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Design & Access Statement

March 2025

Our ref: 394-ACG-XX-XX-RP-A-1800

Revision: P2

HORSHAM ENTERPRISE PARK LOVELL SITE



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REVISION SHEET

REPORT TITLE: DESIGN AND ACCESS STATEMENT
REPORT NUMBER: 394-ACG-XX-XX-RP-A-1800

This report has been prepared for the sole benefit, use and information of **Lovell Homes**

This report, together with supplementary reports accompanying it, relates to the present design and may be subject to changes as project progresses.

REVISION	DATE	STATUS	PURPOSE	PREPARED BY	CHECKED BY
P2	10/03/25	Final	Issued To Planning	AKG/SH	MA

SIGN OFF SIGNATURE (DIGITAL)		DATE
CLIENT		
On behalf of Ayre Chamberlain Gaunt DIRECTOR (APPROVED BY)	DG	10/03/25
On behalf of Ayre Chamberlain Gaunt ASSOCIATE (CHECKED BY)	MA	10/03/25
On behalf of Ayre Chamberlain Gaunt ARCHITECTURAL DESIGNER (WRITTEN BY)	AKG/SH	10/03/25

01 INTRODUCTION & BACKGROUND

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INTRODUCTION

SITE ADDRESS

Former Novartis Site,
Parsonage Road,
Horsham
West Sussex
RH12 2ED

SCHEDULE OVERVIEW SUMMARY

Application Site Area: 2.72 Ha
Proposed number of dwellings: 206
Proposed density: 76 dwellings per ha

Unit Mix:			
1B2P	x	71	3B5P x 1
2B3P	x	11	3B6P x 24
2B4P	x	80	4B7P x 19

35% Affordable Housing
65% Market Housing

252 Parking Spaces

INTRODUCTION

This Design and Access Statement has been prepared on behalf of Lovell Partnerships Ltd in support of a new full planning application relating to the Former Novartis Site, Parsonage Road, Horsham (“the site”). This application is submitted to Horsham District Council as the Local Planning Authority (“LPA”). This Report should be read in conjunction with other technical documents submitted in support of the application, as listed in the Cover Letter.

We note that the site has previously been subject of a 2020 Outline Application and subsequent 2023 Reserved Matters Applications where upon the site was submitted as two separate applications. This zoning strategy has being maintained within this new 2025 application and to confirm that the site contained within the red line boundary known previously as ‘Phases 1 & 2’ will be referred to as the ‘Lovell Site’ hereafter. Further the site contained within the blue line boundary known previously as ‘Phase 3’ will be referred to as the ‘Muse Site’ hereafter.

Please note that the retained structure of ‘Building 3’ [the Locally Listed Building] within these proposals is hereafter referred to as C14 except when referring to it in a historical context.

Please refer to the following **Section 02 Site-wide Design Principles** for the overall strategic integration of both the Lovell and Muse sites into a coherent whole and a truly comprehensive ‘site-wide’ regeneration.



01 Ariel view of the site showing the proposed development

PROJECT TEAM

THE ARCHITECT & DESIGN LEAD

Ayre Chamberlain Gaunt are an award-winning progressive, creative and pragmatic architectural studio with a breadth of experience across many sectors and building types.

We understand that quality design stems from the collaborative process. We work closely with clients, communities and the end-user, responding to their needs and realising their aspirations whilst respecting the social, cultural, economic, historical and environmental contexts of place.

We foster a culture of personal development believing our people are our greatest asset. As a studio we are continually learning, expanding our knowledge base and striving to realise our full potential.



Client:
Lovell Homes



Architect:
Ayre Chamberlain Gaunt



Structural and Civil Engineer:
Arch Associates



MEP Consultant:
Waterstone Design



Landscape Architect:
FABRIK



Public Relations Consultant:
Cavendish Communications



Planning Consultant:
Nexus Planning



Transport Engineer:
Paul Basham Associates



Heritage Consultant:
Orion Heritage



Daylight Consultant:
Hollis

02

SITE-WIDE DESIGN PRINCIPLES

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SITE-WIDE VISION

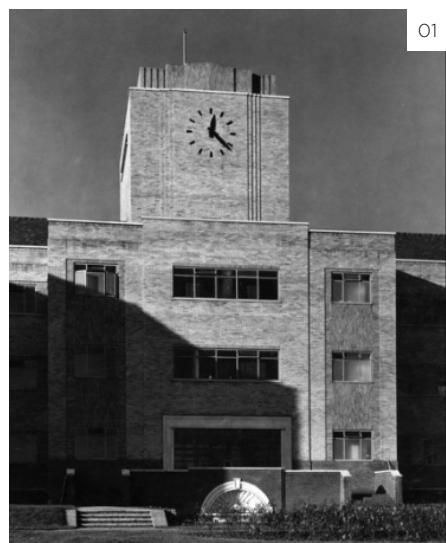
Wellbeing and the creation of a sustainable community are at the heart of the long term vision for the site that will create a thriving place to live and play that is integrated with the surrounding area.

We intend to create well connected, walkable and beautiful homes that enhance the historic asset on the site in which the landscape and public realm are prioritised to create a strong sense of identity and unique character.

Our vision is to deliver a scheme which responds to the history of the site and the local context by acknowledging the landmark Art Deco building.

The aim is to;

- Provide much needed housing required by the local community and attracting new people to the area.
- Develop strong connections with the surrounding area, local facilities and town centre.
- Encourage new and foster existing natural spaces for wildlife and Bio-Diversity throughout the site.
- Encourage and support sustainable modes of active travel such as walking and cycling.
- Create a masterplan that responds to the surrounding context and urban grain.
- Respond to the setting of the Locally Listed Building and enhance its surroundings.



