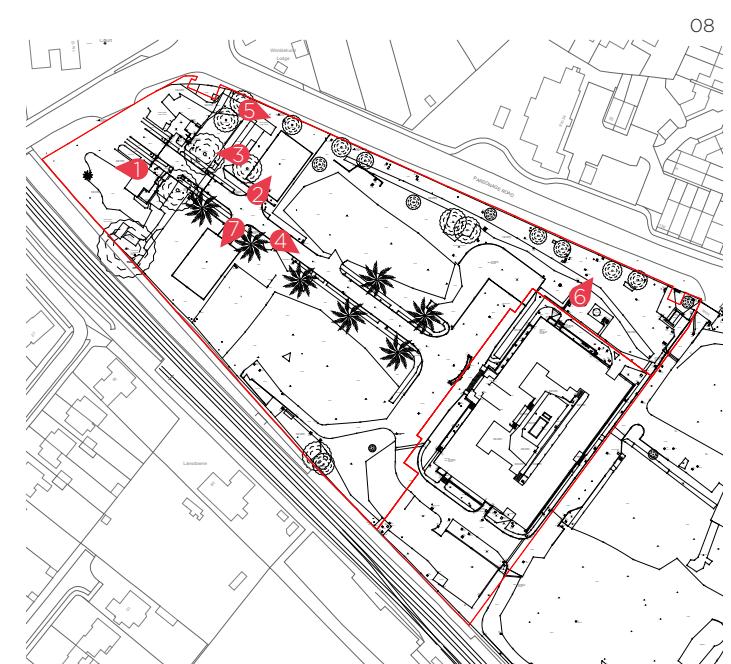
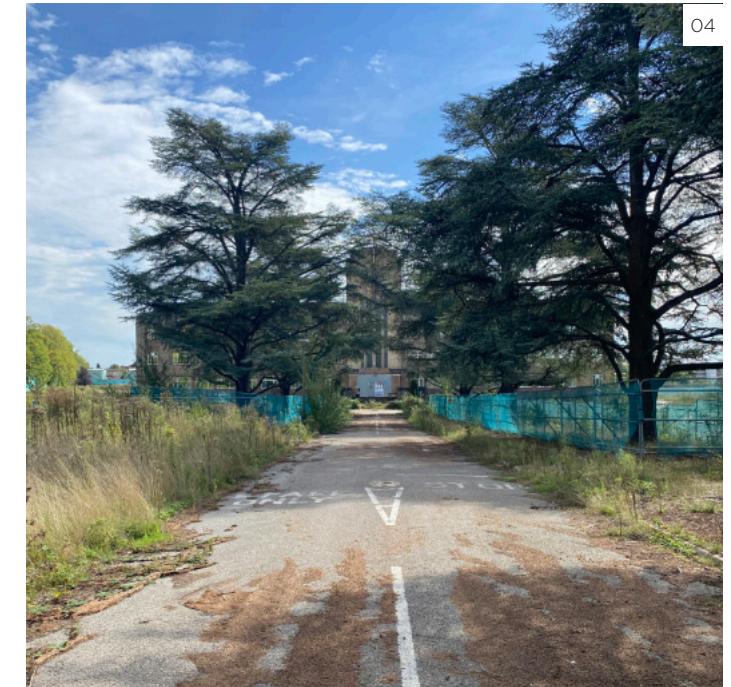


