HORSHAM DISTRICT COUNCIL CONSULTATION

TO:	Horsham District Council – Planning Dept
LOCATION:	55-69 Pets At Home, East Street, Horsham
DESCRIPTION:	Installation of 3x non-illuminated, 1x internally illuminated fascia signs and 3x nonilluminated other signs.
REFERENCE:	DC/25/0298
RECOMMENDATION:	Advice ~~/ No Objection / Objection / More Information / Modification / Refusal~~

SUMMARY OF COMMENTS & RECOMMENDATION:

See below

MAIN COMMENTS:

Pets At Home is located in a corner location on the boundary to the Park Terrace Gardens Conservation Area. The building is also bordered to the southeast by the locally listed buildings of 71 East Street, and 1 Park Terrace West and the south by 58, and 60 – 62 East Street. To the northwest is also the locally listed buildings of the Christian Life Centre, 51, and 53 East Street.

A number of the signs are replacing existing, and an objection would not be raised in that respect. It would however be suggested that thought is given to creating a more active frontage to the building such as the windows facing onto East Street. This would enable a visual engagement between street users and the ground floor of the building. I would also question the need for the additional sign on East Street as the sign does not reflect the architectural detailing of the building and signage already exists closer to the junction with Barttelot Road.

ANY RECOMMENDED CONDITIONS:

NAME:	Nicola Mason
DEPARTMENT:	Strategic Planning
DATE:	31.03.2025