unit is not subject to any heritage designations and forms part of a similar parade of modern units fronting the High Street. The type and style of screen proposed respects the character and appearance of both the unit and street scene. The scale and size are appropriate to the existing shopfront and does not detract from the amenity of this part of Bognor Regis town centre. The level of illuminance is low, and the screen will only be lit during trading hours. Furthermore, the screen will not cause any confusion with traffic signs or signals, nor will it impede visibility or distract pedestrians or drivers.

As such the style of screen is not out of keeping with the surrounding area and will not cause any discernible harm to either the High Street or those living and working nearby.

To conclude, we believe the screen as installed meets the relevant national and local policies, being appropriate to the host unit and its location within this parade of shops. There is no material or substantive harm to the character of the area which is typified by a variety of existing advertisements within similar modern retail units. We therefore trust consent can be granted in due course.

Yours faithfully



ALTINE ELIAS BSc (HONS) MRICS
Partner



cc + enc Ladbrokes Betting & Gaming Ltd