AXIOM
ARCHITECTS



HORSHAM NORTH PREMIER INN CONVERSION

DESIGN AND ACCESS STATEMENT

Former Beefeater, Hurst Road
JANUARY 26 // P3

1 CONTENTS

Revision	Author	Checked	Date
B	CF	RW	02/11/26
A	CF	RW	07/09/26
/	CF	RW	07/01/26

1.0 Introduction

2.0 Site & Context
2.1 Site Overview

3.0 Existing Site & Building
3.1 Existing Site
3.2 Existing Building
3.3 Existing Materiality

4.0 Pre-app 1
4.1 Existing Restaurant
4.2 Strategy
4.3 Massing
4.4 Initial Proposal

5.0 Pre-app 2
5.1 Pre-app 1 Response
5.2 Modern Design
5.3 Contemporary Adaptation
5.4 Landscaping
5.5 Privacy and Overlooking
5.6 Relocating Plant to Roof

6.0 Design Development
6.1 Pre-app 2 Response
6.2 Render Bays
6.3 Context Analysis - Hurst Rd. Brick Details
6.4 Hurst Rd Elevation
6.5 North St Elevation

7.0 Proposed Design
7.1 Site Layout
7.2 Building Layout
7.3 Proposed Elevations

8.0 Access Strategy
8.1 Site Access
8.2 Building Access

9.0 Conclusion

1 INTRODUCTION

This Design and Acces Statement has been written to support the proposal for a 31-bedroom conversion and extension to the existing Premier Inn Hotel at Horsham North. The existing restaurant will be partially demolished, and a new extension will be connected the the retained portion.

A pre-application was submitted in December 2024 for a 31 bedroom partial knock-down rebuild, reference: PE/25/0030 with the building language matching the existing restaurant, with feedback received in April 2025. The proposal was revised to address comments raised and a further pre-app was submitted in July 2025, with feedback received in September 2025.

This document will review the current site and building, showing design development from the initial scheme to the submitted proposal. It will explore how the design has been developed to provide a contemporary proposal that both acknowledges and compliments the surrounding context, providing a high quality addition to Horsham.



2 SITE & CONTEXT

2.1 Site Overview

The hotel is located 800m north east of Horsham Town Centre, in the parish of North Horsham. The north west of the site is bound by suburban housing. To the north east is an industrial estate, and south east faces onto Nightingale Road.

The site is bound by Hurst Road to the south west. Suburban housing faces the road on the opposite sid, with Horsham Park further south west. Access to the site is via Nightingale Road.

The hotel currently provides 64 bedrooms with a restaurant immediately south west of the hotel.

The hotel was constructed in 1990, and was extended in 2007 (planning ref: DC/07/0137), adding 27 bedrooms.

The restaurant has existed to some capacity since at least 1830, but has been heavily modified and extended over the years.

There are a number of Grade II listed buildings in close proximity to the site; Horsham Train Station and a number of residential properties on the other side of Hurst Road.



Horsham North Train Station



Grade II Listed buildings

3 EXISTING SITE & BUILDING

3.1 Existing Site

The site is accessed via Nightingale Road, directly into the customer car park. The delivery entrance to the site is also via Nightingale Road to a delivery bay located immediately north of the restaurant.

The car park wraps around the hotel, in total providing 68 spaces with 5 Universally Accessible (UA) spaces located close to the hotel and restaurant entrance. The hotel reception is accessed directly from the car park, and there are various fire escapes and footways extending around the site.





Car Park Entrance


Hotel from North Road


Front of restaurant from North Road

3 EXISTING SITE & BUILDING

3.2 Existing Buildings

The hotel is three stories in height. The building features a mansard roof, interrupted by gable ends and dormers at regular intervals.