01



02



- 01 Rear view of the central clock tower on the existing [C3] heritage building
- 02 Front view of the central tower on the existing [C3] heritage building
- 03 Site plan showing the proposed site-wide landscape strategy - NTS

ACTIVITY ZONES

The character of the site is set by the layered landscape zones. By providing a diverse range of amenity spaces, we can enhance and maximise the sites potential to the full.

- The central boulevard emphasises the Locally Listed Building and site axis, whilst providing clear wayfinding through the site. Interjected by key nodes acting as catalysts for public engagement and community interaction.
- An ecological zone and open green spaces offer another range of activity & opportunity, enhancing play and recreation, whilst educating on the local ecology. These spaces are carefully located to improve outlook and interaction with nature.



KEY:

- Tree-lined Boulevard
- Public Plazas/Squares
- Ecology Edge
- Public Open Space

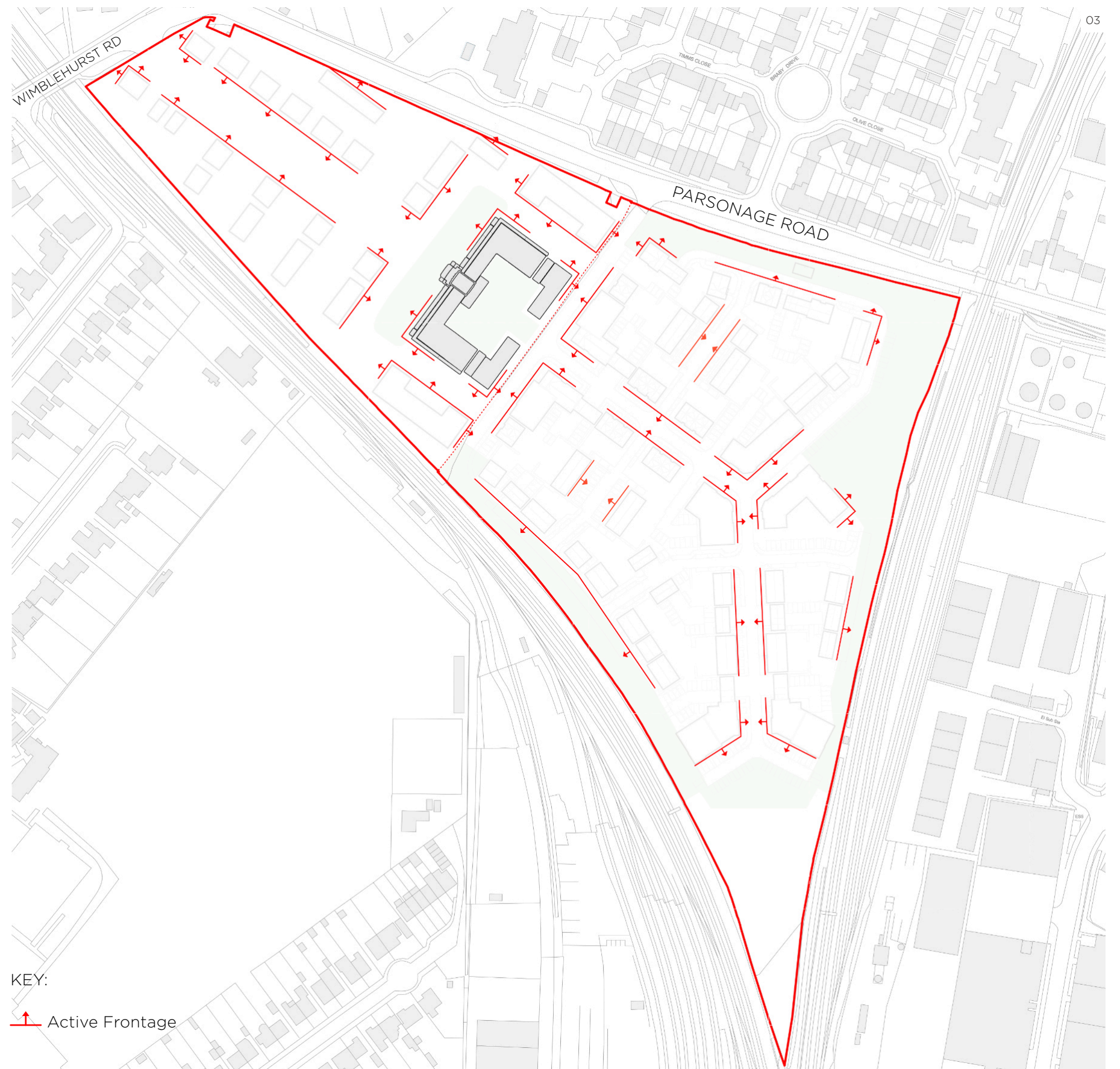
- 01** Sketch proposal of the central 'node' junction within the Muse site.
- 02** Sketch proposal of main central boulevard within the Lovell site.
- 03** Site plan showing 'site-wide' activity zones - NTS

ACTIVE FRONTAGES

Active frontages help to define the streetscape, creating safe community led spaces.

- Strong gables have been used to emphasise the boulevards & plazas. A subtle combination of roof types provides an informal structure to the perimeters.
- Dwellings have been designed and orientated towards existing and new landscape features.

The illustrative masterplan proposes a street network that is well linked with specific buildings placed on corners to provide dual frontage, and a clear definition between the public and private areas. Key spaces are designed within and around the development that are also well overlooked and allow a positive relationship with the street. Specific building types are located to ensure active frontages are provided and to allow for a varied and interesting streetscape.



KEY:

↑ Active Frontage

- 01** Sketch option of the proposed elevations within the Muse site.
- 02** Sketch perspective located along one of the internal roads within the Muse site.
- 03** Site plan showing 'site-wide' active frontages - NTS