

DECISION NOTICE

Application Ref: BR/107/26/A

1 To Addressee

Elias Topping
20 Blythe Way
Solihull
B91 3EY

2 Site Address

52 High Street
Bognor Regis
PO21 1SP

3 Description of Development

1 No internally illuminated lightbox (back lit poster display which will be static and changed periodically) to shop front. This application is in CIL Zone 4 (Zero Rated) as other development.

4 In pursuance of their powers under this Act and the Regulations the Council **CONSENT** to the display, for a period of five years from the date of this consent, of the advertisement or advertisements as described in the application and plan and subject to compliance with the conditions specified below.

- 1 The development hereby approved shall be carried out in accordance with the following approved plans:

- Location Plan, Existing and Proposed Front Elevations L1784/01

Reason: As required by Regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 The intensity of illumination of the proposed sign shall not exceed 150 candelas.

Reason: In the interests of the visual amenities of the locality in accordance with paragraph 141 of the NPPF.

- 3 The illuminated lightbox sign shall only be switched on whilst the shop is in use/open for business between the hours of 08:00 - 22:00 Monday-Sunday inclusive and including Bank Holidays.

Reason: In the interests of the visual amenities of the locality in accordance with paragraph 141 of the NPPF.

- 4 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with paragraph 141 of the NPPF.

- 5 No advertisement shall be sited or displayed so as to-
1. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 2. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 3. Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: As required by Regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 6 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: As required by Regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.



Neil Crowther
Group Head of Planning

Case Officer: Rhiannon Lloyd

Decision Issued: **29th July 2026**

Arun District Council
The Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

IT IS IMPORTANT THAT YOU READ THE NOTES ATTACHED TO THIS DOCUMENT

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town & Country Planning Act 1990

As this is a decision on an application for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals should be made on line via Appeal A Planning Decision <https://appeal-planning-decision.service.gov.uk/before-you-start> If someone does not have access to the internet and needs help completing the appeal digitally, they should contact the Planning Inspectorate customer service team on 0303 444 5000 who will provide details of the support options available.

Before making an appeal, you may find it useful to review guidance and watch a video explaining the appeals process at <https://www.gov.uk/government/collections/make-an-appeal-to-the-planning-inspectorate-and-associated-guidance>

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

Please note that this decision notice only relates to matters under the Planning Acts and does not give consent under any other legislation that may apply to the development. You will need to carry out your own checks to determine whether any other consents or permissions are required. For example, the Building Regulations are likely to apply to most developments, and a Highways Licence may be required from West Sussex County Council for any development within the public highway (including the placing of skips on highway land).