EXISTING SITE PHOTOGRAPHS



01 Photo of existing grassed area towards the north west corner of the site.

05 Photo of an existing tree towards the Parsonage Road boundary.

02 Photo of an existing tarmacadam parking area.

06 Photo of an existing manhole chamber.

03 Photo of an existing Blue Cedar tree.

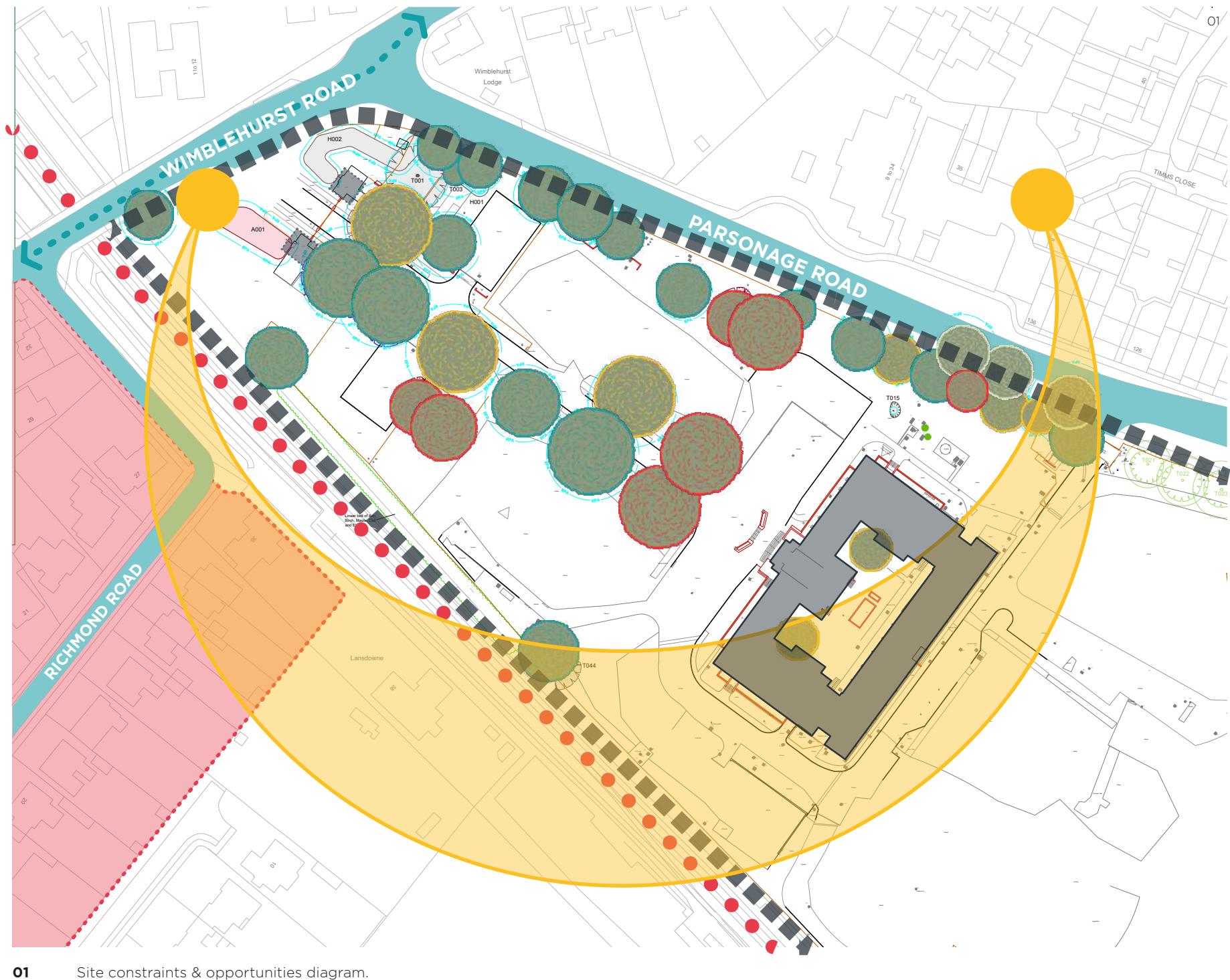
07 Photo of an existing tarmacadam parking area.

04 Photo of the existing central entrance road.

08 Key site plan.

EXISTING SITE ANALYSIS

-  Existing Trees - Category A
-  Existing Trees - Category B
-  Existing Trees - Category C
-  Existing Trees - Category U
-  Existing retained structures within the site
-  Former lodge houses
-  Richmond Road Conservation Area
-  Primary Roads
-  Bus Routes
-  Railway line
-  Noise Sources
-  Sun Path



CONSERVATION AREA

RICHMOND ROAD CONSERVATION AREA

To inform the residential development holistically, the adjacent Richmond Road Conservation Area has been analysed and evaluated as an exemplar contextual example of residential development that exemplifies the prevailing character of North Horsham. By embodying where suitable and appropriate the paradigm of this conservation area, the proposals will be able to become a positive and harmonious contribution to the local area.

