



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/1474

Swan Walk, Horsham, West Sussex, RH12 1HQ

DESCRIPTION:

Installation of 1x illuminated wayfinding totem.

RELEVANT PLANNING HISTORY:

DC/25/1473	Installation of a wayfinding totem on Swan Walk	Application 22.05.2026	Permitted	on
------------	---	---------------------------	-----------	----

RELEVANT PLANNING POLICIES

The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):

Policy 14- Shop Fronts and Advertisements

Policy 25- Strategic Policy: The Natural Environment and Landscape Character

Policy 26- Strategic Policy: Countryside Protection

Policy 32- Strategic Policy: The Quality of New Development

Policy 33- Development Principles

Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Plan (2019-2036)

Policy HB3: Character of Development

Policy HB4: Design of Development

Policy HB7: A Welcoming Public Realm

Town Centre Public Realm Strategy (2021)

Horsham Town Centre Vision Statement (2017)

REPRESENTATIONS AND CONSULTATIONS RESPONSES

Where consultation responses have been summarised, it should be noted that Officers have had consideration of the full comments received, which are available to view on the public file at www.horsham.gov.uk

Consultations:

WSCC Highways: No Comment.

HDC Conservation: No Objection: -

As the site lies within the Horsham Town Centre and occupies a prominent position along a key pedestrian axis, the visual quality and conceptual contribution of any new feature must be of the highest standard. It is considered that the current scheme is a more innovative and interesting structure that reflects more sensitively the character of Horsham and enhances the streetscape. It would be

suggested that the amended scheme would therefore preserve the character and appearance of the Conservation Area, and therefore no objection would be raised.

Neighbourhood Council Comments: Object: -

Horsham Denne Neighbourhood Council considers that the new design is attractive in itself but not suitable for the location. It is nearly 5ft wide and will block the view along West Street. We also object to the height as the pointed lower feathers would be at eye level and possibly dangerous.

The 'A' Board policy aims to keep the centre of West Street clear of obstructions. It is not clear if the installation is flush with the ground or on a plinth, but the support could still be a hazard for people with mobility or visual problems.

HDNC also objects to the advertisements as this goes against the 'A' Board policy in promoting individual businesses away from their premises.

Representations:

1 letter of representation received objecting to the proposal for the following reasons:

- Inappropriate for a private company to place an advert on a public thoroughfare.
- The sign would be an inconvenience.
- There are alternative ways of advertising Swan Walk.

HUMAN RIGHTS AND EQUALITY:

The application has been considered having regard to Article 1 of the First Protocol of the Human Rights Act 1998, which sets out a person's rights to the peaceful enjoyment of property and Article 8 of the same Act, which sets out their rights in respect to private and family life and for the home. Officers consider that the proposal would not be contrary to the provisions of the above Articles.

The application has also been considered in accordance with Horsham District Council's public sector equality duty, which seeks to prevent unlawful discrimination, to promote equality of opportunity and to foster good relations between people in a diverse community, in accordance with Section 149 of the Equality Act 2010. In this case, the proposal is not anticipated to have any potential impact from an equality perspective.

PLANNING ASSESSMENT

Amenity

The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.

Policy 14 of the HDPF states that advertisements should be sensitively designed, of an appropriate size and appropriately located. Advertisements should not be detrimental to the visual amenity of the buildings or area by reason of its scale, detail, character, design or illumination; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

Policy HB7 of the NP states *"within the plan area, proposals for an advertisement and/or signage will be supported where it would not be obtrusive in appearance, cause visual clutter or lead to a proliferation of signs, appear dominant or overbearing in the street scene, or cause significant harm to the appearance of any building on which it would be displayed because of its siting, size, design, illumination, construction or materials."*

The totem is located within a commercial area, intended to support pedestrian movement, and forms part of a wider strategy to improve legibility and connectivity between Swan Walk Shopping Centre, West Street and the wider town centre. As a directional and informational structure rather than

commercial advertising, the totem is considered to be appropriate in this location. The design of the proposed totem is considered to provide an innovative and interesting structure that reflects the character of Horsham, through the use of the Swan, in relation to Swan Walk and enhances the streetscape.

