

# An opportunity for growth

## West Sussex County Council is proposing a multi-million-pound, retail-led, regeneration as part of the Broadbridge Heath Quadrant in Horsham.

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The proposals will bring an under-utilised brownfield site back into use, and deliver retail units, with a selection of new and exciting brands – including a discount food retailer, a major DIY and garden store retailer, and two global food and beverage chains.

This will not only contribute to the economic regeneration of Horsham and West Sussex - creating up to 137 new jobs - but will also offer residents a more attractive and strong retail offer.

The development site, currently known as the Broadbridge Heath Depot, is owned and until recently operated by West Sussex County Council.

It was identified as surplus to requirements as a Highways Depot in 2018.

The site was identified in the 2015 Horsham District Council Local Plan as a strategic opportunity to support new retail development, with the aim of reinforcing the role of the Broadbridge Heath Quadrant as a successful out of town retail location.

The site allocation is also included in the draft Horsham District Local Plan 2021-2038, which will begin its process later this year following the allocation of further time to develop the plan.



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# Retail-led regeneration

**The Proposals involve the regeneration of a surplus depot site, which has been identified as surplus to requirements.**

As a large, brownfield and under used industrial site, it currently provides little utility for the community and does not maximise the site's economic value. It has also become an unattractive sight that needs rejuvenation.

Instead, there is an opportunity to deliver retail-led regeneration that will not only improve consumer choice for residents but will include more attractive landscaping to improve the area.

This will include four units, in a mix of sizes, and include a discount food store, alongside other global brands.

The inclusion of a discount foodstore within the retail offer comes at a particular time when affordable groceries are needed more than ever.

The immediate area is already home to several retail units, including an established retail park to the north and a

Tesco Extra to the south. These proposals will therefore complement existing and nearby uses.



Exciting new retail and food and beverage outlets



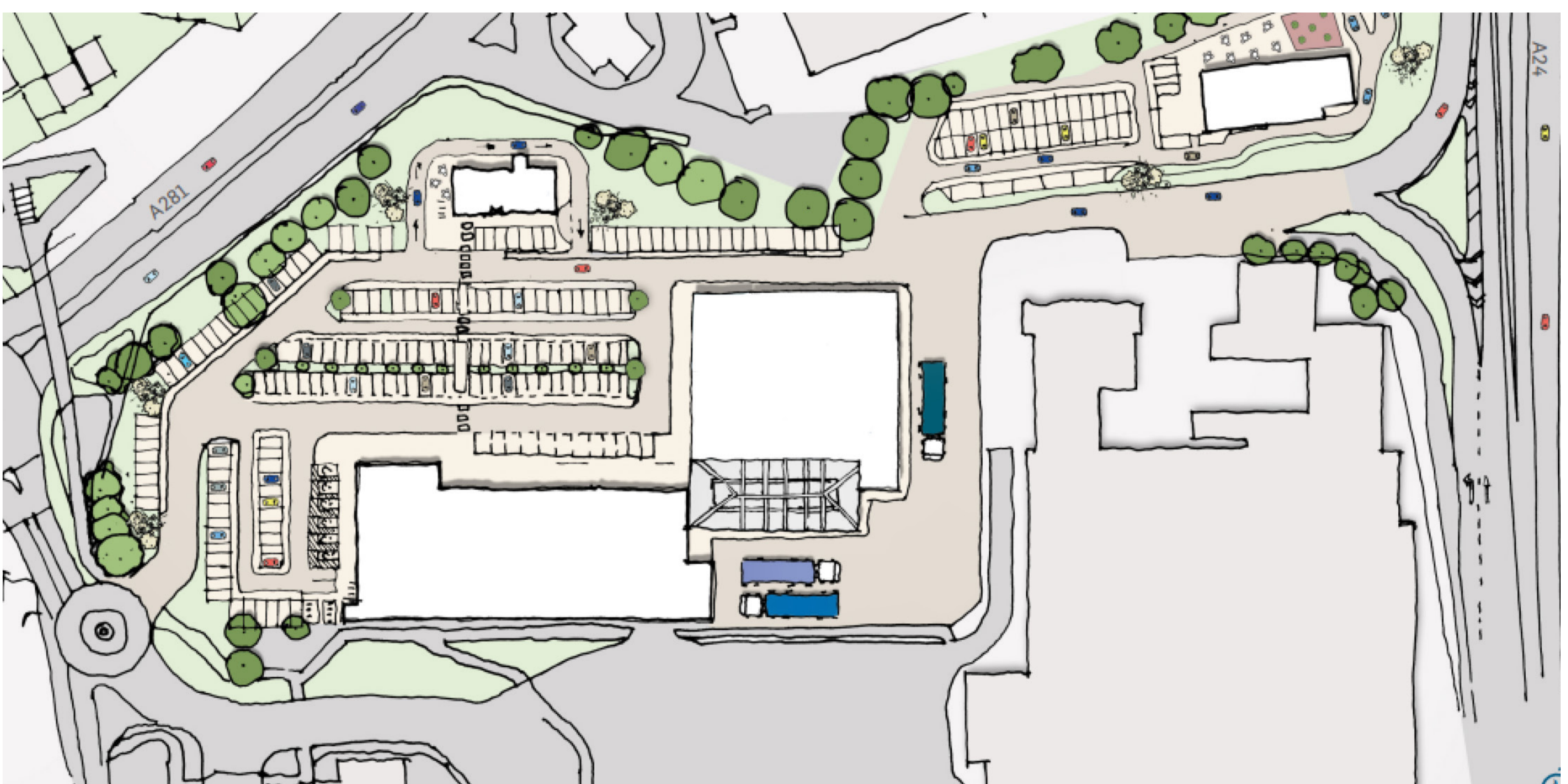
137 new jobs and permanent employment opportunities



