

03

OUR BRIEF

AYRE
CHAMBERLAIN
GAUNT

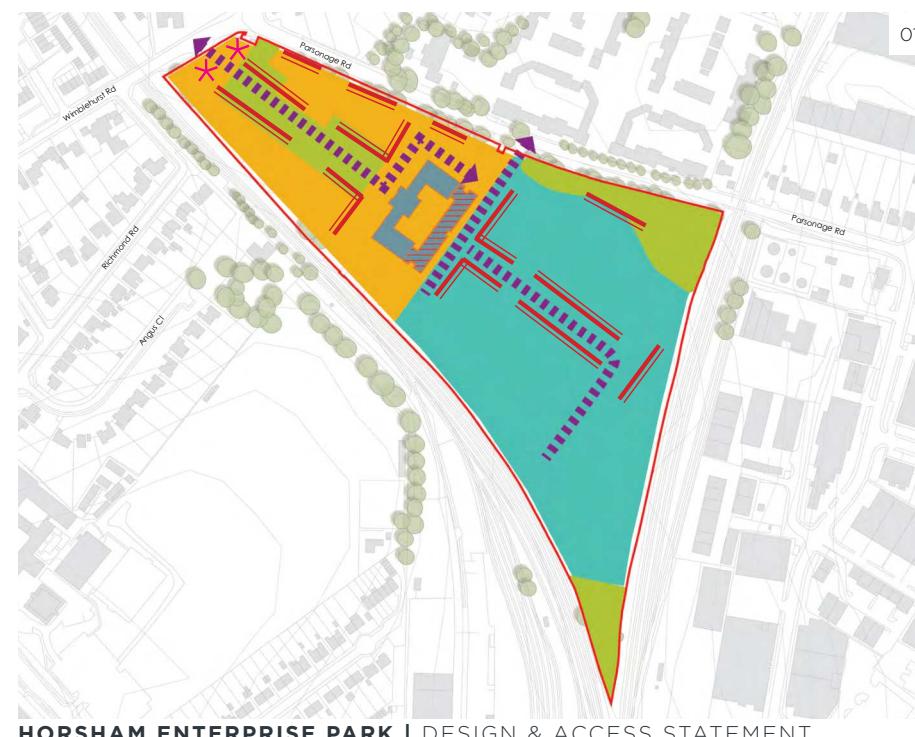
RESERVED MATTERS SCHEME - JANUARY 2023

SUMMARY

In 2022, Ayre Chamberlain Gaunt were commissioned to develop proposals for the residential portion of the outline application. Separate reserved matters application was submitted in January 2023, and sought to refine the details that had been submitted in the Outline Permission for the site previously approved in 2020. At that time the proposals included the splitting of the Lovell site into two phases for ease of delivery. The key points of the combined phases reserved matters application were as follows:

- Up to 260 dwellings (C3 Use Class), of which 35% was to be affordable;
- 618 sqm (GIA) of flexible commercial /community space at the ground floor of Building C14.
- 97 units as part of converting the existing office buildings.

In 2024, Ayre Chamberlain Gaunt were commissioned once again, this time to revisit and enhance the Lovell Site. The high level aspirations were to revise both the overall mix and quantum of development on the site to promote a greater sense of openness.



01 Land Use Parameter Plan extract from Outline Application (2020)
02 Reserved Matters (2022) Site Plan - Combined Phases 1 & 2

BRIEF - KEY PRINCIPLES



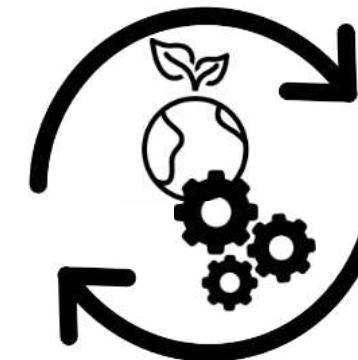
PROVIDE HOMES, NOT
JUST HOUSING



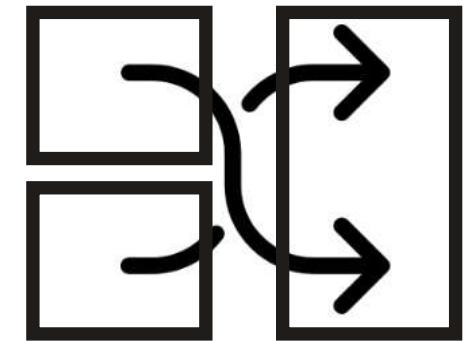
PROVIDE HIGH QUALITY
COMMUNAL AMENITY
SPACES



