

Swan Walk Shopping Centre Horsham West Street Totem Signage Design Statement

April 2026

Opportunity.



Opportunity.



▲ Existing West Street

West Street Opportunity

West Street serves as a key pedestrian link for retail and leisure in Horsham town centre.

To the South and East, retail parks at Albion Way and The Forum are connected via West Street to Swan Walk shopping centre in the North and restaurants and leisure towards the historic East Street, Carfax and Market Square.

Though Swan Walk benefits from the pedestrian traffic off West Street, the shopping centre's existing West Street entrance lacks presence along the major axis between Bishopric and the historic centre.

As such, there is the opportunity to better welcome locals and tourists to the town centre by installing a new wayfinding totem in the centre of West Street.

This new totem will not only improve the presence of Swan Walk's West Street entrance, but also enhance its surroundings through a design that is sensitive to the Conservation Area that it sits within.

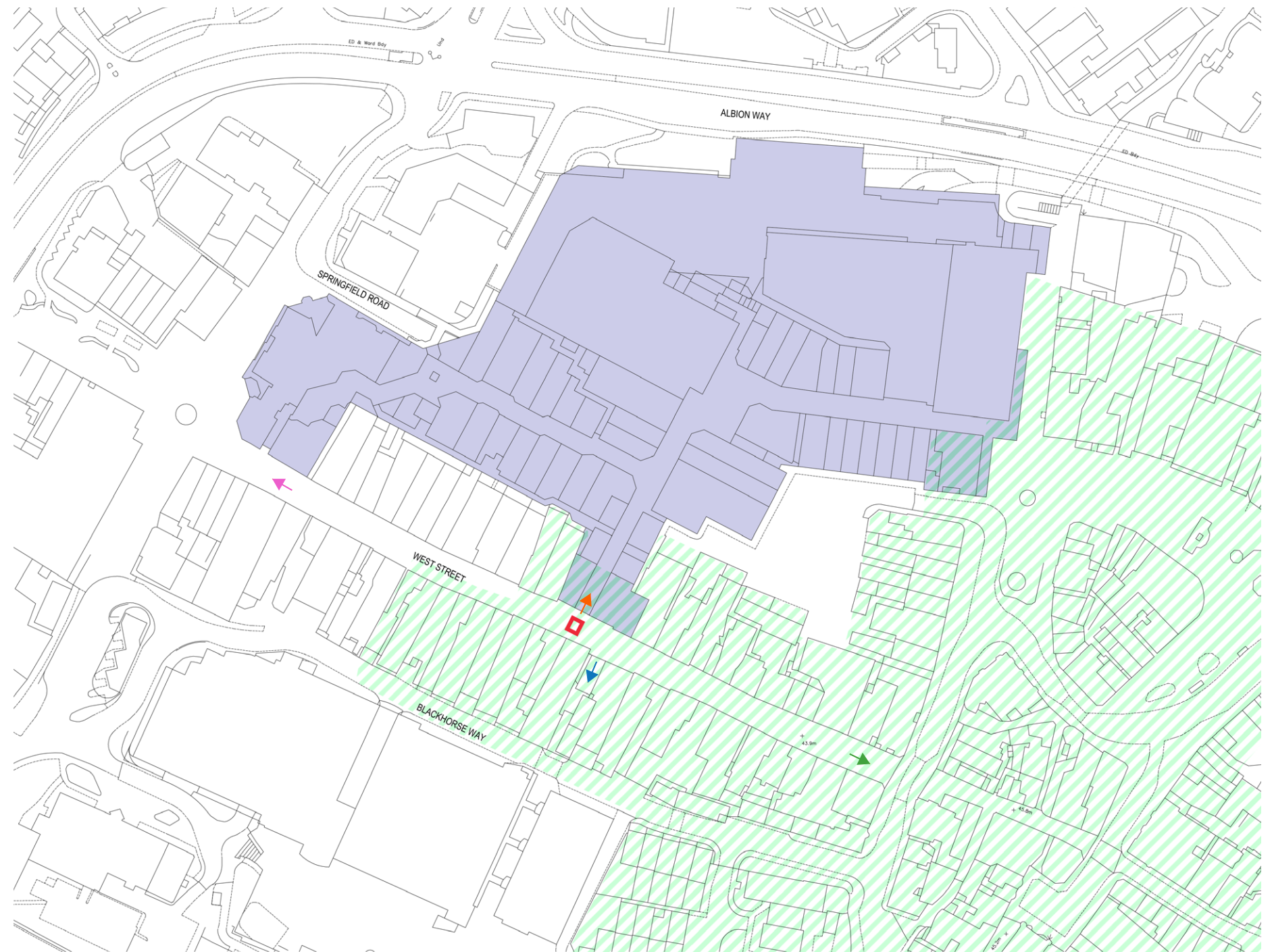
Context.