In line with the Town Centre Public Realm Strategy (2021), the proposed wayfinding totem pole is designed to complement the historical character and nature of Horsham. As per Chapter 3.3 of the Strategy (page 46), *bespoke wayfinding signage should be incorporated as a form of public art where appropriate*. The strategy indicates that signage should be an opportunity for art in public realm design, and it is considered that the proposed wayfinding sign which features a swan design and incorporates the historic identity of Horsham, would adhere to this requirement, incorporating art with information.

Furthermore, the Horsham Town Centre Vision Statement (2017) highlights wayfinding and signage as a method of non-development interventions to improve the public realm. The statement notes that this signage could be used to highlight key heritage assets within the town centre but also communicate modern, coordinated branding for the town centre. It is considered that the proposed signage should provide identity and through using a swan, which directly correlates to 'Swan Walk', it connects directly to enhancing the public realm in relation to design and town identity.

The wayfinding totem will have some illumination, with the lettering, sign outline and base arrows illuminated (with condition 3 of the recommendation controlling the intensity of the illumination). The application form states that the proposed illumination would be 500 cd/m², however, it is considered that due to the significance of the conservation area location and the limited illumination in the surrounding area, that a more muted illumination is required, with a condition recommended to limit illumination to 250 cd/m².

It is noted that the Neighbourhood Council refers to the Council's 'A' Board Policy and the aim of keeping the centre of West Street free from obstructions. However, the proposed totem is not considered comparable to an A-board, as it is a fixed, purpose designed wayfinding structure that does not advertise a specific business and is intended to support pedestrian navigation rather than commercial promotion. As such, the A-Board Policy is not directly applicable.

For the reasons outlined, it is considered that the proposed advertisement would not result in any adverse impacts on amenity, including on the significance of surrounding heritage assets.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The advertisement would not obstruct any highway or related signage with the illuminance level of 250cd/m considered appropriate to the location. While not directly applicable, the Council's A-board policy states that *'any business must only display one "A" Board and place it directly against the building frontage so that an absolute minimum pavement width of 1.8m is kept clear for pedestrians. In some locations where there is a high pedestrian flow the Council may require a greater clearance width. This is to ensure that there is no obstruction or danger to any highway users. In pedestrian areas, these principles will generally apply although the special nature of these areas means that each case will be considered on an individual basis as a route for emergency vehicle access is normally required in pedestrian areas – a minimum clearance of 3.5m'*. The proposed sign would retain at least 3.6m clearance so it is considered that this would be sufficient for emergency vehicles and therefore acceptable.

Conclusion

It is recommended that advertisement consent be granted subject to conditions as set out below.

Recommendation: Application Permitted

Conditions:

- 2 **Advert Condition:** No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder, the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In the interests of the visual amenities of the locality.

- 3 **Advert Condition:** The intensity of illumination of the proposed sign shall not exceed 250 cd/m².

Reason: In the interests of the visual amenities of the locality.

Plans list for: DC/25/1474

(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents approved:

Plan Type	Description	Drawing Number	Received Date
Plans	Proposed	2878-URB-WS-00-DR-A-208151 REV P01	05.02.2026
Layout plan	Proposed	2878-URB-WS-00-DR-A-208150 REV P01	29.12.2025
Location plan		2878-URB-WS-00-DR-A-208900 REV P00	16.09.2025
Supporting Statement	Design	NONE	28.04.2026
Supporting Statement	Cover Letter	NONE	16.09.2025
Elevation plan	Existing	2878-URB-WS-ZZ-DR-A-208200 REV P00	16.09.2025
Elevation plan	Proposed Signage	2878-URB-WS-ZZ-DR-A-208251 REV P04	05.02.2026
Elevation plan	Proposed	2878-URB-WS-ZZ-DR-A-	29.12.2025

		208250 REV P01	
Layout plan	Proposed	2878-URB-WS-00-DR-A- 208150 REV P00	29.12.2025
Plans	Existing	2878-URB-WS-ZZ-DR-A- 208100 REV P00	16.09.2025

DELEGATED

Authorising Officer sign/initial Guy Everest Date: 20.07.2026