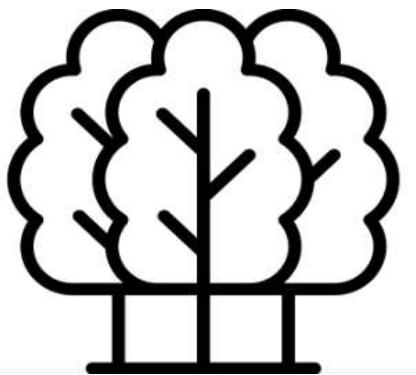
CREATE SUITABLE BUILT FORM
WITHIN THE LANDSCAPE
SETTING



HIGH PERFORMANCE TO
REDUCE RUNNING COSTS
& ENHANCE WELL-BEING



PROVIDE EFFICIENT
FORMS & LAYOUTS



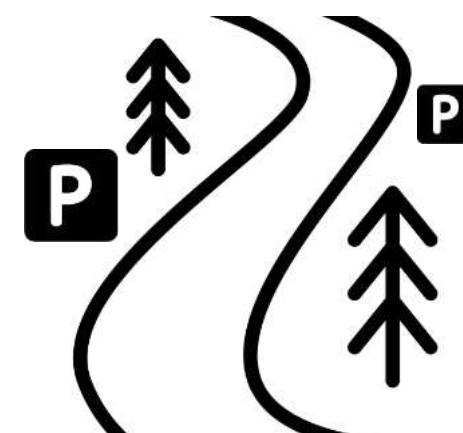
INTEGRATE & ENHANCE
THE LANDSCAPE SETTING
AND ITS BIODIVERSITY



CREATE A SENSE OF
COMMUNITY



PROMOTE A HEALTHY &
ACTIVE LIFESTYLE THROUGH
INTEGRATED SPACES



SENSITIVE INTEGRATION
OF PARKING INTO THE
LANDSCAPE SETTING



PROVIDE HIGH QUALITY &
HEALTHY HOMES

04 SITE ANALYSIS

AYRE
CHAMBERLAIN
GAUNT

EXISTING SITE LOCATION & CONTEXT

LOCATION

The site is located to the North of Horsham Town Centre, and approximately 0.5km from Horsham Railway Station. The site is the former Novartis Pharmaceutical works. The site is positioned roughly in the centre of the urban form of Horsham and Littlehaven, and so the prevailing character is suburban.

SITE CONTEXT

The combined Lovell & Muse site is bounded on the East and South respectively by the converging railway lines: the Arun Valley mainline from London to Littlehampton and the Sutton and Mole Valley Branch line. Beyond both of these lines are industrial / commercial storage units.

To the North-West and South-West is the Richmond Road Conservation Area, consisting of Arts and Crafts style Victorian / Edwardian housing of large family dwellings. Due South, across the railway line are the playing fields of the College of Richard Collyer with mature trees bounding. To the North-East is Parsonage Road, which is part of a key vehicular orbital route connecting East and West Horsham.



