

**From:** Planning@horsham.gov.uk <Planning@horsham.gov.uk>  
**Sent:** 14 July 2026 18:35:40 UTC+01:00  
**To:** "Planning" <planning@horsham.gov.uk>  
**Subject:** Comments for Planning Application DC/26/0746  
**Categories:** Comments Received

## Comments summary

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 14/07/2026 6:35 PM.

### Application Summary

|               |                                                                                                                    |
|---------------|--------------------------------------------------------------------------------------------------------------------|
| Address:      | Kings Head 40 High Street Billingshurst West Sussex RH14 9NY                                                       |
| Proposal:     | Installation of 1x internally illuminated sign to the front elevation. (Retrospective). (Listed Building Consent). |
| Case Officer: | Sam Nye                                                                                                            |

[Click for further information](#)

### Customer Details

Address: Holly Tree Cottage Parbrook Billingshurst

### Comments Details

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Commenter Type:      | Member of the Public                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Stance:              | Customer made comments in support of the Planning Application                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Reasons for comment: | - Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Comments:            | The proposed small Guinness sign represents a modest and sympathetic addition to the pub's frontage that will support the continued viability of a valued local business. The hospitality and pub sector continues to face significant economic challenges, including rising operating costs and changing consumer habits, making effective yet discreet branding increasingly important. The sign is proportionate in scale, does not detract from the character of the building, and will not result in any material harm to the visual amenity of the surrounding area. Instead, it will improve the visibility of the premises, helping to attract customers and sustain |

trade. Supporting well-established public houses through carefully considered signage contributes to the long-term vitality of local high streets and communities, ensuring these important social and economic assets remain viable for residents and visitors alike.

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Kind regards

**Telephone:**

**Email:** [planning@horsham.gov.uk](mailto:planning@horsham.gov.uk)



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