02

Context.

Legend

- ▬ Proposed Application Boundary
- ▨ Horsham Conservation Area
- ▭ Swan Walk Shopping Centre
- West Street Entrance
- To Bishopric
- To the Forum
- To Historic Centre



Proposed Totem.

03

Proposed Totem.

Legend
— Proposed Totem Location



Proposed Totem.

View 1



Proposed Totem.

View 2

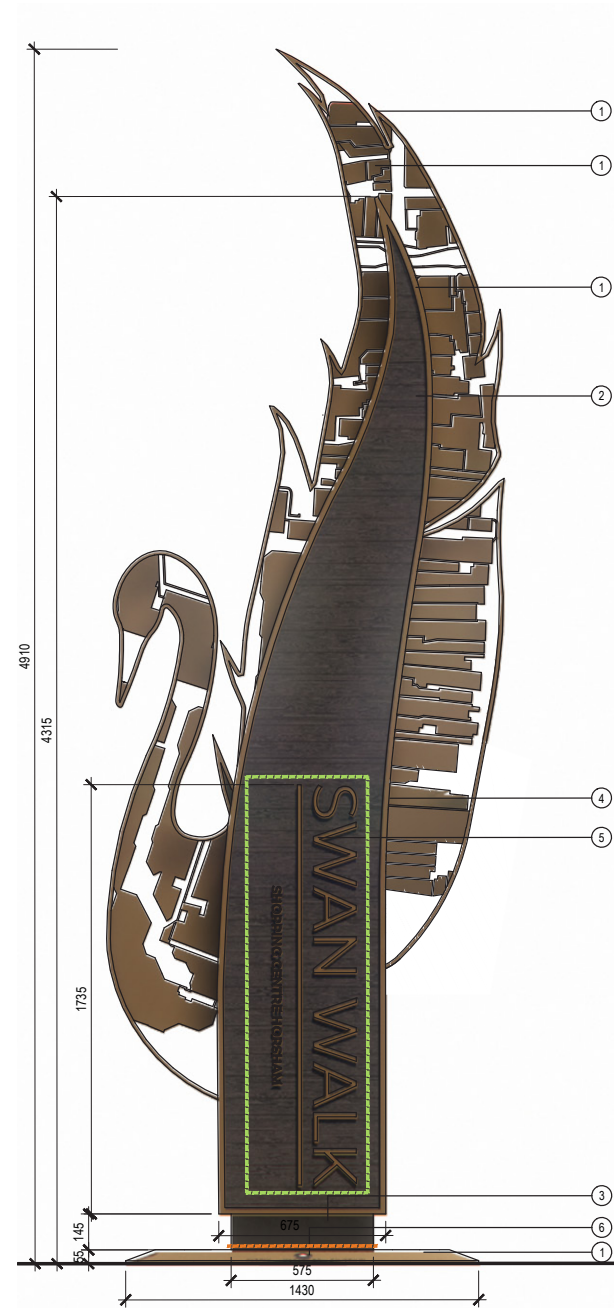


Proposed Totem.