HORSHAM ENTERPRISE PARK | DESIGN & ACCESS STATEMENT

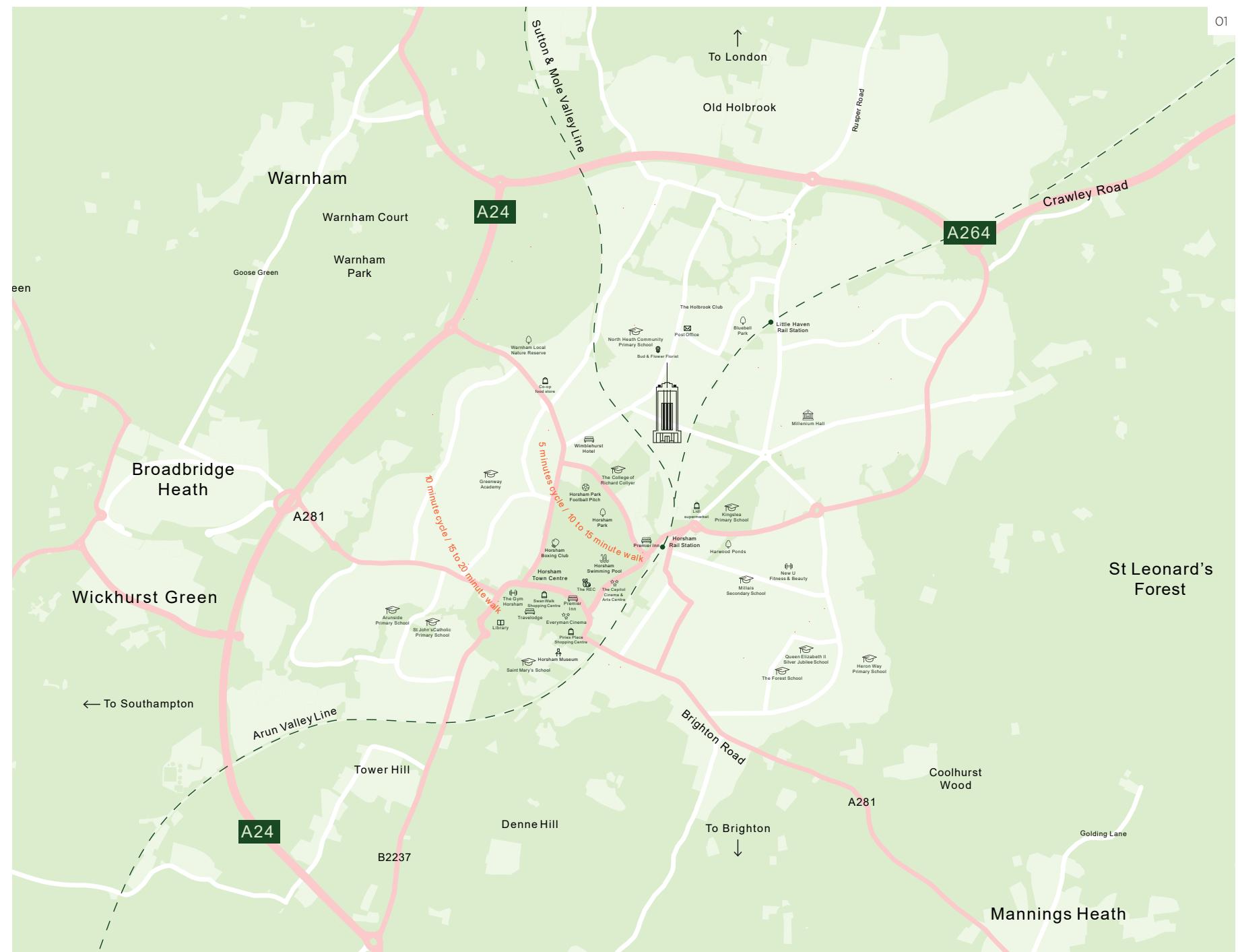


01 Site aerial showing the location of the site within the wider Horsham area [Google] - NTS
02 Site aerial showing the Lovell site boundary and the adjacent Muse site ownership [Google] - NTS

WIDER URBAN CONTEXT

SITE LOCATION

The site is located north of Horsham Town Centre, within a suburban/ light industrial setting.



01 Map featuring the site location and nearby assets and places of interest.

LOCAL SITE CONTEXT

NORTH-WEST

A post war suburban housing estate, fronting the opposite of Wimblehurst Road with 3-4 storey apartment blocks set back from the road and incorporating mature landscape.

