



HORSHAM DISTRICT COUNCIL CONSULTATION

TO:	Horsham District Council – Planning Dept
LOCATION:	Land at 516983 130647 West Street Horsham
DESCRIPTION:	Installation of 1No. BT Street Hub Unit and associated advertisement panels on either side of the unit.
REFERENCE:	DC/26/0180 (Full) DC/26/0181 (Adv)
RECOMMENDATION:	<u>Advice</u> / No Objection / <u>Objection</u> / More Information / Modification / Refusal
SUMMARY OF COMMENTS & RECOMMENDATION: See below	
MAIN COMMENTS: Although not within the Horsham Town Centre Conservation Area the siting of the proposed hub would be within its wider setting. West Street forms part of the key pedestrian shopping frontage forming part of the experience for visitors to the town. It would be considered that the proposed hub due to its size, design and moving imagery would compete with the historic setting of the conservation area and would appear incongruous. It would detract from the public amenity of this part of the street. As a whole the incremental increase in signage, bins, telecoms cabinets etc all result in clutter within the streetscape and their management is essential to maintaining a sense of place. The NPPF refers to the importance of good design being a key aspect of sustainable development and establishing a strong sense of place that is attractive and welcoming. The ad hoc addition of infrastructure can result in the placing of equipment for the convenience of operators which is understood, however by taking an individual approach the appearance of the streetscene can become muddled. The proliferation of generic coloured cabinets, bins, signs and advertisements without a holistic approach risks creating a street that becomes confusing and detracts from the attractive qualities of the locality. It would therefore be suggested that consideration is given to how this and other proposed units sit within the streetscene and a place centred approach taken to enable a positive interaction that enhances the context and character of the area. As it stands however at present an objection would be raised to the proposal due to the adverse impact on the amenity of the locality and the setting of the conservation area.	
ANY RECOMMENDED CONDITIONS:	

NAME:	Nicola Mason
DEPARTMENT:	Strategic Planning
DATE:	09.03.2026