

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: BR/123/26/A

LOCATION: 17 High Street
Bognor Regis
PO21 1RJ

PROPOSAL: Installation of 1 No. fascia sign.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above.
SITE CHARACTERISTICS	The property comprises of a shop unit at ground level with residential accommodation to the first and second floors. The ground floor was previously in use as Barclays Bank.
CHARACTER OF LOCALITY	Town Centre location with mixed retail, leisure, commercial and residential uses.

RELEVANT SITE HISTORY

BR/120/26/PL	Change of use of bank to office accommodation to include changes to the front facade and to the ground floor doors. This application may affect the setting of a listed building and is in CIL Zone 4 (Zero Rated) as other development.	
BR/174/25/PL	Conversion of vacant Class E building and erection of a first-floor extension to create 7 No. dwellings and a reduced Class E unit (resubmission following BR/72/25/PL). This application may affect the setting of a listed building and is in CIL Zone 4 (Zero Rated) as other development.	Refused 17-12-25
BR/72/25/PL	Conversion of vacant Class E building and erection of a first-floor extension to create 7 No. flats and a reduced Class E unit. This application may affect the setting of a listed building and is in CIL Zone 4 (Zero Rated) as other development.	Refused 16-07-25
		Appeal: Dismissed 18-12-25
BR/315/12/CLP	Application for a Certificate of Lawfulness for a proposed use or development - Proposed single flat (C3 dwelling) from office (A2 Financial and Professional)	PP Not Required 06-02-13

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BR/251/12/A	Externally illuminated fascia sign to front elevation.	ApproveConditionally 29-11-12
BR/182/12/	Change of use from Class A1 (Shops) to Class A2 (Financial and Professional Services) Estate Agency Office	ApproveConditionally 23-08-12
BR/214/00/A	Internally illuminated fascia sign and one internally illuminated projecting sign	Apprvd/Cond ADV 20-10-00

Relevant planning history noted.

REPRESENTATIONS

Bognor Regis Town Council - No objection.

No representations received from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

Comments noted.

CONSULTATION RESPONSES RECEIVED:

None.

COMMENTS ON CONSULTATION RESPONSES:

Comments noted.

POLICY CONTEXT

Built-Up Area Boundary.

Town Centre Retail Boundary.

Economic Growth Areas.

DEVELOPMENT PLAN POLICIES

[Arun Local Plan 2011 - 2031:](#)

HERDM2	HER DM2 Locally Listed Buildings or Structures of Character
HERSP1	HER SP1 The Historic Environment
QESP1	QE SP1 Quality of the Environment

PLANNING POLICY GUIDANCE:

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Regulation 3(1)(a)(b), 3(2)(a)(b) and 4(3) of the Town and Country Planning (Control of Advertisements) Regulations 2007 states:-

"3(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account -

- (a) The provision of the development plan, so far as they are material; and
- (b) Any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b) -

- (a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- (b) Factors relevant to public safety include -
 - (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) Whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air;
 - (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

4(3) In determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested.

OTHER MATERIAL CONSIDERATIONS

There are no other material considerations to be weighed in the balance with the Development Plan.

CONCLUSIONS

DESIGN AND VISUAL AMENITY

The proposal is for the installation of 1 No. fascia sign. The sign would measure 15.3m in length, set above the glazed frontage, typical for those found above the shopfront along this part of the High Street. The sign would be located on the principle elevation and would be visually prominent along the High Street.

The fascia sign would measure 1.23m in height, protrude 0.5m from the building's frontage, and would be fixed 2.6m above ground level. The sign would be non-illuminated and is typical of signage found on shopfronts within the vicinity, including nearby and adjacent premises.

The signs would be finished with a blue and grey background with white lettering, consistent with the colour palette approved under application BR/120/26/PL. This would provide a coordinated appearance across the site. Given the scale, siting, and similarity to existing signage on surrounding buildings, the proposal would not result in visual clutter or appear visually intrusive. This design is acceptable in terms of visual amenity and would not be harmful to the area.

PUBLIC SAFETY AND AMENITY

In terms of public safety, it must be considered whether the advertisement or its location is likely to be so distracting or so confusing, that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own, or others, safety.

The sign would have a depth of 0.5m, a height of 1.23m and a width of 1.8m and would be set back from the highway and would be non-illuminated and would therefore not result in any adverse impact to the safety of pedestrians or road users. Therefore, the proposed signage would not result in any harm to public safety or amenity, in accordance with Arun Local Plan policy QE SP1.

HERITAGE

17 High Street, Bognor Regis is located either side of a Locally Listed Building or Structure of Character which are non-designated heritage assets. The proposal must therefore be assessed for its impact on the character and setting of those nearby heritage assets, having regard to Arun Local Plan policies HER SP1 and HER DM2 and the National Planning Policy Framework (NPPF).

Section HE7 of the NPPF (2026) states that the effect of an application on the significance of a non-designated heritage asset should be taken into account. A balanced judgement is required, having regard to the scale of any harm or loss and the significance of the asset. Where a development proposals would have a positive effect on a non-designated heritage asset this should be supported.

There is currently no fascia signage on the shopfront and the proposed sign would be of a scale and form appropriate to the frontage. Its finish and colour palette would be suitable to the shopfront and integrate with the surrounding commercial character of this part of the High Street.

The Conservation Officer was verbally consulted and raised no objection, noting that proposed design would be similar to previous signage at that location and that the detailing would be appropriate to the character of the locally listed buildings. This supports the view that the proposal would not result in heritage harm.

Overall, the proposal fascia sign would preserve the character and setting of the adjacent non-designated heritage assets. The proposal would not result in heritage harm and would accord with Arun Local Plan policies HER SP1 and HER DM2, and the NPPF.

SUMMARY

In the absence of harm to amenity or public safety, it is recommended that the application be approved, subject to the conditions set out below.

HUMAN RIGHTS ACT

The Council in making a decision should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as Arun District Council to act in a manner, which is incompatible with the European Convention on Human Rights.

Consideration has been specifically given to Article 8 (right to respect private and family life) and Article 1 of the First Protocol (protection of property). It is not considered that the recommendation for approval of the grant of permission in this case interferes unreasonably with any local residents' right to respect for their private and family life and home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for approval is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

DUTY UNDER THE EQUALITIES ACT 2010

In assessing this proposal the following impacts have been identified upon those people with the following protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation).

The proposal would have a neutral impact on the protected characteristics.

RECOMMENDATION

APPROVE CONDITIONALLY

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

1. Location Plan 02.
2. Block Plan 04.
3. Existing and Proposed Front Elevations RevB.
4. Signage Visual Confirmation Sheet Rev3.

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

- 2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

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

- 3 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.

- 4 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.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

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