NORTH-EAST

Opposite Parsonage Road to the West side is the rear of suburban housing, with long gardens obliquely backing onto the Road with mature trees and infill foliage. To the East side is a modern development c2000s is a series of 4 storey apartments in a traditional style fronting the Road.

SOUTH-EAST

The immediate South East will be the Muse site aspect of the wider development. Beyond is the Arun Valley line from London to Littlehampton further beyond the line business/ industrial units.

SOUTH-WEST

The Sutton and Mole Valley Branch line borders the site, and fronting Wimblehurst Road . Beyond the line, Southbound from the site is the Richmond Road Conservation Area, consisting of Arts and Crafts style Victorian/ Edwardian housing consisting of large family dwellings. Directly South of the site light industrial functions taper to storage yards, with College playing fields serving the College of Richard Collyer beyond.



01 Aerial map of the local area and zones

HISTORICAL SITE CONTEXT

SITE HISTORY

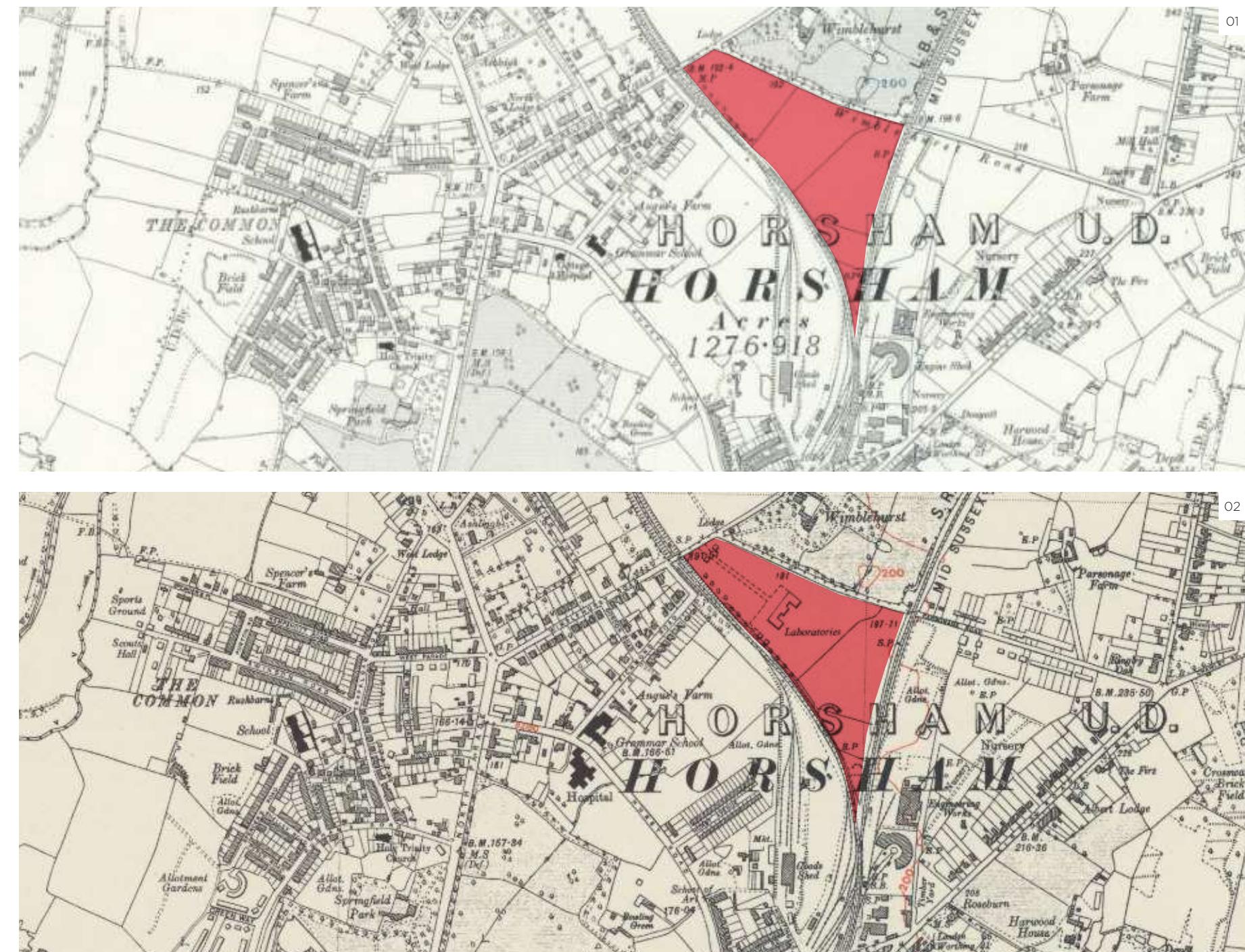
The site was historically farmland to the North of Horsham, located immediately South of Wimblehurst Manor, a private estate of which only the Lodge opposite Wimblehurst/Parsonage Road junction, as seen in the map opposite (1) dated approximately 1913.

