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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



bd
Architect
of the Year
Awards
Winner of the Young
Architect of the Year Award

WAN AWARDS
WINNER
PRACTICE OF THE YEAR

MacEwen award
ARCHITECTURE FOR
THE COMMON GOOD

BRITISH HOMES AWARDS
CELEBRATING EXCEPTIONAL DESIGN

CONTENTS

REVISION SHEET

01 INTRODUCTION & BACKGROUND

INTRODUCTION
PROJECT TEAM

02 SITE-WIDE DESIGN PRINCIPLES

SITE-WIDE VISION
ACTIVITY ZONES
ACTIVE FRONTRAGES
PLAY AND RECREATION
PEDESTRIAN PRIORITY, PARKS AND BOULEVARDS
VEHICLE MOVEMENT
SITE WIDE LANDSCAPE DESIGN
GREEN AND BLUE INFRASTRUCTURE
CONNECTIVITY
SITE WIDE MATERIALS
LANDSCAPE PRINCIPLES
LANDSCAPE PRINCIPLES
SITE WIDE ARCHITECTURAL DESIGN

03 OUR BRIEF

RESERVED MATTERS SCHEME - JANUARY 2023
BRIEF - KEY PRINCIPLES

04 SITE ANALYSIS

EXISTING SITE LOCATION & CONTEXT
WIDER URBAN CONTEXT
LOCAL SITE CONTEXT
HISTORICAL SITE CONTEXT
OPPORTUNITIES & CONSTRAINTS KEY SITE PRINCIPLES
EXISTING SITE PHOTOGRAPHS
EXISTING SITE PHOTOGRAPHS
EXISTING SITE ANALYSIS
CONSERVATION AREA
TOPOGRAPHICAL SURVEY
ARBORICULTURAL SURVEY
UTILITIES SURVEY

03	05 DESIGN EVOLUTION & CONSULTATION	37
	MASTERPLAN DESIGN EVOLUTION	38
04	HOUSING DESIGN EVOLUTION	39
05	APARTMENT DESIGN EVOLUTION - ART DECO BUILDING	40
06	PPA MEETING 27TH NOVEMBER 2024	41
	PARISH COUNCILLORS MEETING 4TH DECEMBER 2024	42
	PUBLIC CONSULTATION ENGAGEMENT 9TH DECEMBER 2024	43
07	PPA MEETING 14TH JANUARY 2025	44
08		
09		
10	06 DESIGN PROPOSALS	45
11	PROPOSED LAYOUT - MASTERPLAN DEVELOPMENT	46
12	PROPOSED LAYOUT - CONCEPT	47
13	PROPOSED LAYOUT - SCALE	48
14	PROPOSED LAYOUT - UNIT MIX	49
15	PROPOSED LAYOUT - TENURE & ACCESSIBILITY	50
16	PROPOSED RESIDENTIAL TYPOLOGIES	51
17	PROPOSED VEHICULAR ACCESS STRATEGY	52
18	PROPOSED VEHICULAR PARKING STRATEGY	53
19	PROPOSED CYCLE STORAGE STRATEGY	54
20	PROPOSED REFUSE & RECYCLING STRATEGY	55
	PROPOSED HOUSING LAYOUT HIERARCHY	56
	PROPOSED HERITAGE STRATEGY - CONVERSION BLOCK	57
21	NEW BUILD AND RETROFIT COHERENCE	58
22	PRIVATE AMENITY SPACE	59
23	APPEARANCE AND MATERIALS	60
	APPEARANCE AND MATERIALS	61
24	APPEARANCE AND MATERIALS	62
25		
26	08 ILLUSTRATIVE VISUALS	63
27	AERIAL VIEW	64
28	EXTERNAL VIEW	65
29	EXTERNAL VIEW	66
30	EXTERNAL VIEW	67
31	EXTERNAL VIEW	68
32		
33		
34		
35		
36		

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

AYRE
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INTRODUCTION

SITE ADDRESS

SCHEDULE OVERVIEW SUMMARY

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

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

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 been 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

01 Breakdown of the Project Team

02

SITE-WIDE DESIGN PRINCIPLES

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SITE-WIDE VISION

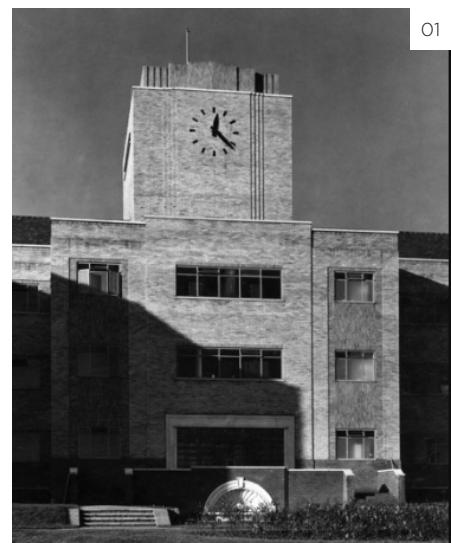
Wellbeing and the creation of a sustainable community are at the heart of the long term vision for the site that will create a thriving place to live and play that is integrated with the surrounding area.