View 3



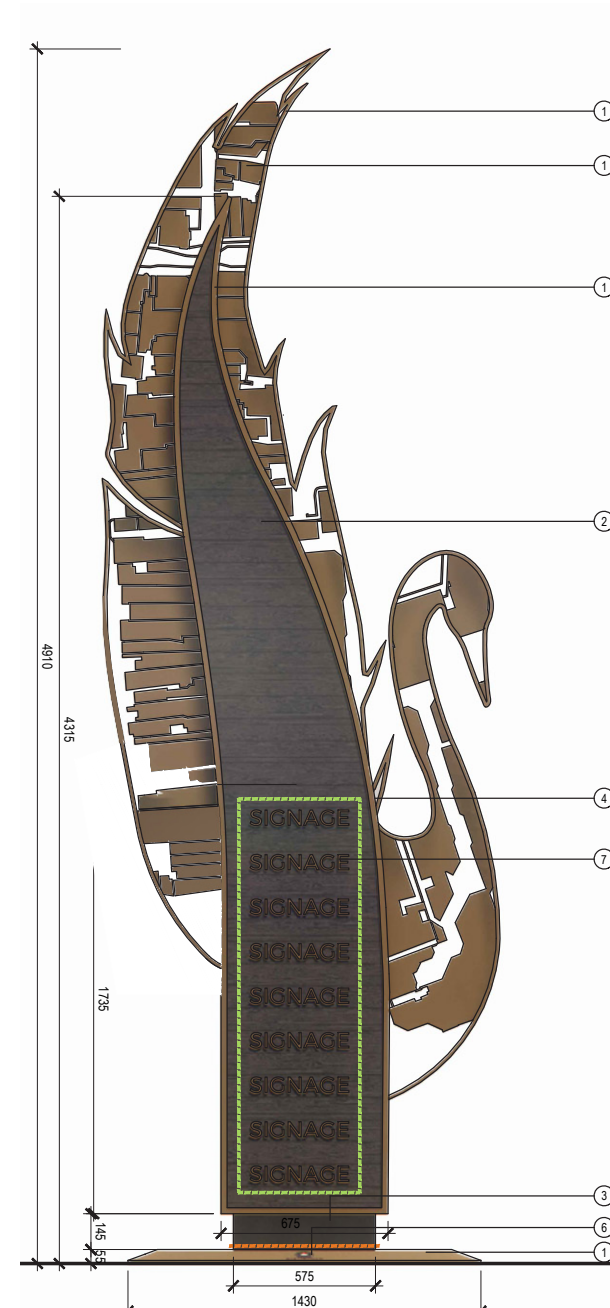
Proposed Totem.



▲ Proposed West Elevation



▲ Proposed North Elevation



▲ Proposed East Elevation



▲ Proposed South Elevation

Legend

1. Brass Colour
2. Charred Black Timber Finish
3. Gunmetal Colour
4. Illuminated Strip
5. Illuminated Cut-out with Light Brass Colour - Text / Logo
6. Illuminated Cut-out - Wayfinding Arrow / Text
7. Light Brass Colour - Text / Logo

Indicative Swan Walk Retailer Signage Zone

Indicative Swan Inn/Horsham Heritage Information Zone

Proposed Totem.

Design Development

The proposed West Street signage totem has benefitted from Pre-Application engagement with Horsham District Council.

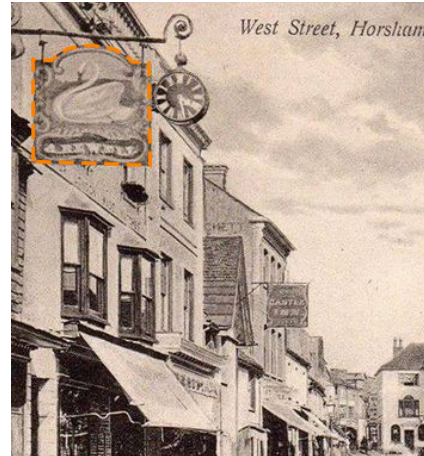
The initial proposal shared with Horsham District Council consisted of a wayfinding totem primarily focused on drawing visitors to Swan Walk Shopping Centre and its retailers. The design was sensitive to the conservation area in its scale and materiality (antique brass finish).