GEOMETRY AND FORM

- Defined and well proportioned front gardens
- High quality boundary treatment
- Detailing
- Planted boulevard
- Unity of form
- Mixture of roof forms (pitched, gable, curved, hung tiles)
- Rhythm to streetscape

MATERIALS

- Brick (predominantly red and brown)
- Ornamental detailing (quoins, ornamental detailing, soldier coursing, ornamental brick and lintels)

BUILDING FEATURES

- Bay windows
- Decorative barge boards and spandrel's
- Porches

KEY RICHMOND ROAD CHARACTERISTICS

- Rhythm
- Roofscape
- Portico/porch
- Boundary treatment
- Material craftsmanship and detailing
- Proportion of windows



01 Richmond Road Conservation Area Study.

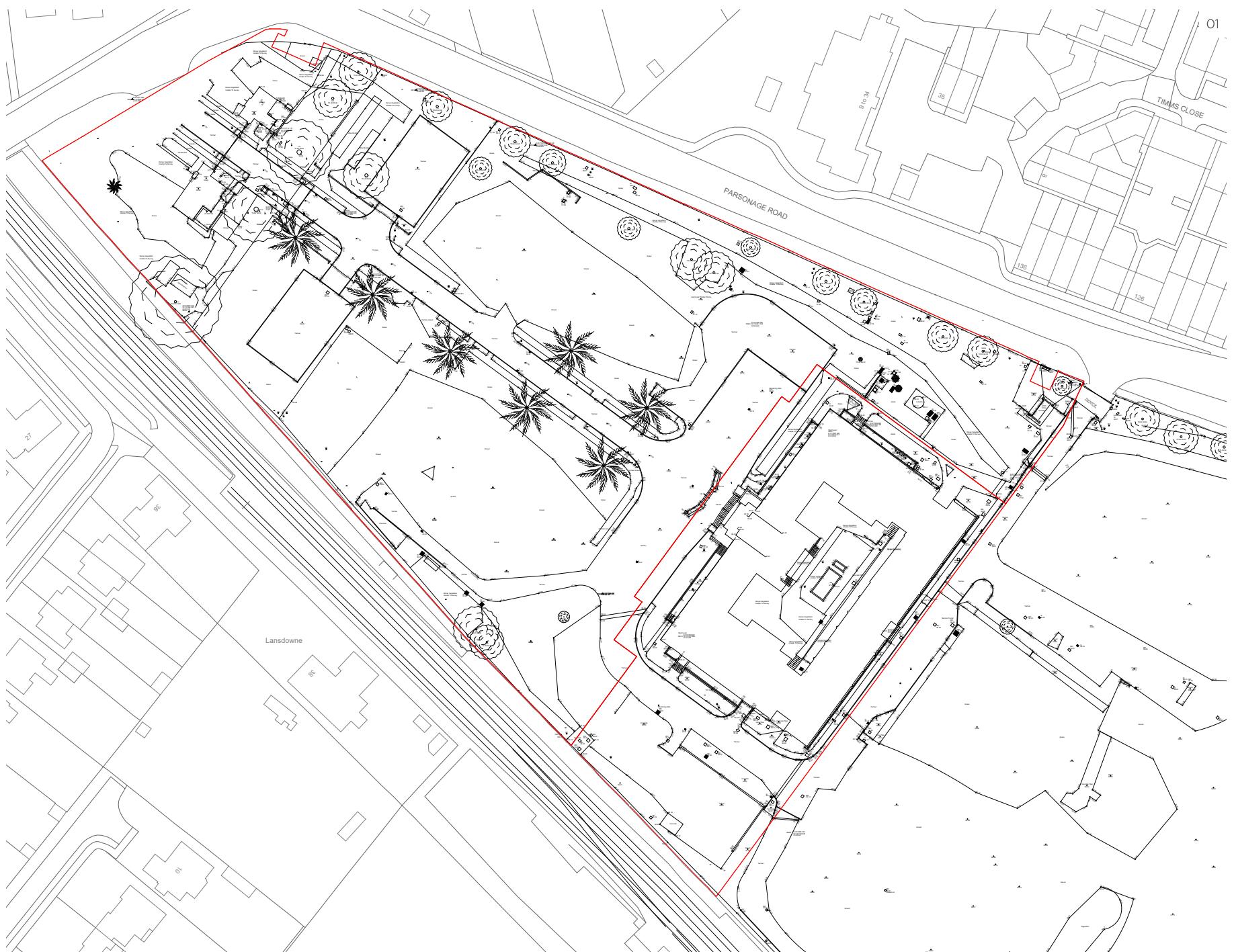
TOPOGRAPHICAL SURVEY

LOVELLS SITE (PHASE 1 & 2)

To inform the proposed design, a topographical survey was undertaken, this survey confirms that the site slopes downwards along the existing central axis, with the main entrance to the site at the North-West being the highest part of this slope.

