

## DECISION NOTICE

Application Ref: BR/16/25/A

**1 To Addressee**

Mr Thomas Johnston  
33 Golden Square  
London  
W1F 9JT

**2 Site Address**

Land Opposite 54 High Street  
Bognor Regis  
PO21 1SP

**3 Description of Development**

Installation of 1 No. illuminated advertising display within communications kiosk with integrated defibrillator.

**4** In pursuance of their powers under this Act and Regulations the Council **REFUSE** to consent to the display of the advertisement or advertisements as described in the application and plan for the reasons stated.

- 1 The proposed illuminated advertising display, by reason of its siting in the centre of the street would appear prominent, detracting from the existing shop fronts and it would appear at odds with the wider street scene. The proposal would result in demonstrable harm to the character of the locality and visual amenity of the street scene and wider area. The proposed development is therefore contrary to Paragraph 141 of the NPPF.

INFORMATIVE: Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended). The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and discussing those with the Applicant. However, the issues are so fundamental to the proposal that it has not been possible to negotiate a satisfactory way forward and due to the harm, which has been clearly identified within the reason(s) for the refusal, approval has not been possible.



Neil Crowther  
Group Head of Planning

Case Officer: Aishwarya Reddy

Decision Issued: **2nd April 2025**

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 must be using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <http://acp.planninginspectorate.gov.uk>

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).