Feedback received from Horsham District Council's Conservation Officer (July 2025 and October 2025) and local stakeholders encouraged the Applicant to redevelop the totem to become a more significant sculptural landmark that draws upon the heritage of Horsham and responds to its situation along a key pedestrian axis.

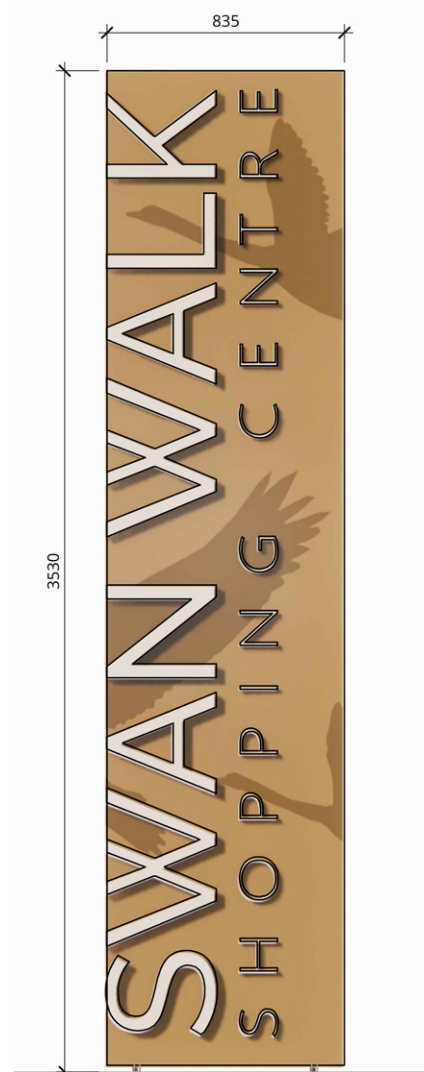
The revised totem celebrates the history of Swan Walk Shopping Centre and the former Swan Inn building – sited at Swan Walk's West Street Entrance - with a sculptural swan form inviting visitors towards the entrance.

In response to the totem's situation in Horsham's town centre, additional wayfinding has been incorporated to direct pedestrians to other significant areas within Horsham's town centre.

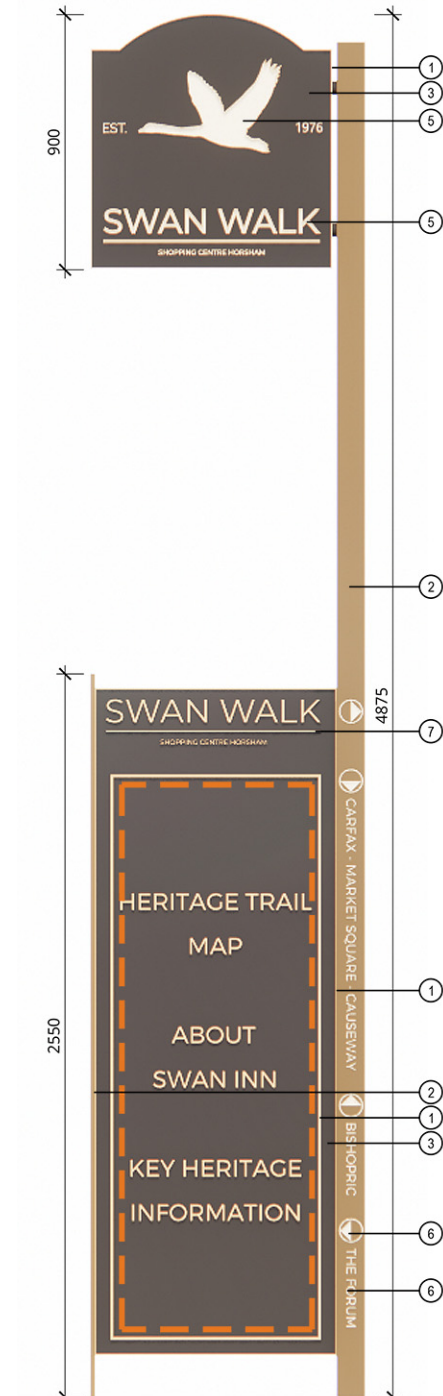
Heritage information about Swan Inn and the wider Horsham will be incorporated at the base of the totem.



