

Horsham Denne Neighbourhood Council

CONSULTATION COMMENTS

TO:	Horsham District Council – Planning Dept
SITE ADDRESS:	Totem sign, Swan Walk, Horsham
PROPOSAL:	Installation of 1x illuminated wayfinding totem.
REFERENCE:	DC/25/1474
RECOMMENDATION:	Objection
SUMMARY OF COMMENTS & RECOMMENDATION: Objection – See main comments	
MAIN COMMENTS: Horsham Denne NC has the following comments: 1) West Street is an important pedestrian thoroughfare in the conservation area and the aim has been to declutter this street and preserve the view from one end to the other. The totem pole is totally out of character with the street scene and has no affinity with existing street furniture. The proposed sign is an extremely large fixture and the lower signage (2550mm high x 965mm wide) will significantly block the view. 2) HDNC objects to the location of the proposed sign in the middle of the only crossing point in West Street, between the Forum and Swan Walk. This is already a congested area and the totem pole would be an additional obstruction that will hinder free movement along West Street. 3) HDNC considers the proposed lighting unsuitable and out of character in the Conservation area. Also there is no information regarding the source of power for the lighting, or the hours of illumination. 4) In the cover letter it states the proposal is for the '<i>installation of a new freestanding wayfinding totem</i>' but there is no information about how the pole will stay upright. "Free standing" would be extremely hazardous especially in windy conditions, so we assume that it will require some form of fixing or foundation. This needs to be specified as it is likely to cause damage to the unique street surface and any restoration should match the original. Therefore, HDNC strongly objects to this application and if the Case Officer is minded to approve it we would ask for it to be heard at committee.	
ANY RECOMMENDED CONDITIONS: See main comments	
NAME:	
DATE:	13.10.25