230 car parking spaces, including EV charging points



Revenue which can be re-invested in council services



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# Highways and Access

**The site has excellent access to the road network - including the nearby A24.**

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Given its former use as a highways depot, the site is well designed and located to accommodate traffic flows.

The downgrading of Broadbridge Way in recent years has meant that streams of traffic in the local area have significantly reduced.

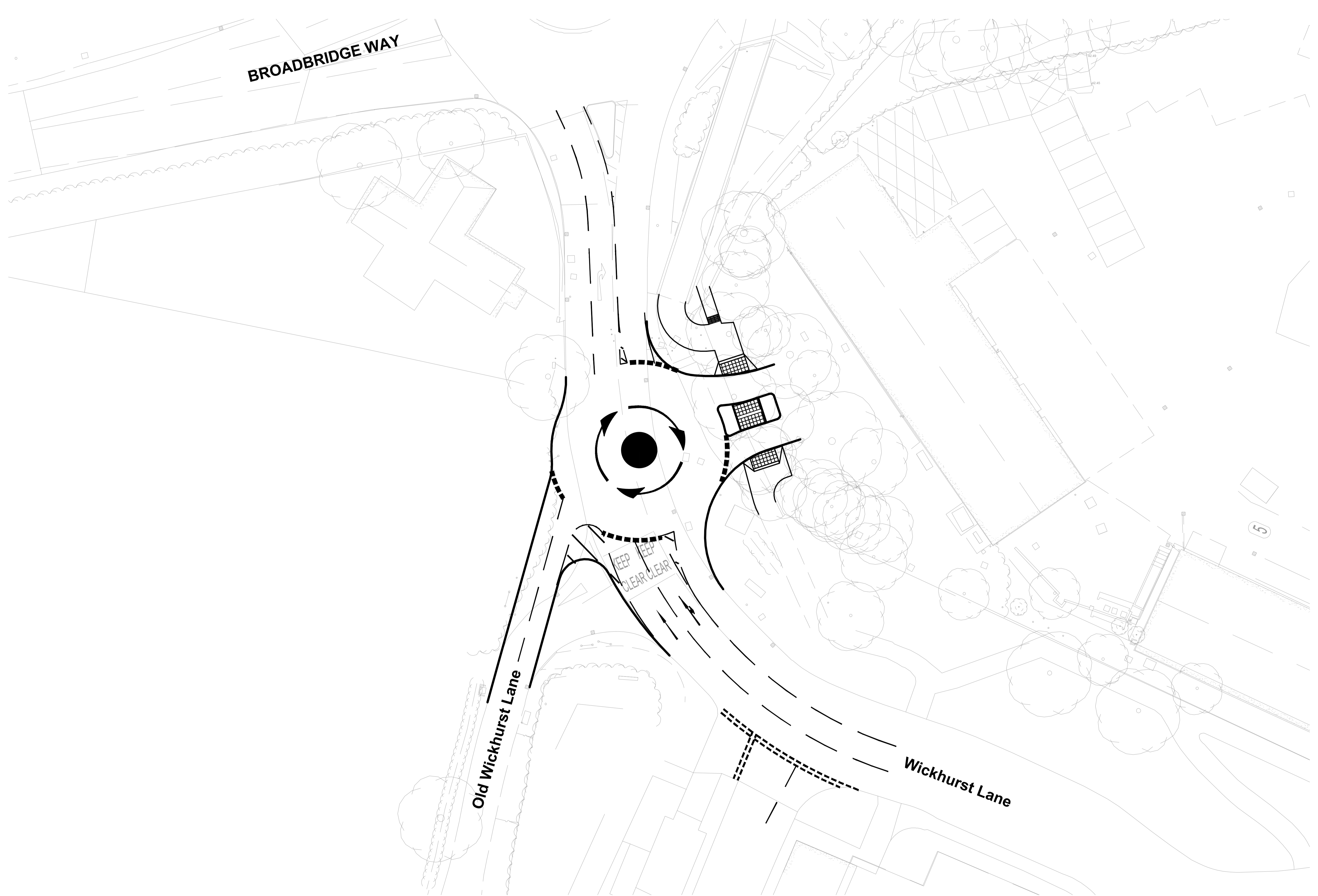
The road network would therefore be able to accommodate potential additional vehicles to the proposed site.