The site in the inter and post war period slowly came within the cartilage of Horsham urban settlement, with Richmond Road built in the Edwardian period creating an urban link to the site from the historic town core.

The predominant influence of the railway and associated industrial development that surrounds it, and the development of the site for a pharmaceutical facility can be seen in map opposite (2) dated approximately around 1938.

Later, residential development envelopes the Wimblehurst estate during the post war period, with the final areas of infill fronting Parsonage Road occurring during the period 2000-2010s.

The site itself remained as a pharmaceutical works until Novartis relocated from Horsham in 2014. The site has been vacant for over 10 years and remains an hugely underutilised opportunity within central Horsham.

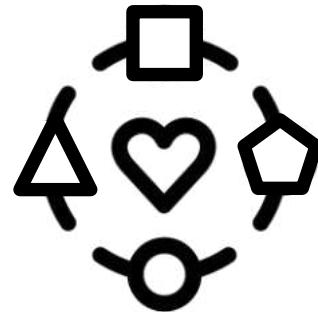


01 Historic map of Horsham dated 1913
02 Historic map of Horsham dated 1938

OPPORTUNITIES & CONSTRAINTS KEY SITE PRINCIPLES



PROVIDING OPPORTUNITY FOR
LONG TERM COMMUNITY



DISTINCTIVE PARTS WITHIN A
HOLISTIC WHOLE



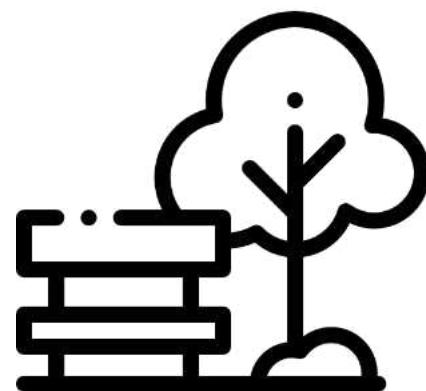
PASSIVE DESIGN MEASURES TO
LOCK IN EXEMPLARY
PERFORMANCE



SOCIAL COHESION BETWEEN
UNIT MIX



WORKING WITH THE LEVELS



PARKLAND FEEL AND
LANDSCAPE SETTING

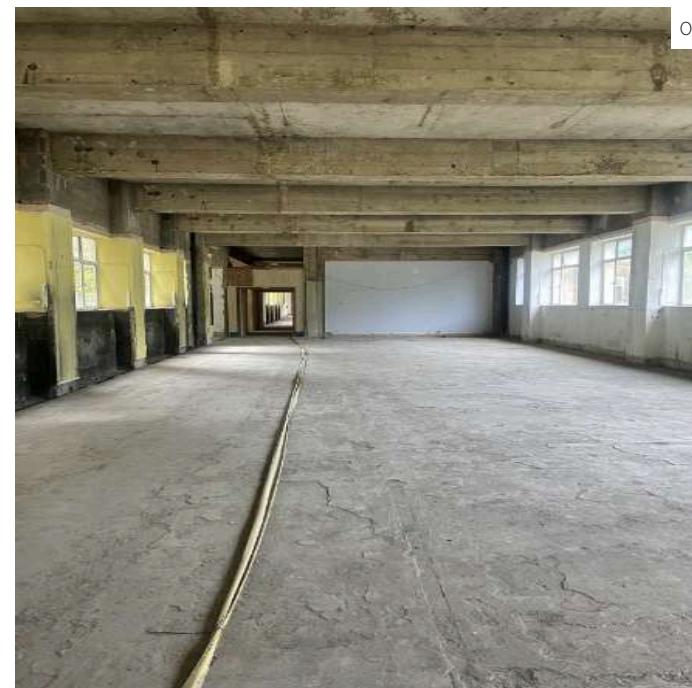
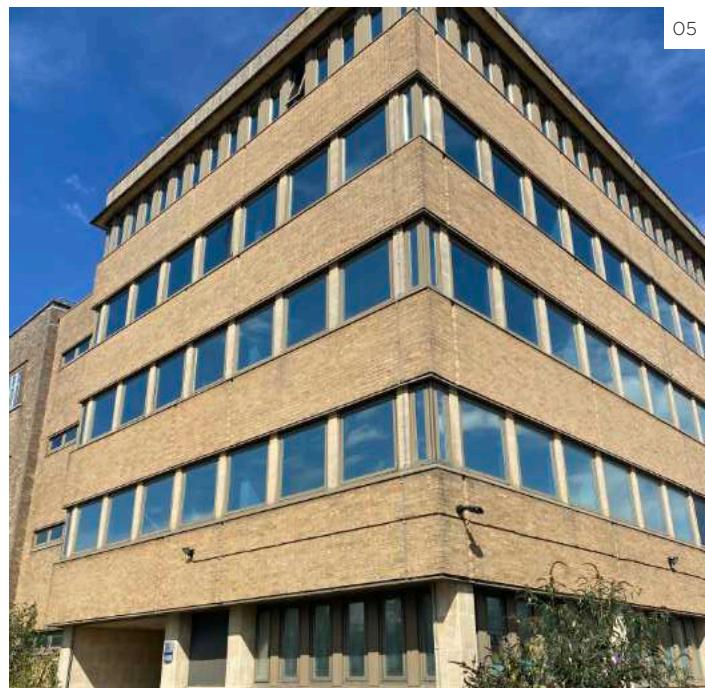