Moreover, there is also a slope down in a perpendicular direction to the main axis, with the site border along Parsonage Road being significantly higher than the Southern boundary with the railway line.

The existing heritage building that dominates the site, and the courtyard behind it, stand on a plinth which is at least a meter above the grade levels to the primary frontage.



01 Topographical Survey from June 2018 by Murphy Surveys

ARBORICULTURAL SURVEY

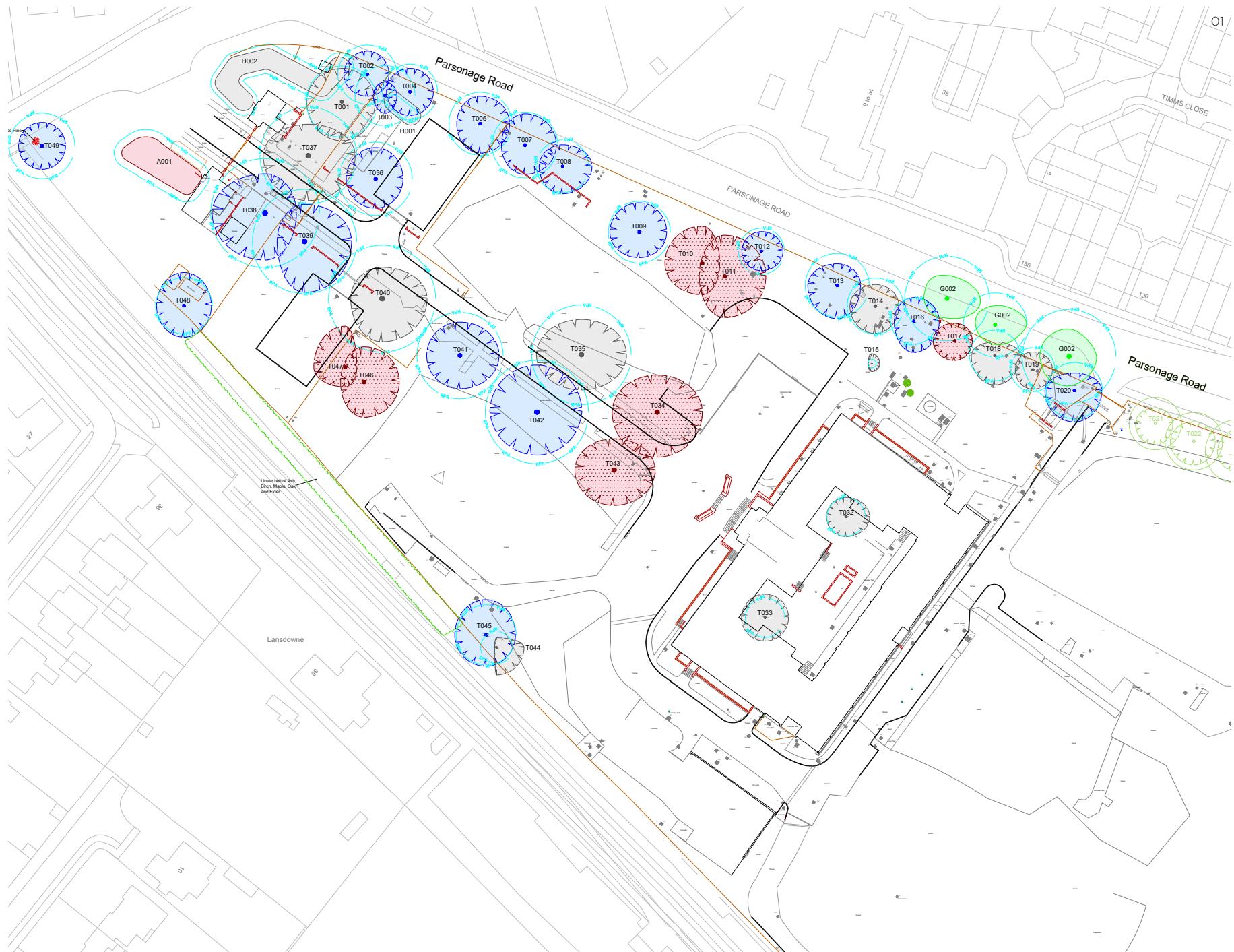
LOVELLS SITE (PHASE 1 & 2)

The site currently features a number of existing trees a number of which are located along the Parsonage Road street frontage. Some of these are to be retained and aligned with the requirements of the proposed masterplan, helping to shape the edge of the development along this boundary.