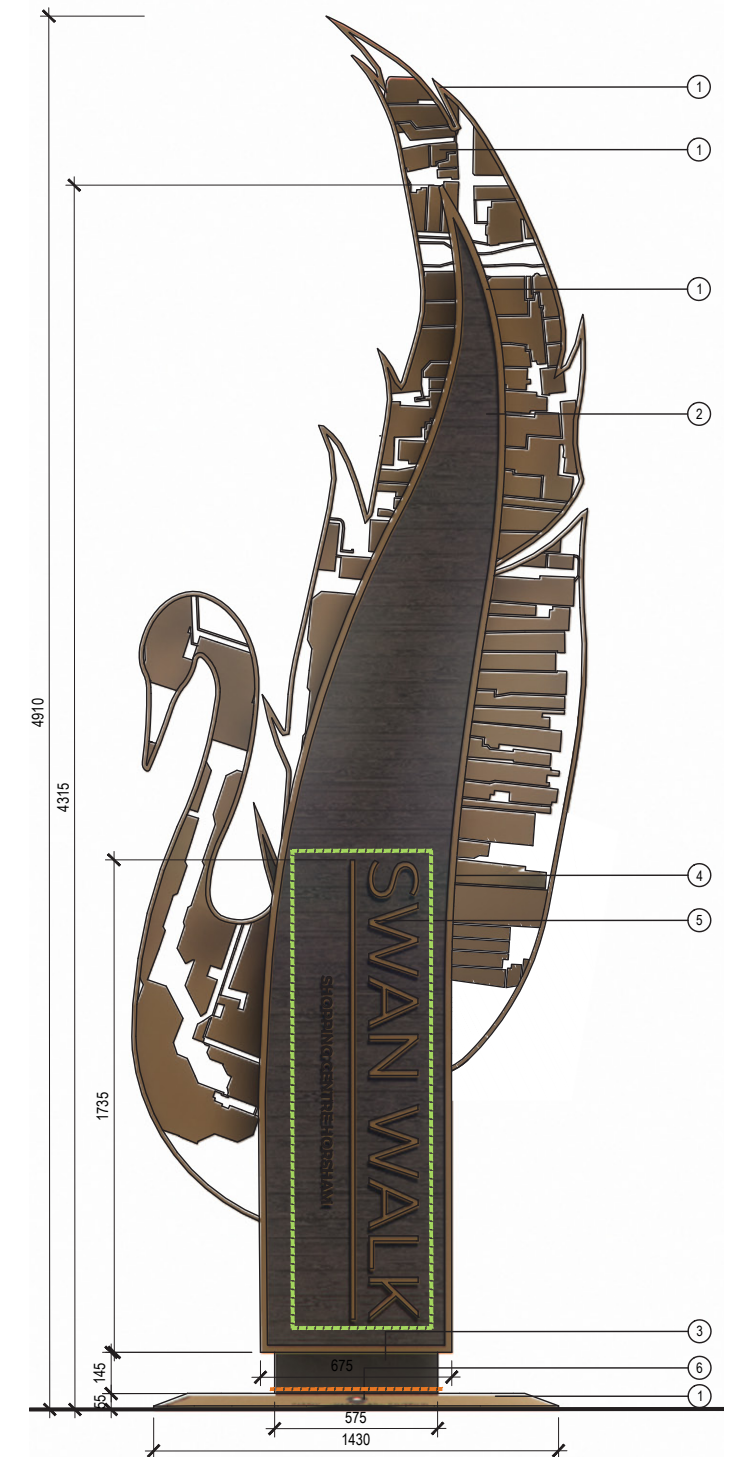
▲ Swan Inn - Historic Photo



▲ 01/04/2025 - First Proposal



▲ 20/08/2025 - Development



▲ 04/02/2026 - Finalised Design

Get in touch.

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