



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0837

55-69 Pets at Home, East Street, Horsham, West Sussex, RH12 1HR

DESCRIPTION:

Installation of 1x externally illuminated projecting sign, 3x Vinyl flex skins to existing sign cases and 1x folded aluminium panel.

RELEVANT PLANNING HISTORY:

DC/25/0298	Installation of 2x internally illuminated fascia signs, 1x externally illuminated fascia sign, 2x non illuminated advertisements, 3x window prints and 2x small signs	Application 06.06.2025	Permitted	on
DC/26/0385	Erection of an internal mezzanine extension for veterinary use.	Application 17.06.2026	Permitted	on

RELEVANT PLANNING POLICIES

The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):

Policy 14- Shop Fronts and Advertisements

Policy 32- Strategic Policy: The Quality of New Development

Policy 33- Development Principles

Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Forum

Policy HB3: Character of Development

Policy HB4: Design of Development

REPRESENTATIONS AND CONSULTATIONS RESPONSES

Where consultation responses have been summarised, it should be noted that Officers have had consideration of the full comments received, which are available to view on the public file at www.horsham.gov.uk

Consultations:

HDC Conservation Officer: Comments

The site forms part of a modern retail development adjoining the Horsham (Park Terrace Gardens) Conservation Area and is located close to several locally listed buildings. The comments made in relation to DC/25/0298 remain applicable to the current application. However, the proposed hanging sign above the Majestic Wine signage raises additional concerns. Given the number of existing signs on the building, the hanging sign is considered unnecessary and would result in visual clutter, detracting from the character and appearance of the area.

Parish Comments:

No objection.

Representations:

An objection has been submitted on behalf of the Horsham Society in support of the Conservation Officer's comments on both this application and the previous similar application (DC/25/0298). The Society considers that the building's appearance would be improved by creating a more active frontage along the East Street elevation, particularly through the windows facing East Street.

HUMAN RIGHTS AND EQUALITY:

The application has been considered having regard to Article 1 of the First Protocol of the Human Rights Act 1998, which sets out a person's rights to the peaceful enjoyment of property and Article 8 of the same Act, which sets out their rights in respect to private and family life and for the home. Officers consider that the proposal would not be contrary to the provisions of the above Articles.

The application has also been considered in accordance with Horsham District Council's public sector equality duty, which seeks to prevent unlawful discrimination, to promote equality of opportunity and to foster good relations between people in a diverse community, in accordance with Section 149 of the Equality Act 2010. In this case, the proposal is not anticipated to have any potential impact from an equality perspective.

PLANNING ASSESSMENT

Amenity

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements should be sensitively designed, of an appropriate size and appropriately located. Advertisements should not be detrimental to the visual amenity of the buildings or area by reason of its scale, detail, character, design or illumination; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

Policy HB3 of the Horsham Blueprint Business Neighbourhood Plan states that development is expected to preserve and enhance the Character Area in which it is located. The design of new development should take account of local context and reflect the character and vernacular of the area, using architectural variety in form and materials, in order to avoid building design that is inappropriate to the Plan area.

Policy HB4 continues that development is expected to demonstrate a high quality of design, which responds and integrate well with its surroundings.

The proposal comprises the installation of one externally illuminated projecting sign, three vinyl flex skins to existing sign cases, and one folded aluminium panel- save for the new hanging sign, the proposed signage would replace the signage approved under DC/25/0298. Whilst concerns have been raised by the Conservation Officer and third parties regarding the cumulative amount of signage on the building, the proposed works largely involve the replacement of existing signage rather than the introduction of significant new advertising. The only additional element, the projecting sign, is modest in scale and would not materially alter the appearance of the building or result in any significant additional visual harm over and above DC/25/0298

The proposal would not materially alter its appearance or result in significant additional visual clutter. As such, it is not considered to have an unacceptable impact on the amenity of the area.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and 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.

The proposal comprises the installation of one externally illuminated projecting sign, three vinyl flex skins to existing sign cases, and one folded aluminium panel. The signage would not obstruct the public highway, pedestrian routes, or traffic signage, and would not adversely affect highway or pedestrian safety. Therefore, the proposal is considered acceptable in public safety terms.

Recommendation: Application Permitted

Conditions:

- 2 **Advert Condition:** 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.

No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder, the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for purpose of security or surveillance or for measuring the speed of any vehicle.

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.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

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: In the interests of the visual amenities of the locality.

- 3 **Advert Condition:** The intensity of illumination of the proposed signage shall not exceed 300 cd/m² and shall only be illuminated during the hours of:
- Monday to Saturday 08.00 - 20.00
 - Sunday 10.00 - 16.00

Reason: In the interests of the visual amenities of the locality.

- 4 **Advert Condition:** The illumination of the proposed signage shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality.

POSITIVE AND PROACTIVE STATEMENT

Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, in order to be able to, where possible, grant permission.

Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Elevation plan	Existing 1/2	71365 REV F	21.07.2026
Elevation plan	Existing 2/2	71365 REV F	21.07.2026
Photos	PHOTO PROVIDED 1/5	NONE	21.05.2026
Plans	Elevations and Scale 1/3	71365 REV C	21.05.2026
Plans	Elevations and Scale 2/3	71365 REV C	21.05.2026
Plans	Elevation and Scale 3/3	71365 REV C	21.05.2026
Location plan		71365 REV C	21.05.2026
Block plan		TQRQM26170120 142866	19.06.2026

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 04/09/2026

Authorising Officer sign/initial RHERMITAGE Date: 14.09.2026