However, the key focus within the current site are the sizable blue cedar trees that are present along the length of the central vehicular access route. Unfortunately, due to the current poor condition and limited lifespan for the majority of the specimens present these trees all are to be removed. This is a necessary strategic decision and one that has not been taken lightly, but critical from the perspective of ongoing inhabitant safety.

The significant visual presence of these existing trees has been fully understood and realised as a fundamental site feature and key design driver, resulting in a commitment to fully reinstate the tree lined corridor with suitable replacement tree species. Thereby ensuring that the appearance, quality and continuity of the tree lined views framing the locally listed heritage building are maintained. This can be seen and evidenced in the proposed project visualizations, located in Section 07 of this report.

Please refer to the Arboricultural Impact Assessment [AIA] by Hayden's Arboricultural Consultants dated March 2025 for more details which is provided as part of the planning submission pack.



01 Arboricultural Survey by Hayden's from February 2025.

UTILITIES SURVEY

The existing below grade utilities servicing the previous Novartis pharmaceutical site are generally clustered in the following areas:

- Adjacent and between the former lodge gatehouses to the North-East.
- Surrounding the existing heritage building and office building to the South-East site boundary.
- Aligned to Parsonage Road.
- Along the central road access.
- To the South-East boundary and to the rear of the heritage building, a 6m wide easement for Southern Water mains supply exists within the Muse site.



01 Utilities survey by Murphy Geospatial from November 2024.

05

DESIGN EVOLUTION & CONSULTATION

AYRE
CHAMBERLAIN
GAUNT

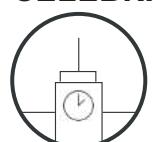
MASTERPLAN DESIGN EVOLUTION

BOULEVARD ENHANCEMENT



- Removal of low quality trees which currently obscure views to the heritage building clocktower
- Replacement with new, healthy trees that enhance and frame views towards the heritage building.

CELEBRATION OF HERITAGE ASSET



- Creation of a green space in front of heritage building to provide 'breathing space' and valuable public open space in a prime location.

PUBLIC OPEN SPACE ENHANCEMENT



- Relocation of green space previously provided within the Muse site.
- Improved safety and overlooking of the green space by positioning at the heart of the project.
- Usability of the green space improved by creating a more generous space with functional proportions.
- Removal of car parking from the locally listed building frontage.

