

HERITAGE STATEMENT

Proposed Replacement Signage

Portman Smile Clinic Horsham
3 East Street
Horsham
West Sussex
RH12 1HH

06 January 2026

Ref: 34815

Prepared for:
Portman Smile Clinic Horsham
3 East Street
Horsham
West Sussex
RH12 1HH

Prepared by:
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1. Heritage Significance

Portman Smile Clinic Horsham, 3 East Street, Horsham, West Sussex, RH12 1HH is not listed but is located within the Horsham Town Centre Conservation Area. The building is two storeys with the orthodontic practice to the ground floor.

The building itself appears to have little heritage significance, particularly at the first floor. The conservation area is primarily one of commercial properties. The premises are located on East Street. The Conservation Area Character Appraisal for the site states that the street is “narrow with an irregular building line and roofline introducing variety and rhythm” and the buildings have a “range of characteristics”.

2. Assessment of impact of development

The impact on the structure of the building is minimal. There is no internal structure work being carried out. No structural alterations or changes to the architectural features of the exterior.

3. Mitigation strategy

The existing window vinyl's will be replaced with newly designed graphics that are more subtle and visually restrained than those previously displayed at the site. Earlier graphics comprised large-scale stock imagery that provided little reference to the building's use or context.

The proposed designs address this by incorporating a considered combination of text and graphics that directly relate to the building's function. The full-height graphics are limited to the left and right glazed sections, where they serve to screen unsightly internal stud wall structures located behind the glazing.

The existing vinyl applied to the central entrance section will be fully removed, thereby reinstating an active and legible shopfront. This will improve visual permeability and enhance views into the reception area, contributing positively to the appearance of the frontage and the wider street scene.

Keeping the new signage to a minimum and small scale and all to be non-illuminated.

We consider the proposals to be appropriate, in planning terms and sympathetic to the building and surrounding environment.