A new mini roundabout access is proposed from Wickhurst Lane with access also proposed from the connector road between A24 junctions to the east. This means that new traffic is evenly distributed around the road network.

Integration with local public transport will also be achieved with a pedestrian link to the existing pedestrian route to the bus stop to the south adjacent to Tesco.

Of course, we must effectively plan for users of the site to arrive in cars and our studies demonstrate that the local road system would continue to operate satisfactorily with the addition of the proposed scheme.

With 230 additional car parking spaces, projected parking demand will be fully accommodated on site.



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# Economic Growth

## The proposed development provides a multi-million-pound regeneration opportunity.

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In addition to direct job creation and investment in the community we anticipate the scheme will support the local economy.

This will help pay for, and support, other council priorities and services.

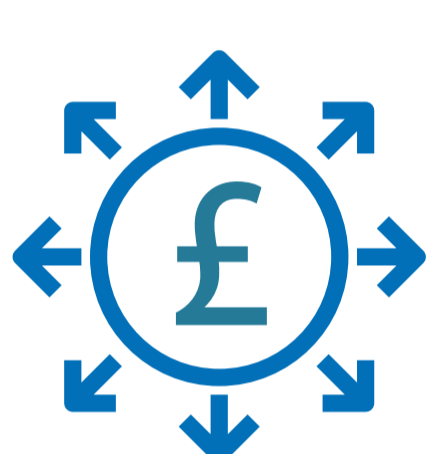
The development will deliver:



137 new jobs for local people



Consistent and reliable revenue for council services



Capture expenditure lost to competing centres outside of Horsham District



Additional visitors to Broadbridge Heath and Horsham

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The two intended flagship stores are not currently trading in Horsham Town Centre.

Notably, the intended DIY and garden store retailer will be a new brand for Horsham District, while the proposed discount foodstore will help to ensure that residents have better access to affordable groceries and household goods.

As a result, our proposals will help to improve consumer choice for residents.

These proposals will enable Horsham to attract additional visitors, draw back expenditure lost to competing centres and retail parks beyond the district, and support for the 'local pound', with a positive impact on other businesses within the community.

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# Next Steps

**Currently, the Broadbridge Heath Highways Depot offers little value to the economy or community and is severely under-utilised.**

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However, there is a significant opportunity to invest in the site and rejuvenate the area, as part of the Broadbridge Heath Quadrant.

The site has already been identified as a retail-led opportunity for development.

This will create local employment opportunities and revenue for West Sussex County Council, whilst offering new amenities including retail and food outlets.

Following this public information event, the project team will review all the feedback and finalise the planning application.

In the meantime, you can continue to review the proposals, and contact the project team, using the details provided below.

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