CONNECTION BETWEEN PHASES

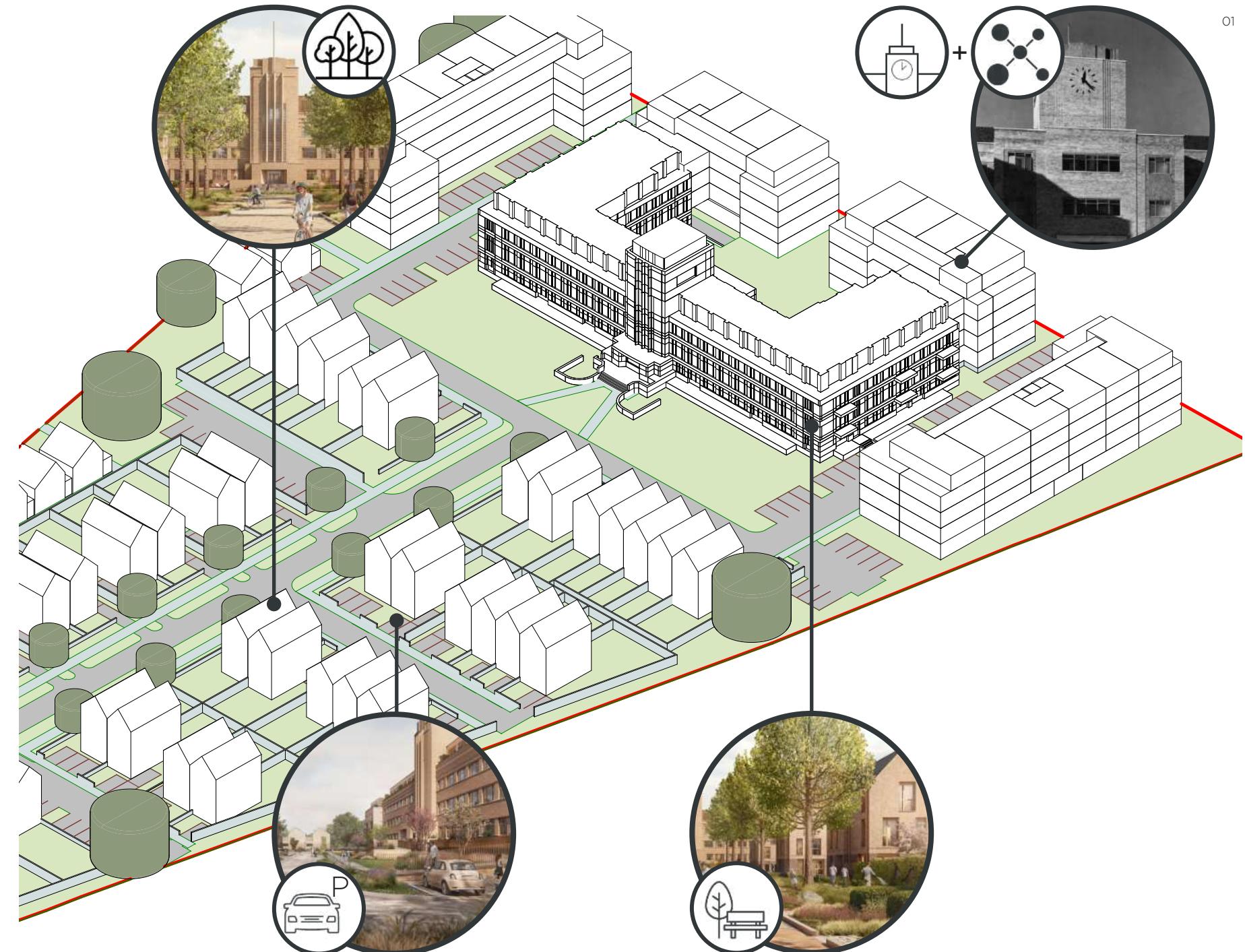


- Development of site-wide design principles common to both the Lovell and Muse sites.
- Acknowledgement of the adjacent Muse site principles relating to nodes and axis through the site.
- Separation of new blocks facing onto the Muse site to enhance views towards the heritage asset clocktower.

PARKING



- Rationalisation of parking throughout to improve parking locations and accessibility.



