

4th September 2026

Bognor Regis Town Council
Mrs J Davis
Town Hall
Clarence Road
Bognor Regis, West Sussex
PO21 1LD

Case Officer: Jonny Cooper
Telephone: 01903 737532
Email: jonny.cooper@arun.gov.uk

Dear Sir/Madam,

Town & Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Application No: BR/140/26/A
Site Address: 58 High Street Bognor Regis PO21 1SP
Description of works: Installation and display of 4 No. internally illuminated fascia signs and 1 No. internally illuminated projecting sign.

Thank you for your internet representation made on 4th September 2026 which has been recorded as an objection with the comments as follows:

OWQC86480

OBJECTION

Members object to the application for the following reason:

Impact of Illuminated Signage on Residential Amenity (Arun Local Plan Policies QE SP1, QE DM2 and D DM1; NPPF Policy P3)

The proposal would introduce five internally illuminated signs around premises with residential flats immediately above. Members consider that the combined amount of illumination would be excessive in such close proximity to residential accommodation and could create intrusive glare and light spill, particularly during the night.

This concern is heightened by the related proposal for the adult gaming centre to operate 24 hours a day. The advertisement application does not demonstrate that the signs would be switched off overnight or that the proposed luminance levels would prevent light from affecting the flats above and other nearby residents.

Members therefore consider that the advertisements would have an unacceptable impact on residential amenity, contrary to Policies QE SP1, QE DM2 and D DM1 of the Arun Local Plan and Policy P3 of the National Planning Policy Framework, which require lighting levels to be limited, glare and spillage to be minimised, and adverse effects from artificial light to be avoided or mitigated.

Should the Local Planning Authority be minded to approve the application, Members request that conditions

restrict illumination to 09:00-00:00 daily and secure maximum luminance levels and methods of illumination that minimise glare and light spill.

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 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.

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.

In the event of a subsequent written representations appeal, against a refusal of advertisement consent any representations made on the application will be automatically forwarded to the Secretary of State. Unlike all other types of appeal, there will be no further opportunity to comment at the appeal stage.

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>