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

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.



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

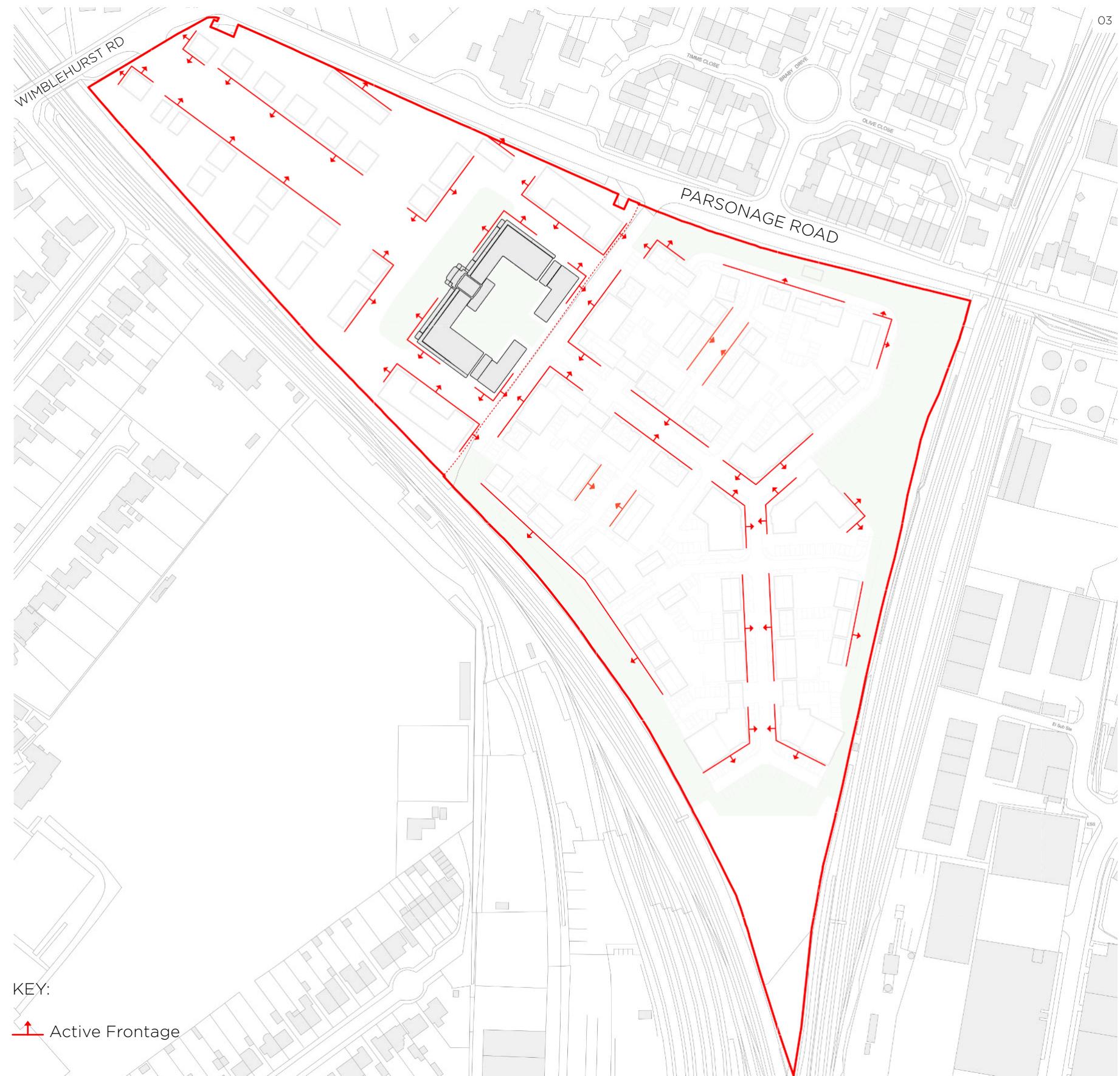
Active frontages help to define the streetscape, creating safe community led spaces.

- 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.



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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