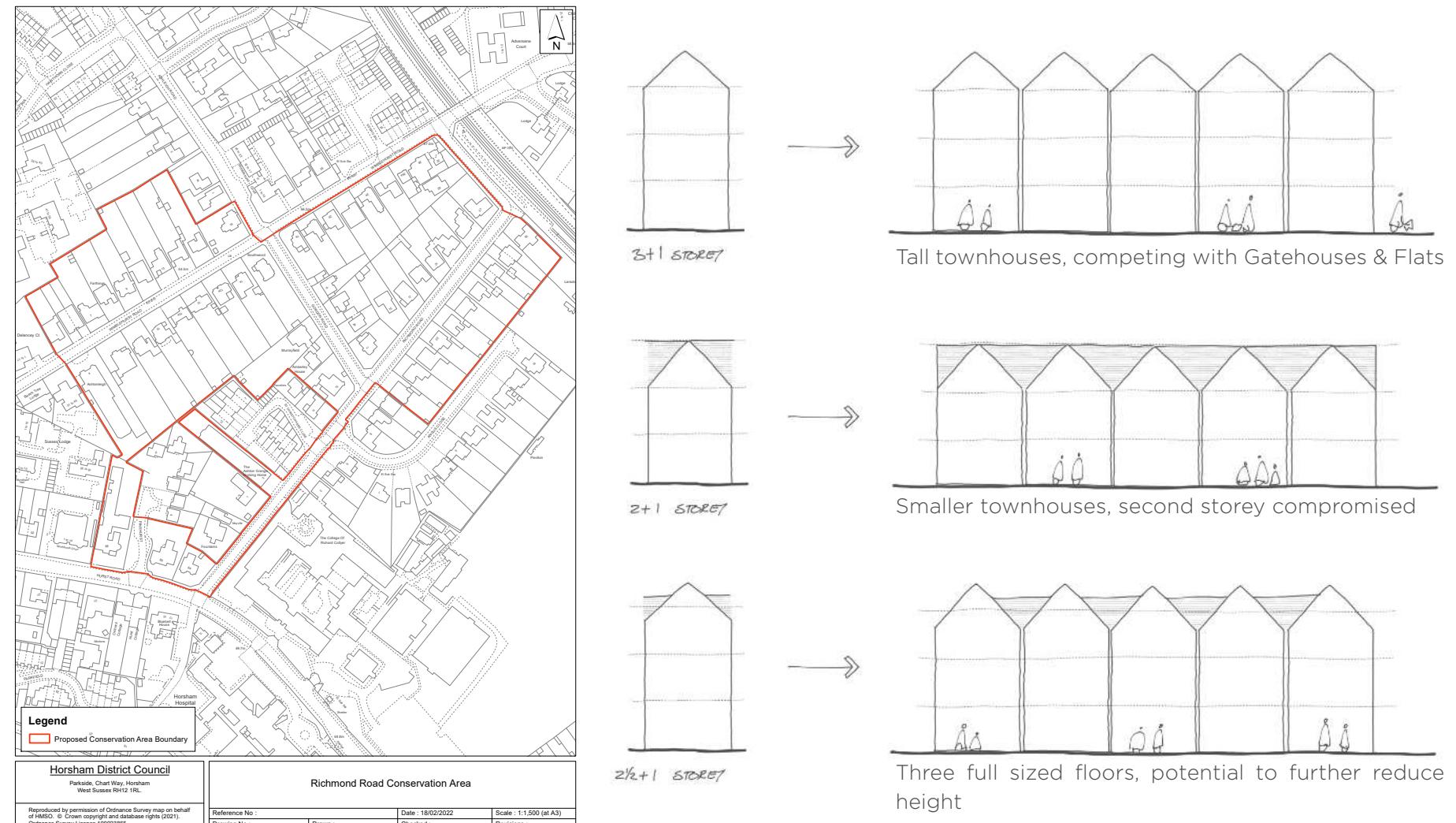
HOUSING DESIGN EVOLUTION

INFORMING DESIGN THROUGH RICHMOND ROAD

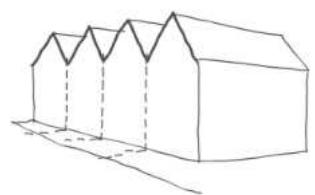
Key principles for form and elevations were derived in order to ensure the scheme harmonises with its context and provides an appropriate 'grandness' when fronting the formal avenue.

These principles include:

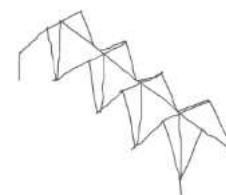
- Rhythm; ensuring a sequence of repeat units along the avenue to reinforce its formal setting
- Roofscape; ensuring the rhythm is maintained as the proposals silhouette and viewed between the trees
- Entrance; celebrating with emphasis and flourish
- Detailing/Proportion; ensuring detail and rigour emphasising construction boundaries.