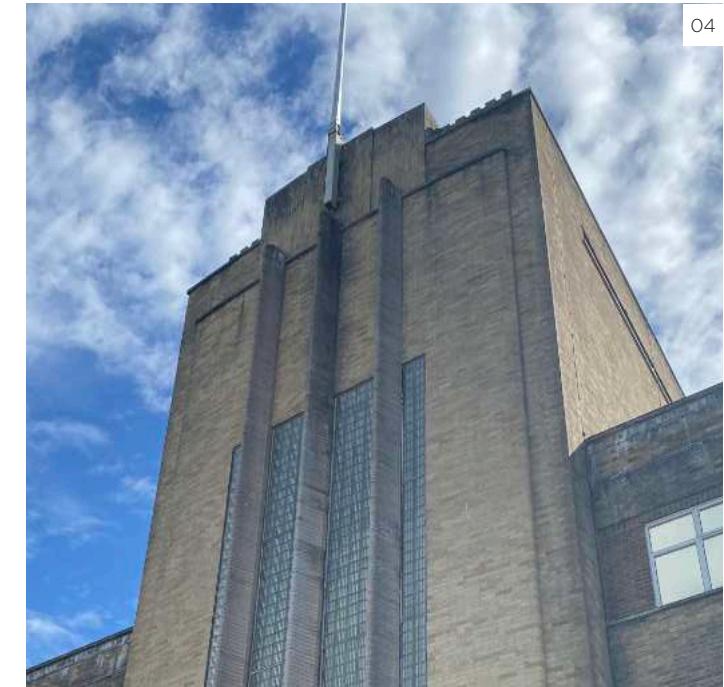
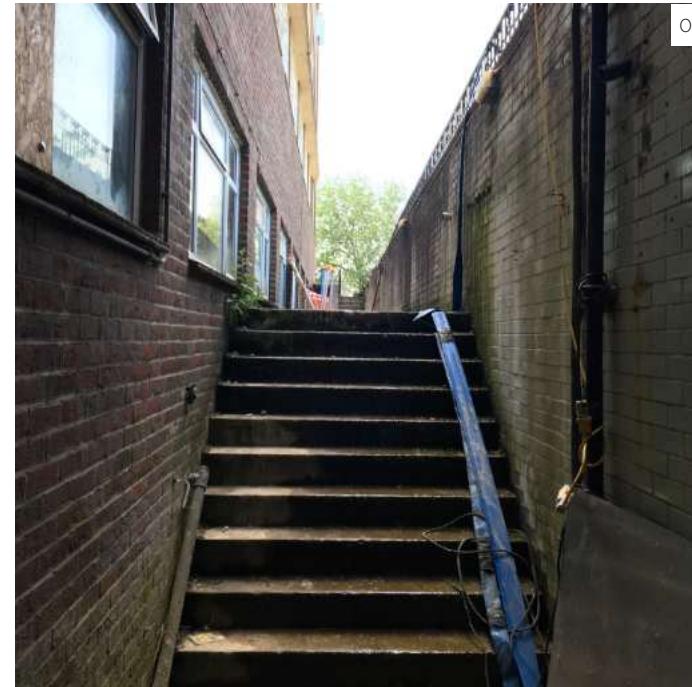
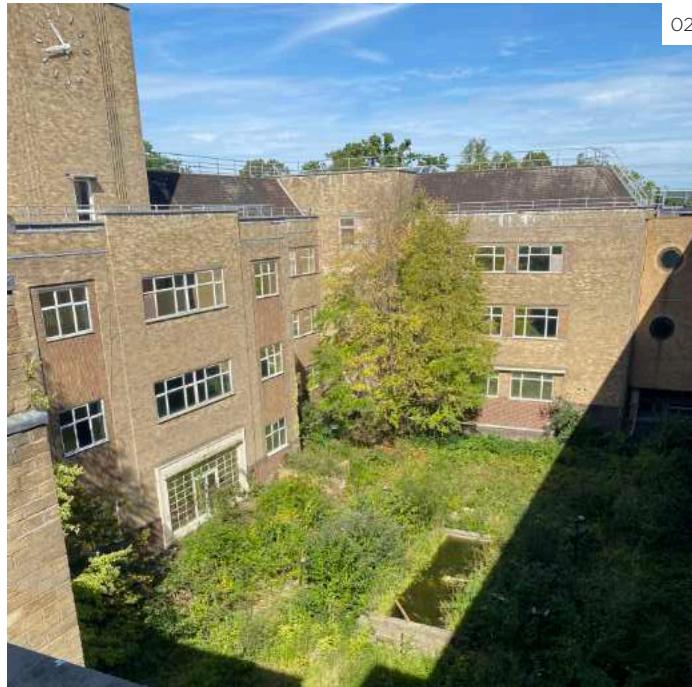


BIODIVERSITY AND ECOLOGICAL
ENHANCEMENT



MAINTAIN THE TREE FILLED
CHARACTER OF THE SITE

EXISTING SITE PHOTOGRAPHS



01 Photo of the central boulevard entrance.
05 Photo of the existing office building to the rear of the heritage building.

02 Photo of the courtyard to the rear of the heritage building.
06 Photo of main staircase and lobby within the heritage building.

03 Photo of the access to the heritage building basement.
07 Photo of the main floor space within the heritage building.

04 Photo of the main entrance & central tower of the heritage building.