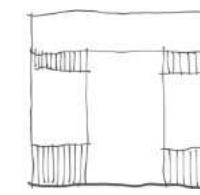
1. Rhythm



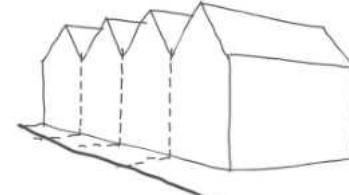
2. Roofscape



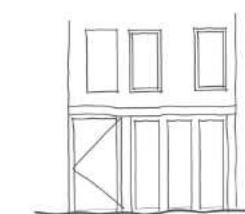
3. Portico/Porch



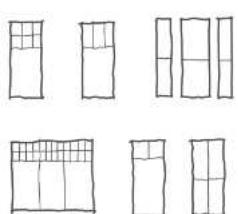
4. Boundary Treatment



5. Material Craftsmanship



6. Detailing

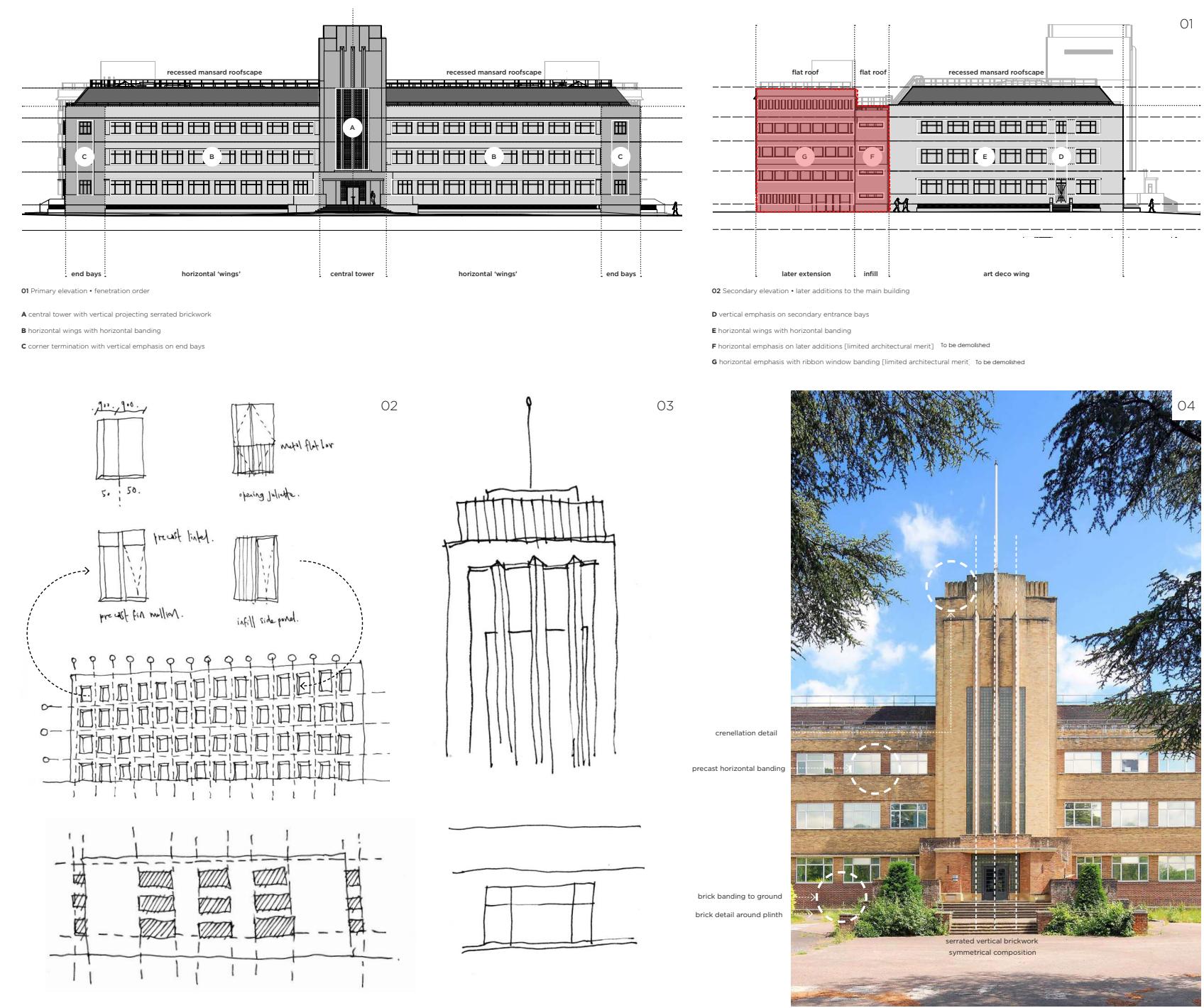


APARTMENT DESIGN EVOLUTION - ART DECO BUILDING

As the centrepiece of the scheme, the Art Deco style locally listed Building is to be retained and imposes itself on the site in a grand manner, with focus on the central tower terminating the central boulevard. To the rear of this building is a 1970s unremarkable office building that is not appropriate for residential conversion and will therefore be demolished.

A detailed study was undertaken to ensure the 'campus' surrounding the scheme could echo and sit in harmony with the art deco, whilst maintaining a contemporary design approach without resulting to pastiche, thereby forming a set of design principles which include:

- Rigorous symmetry.
- Horizontal emphasis punctuated by a series of vertical breaks.
- Strong base, with a plinth and focus on the human scale particularly around the entrance.
- Diminished form as the building rises. The building is 'bottom heavy' with a plinth, modest parapet and the setting back of rectilinear brick inset detailing as the tower rises.
- Brick detailing and subtle/contrasting uses of tone to break down elevation and massing.
- Rigour and repetition to the fenestration design.



01
02
03
04

Establish grid and proportions for external fenestration & standardisation.
Arrangement of the external projecting balconies.
Photographic facade analysis - points of interest.