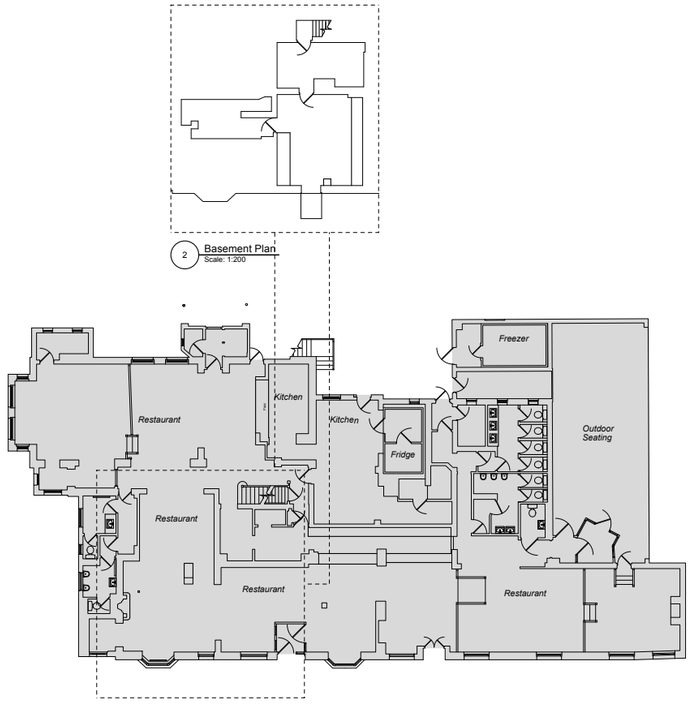
The hotel reception is immediately accessible from the car park, and provides direct access to the accommodation corridor. It is served by a main stair adjacent to the reception, and two fire escape stairs, located at the join between the existing hotel and extension, and at the north end of the extension.

The restaurant consists of the original 19th century building, and a series of extensions. The original building faces onto Nightingale Road, and is two storeys high. A three-storey wing was added to the north in the late 19th century. The original building has been heavily modified, and features a mixture of flat and pitched roofs.

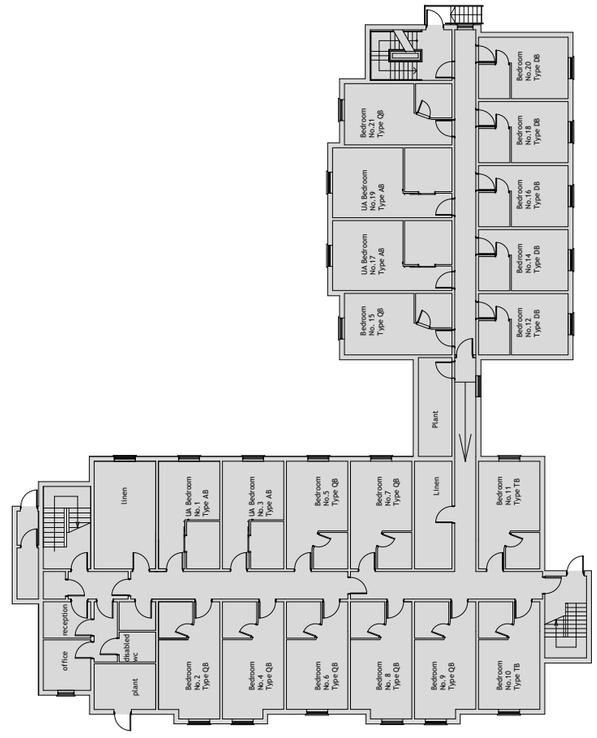
The ground floor features the main restaurant floor, and the kitchen/back-of-house. There is staff accommodation on the first and second floors.



Restaurant frontage



Restaurant Ground Floor



Hotel Ground Floor

3 EXISTING SITE & BUILDING

3.3 Existing Restaurant Materiality

The restaurant walls use a palette of beige painted render, with a green painted plinth, and white painted timber windows. A number of the gable walls feature decorative terracotta effect tiles. There are a number of small bays on the south face, with painted hanging tiles separating the ground/first floor windows.

The roof consists of terracotta tiles with crested terracotta ridge caps, with a decorative barge board. There are a number of unpainted/painted chimney stacks that feature corbelling. Rainwater goods are grey UPVC.



South Elevation



East Elevation



North Elevation



West Elevation

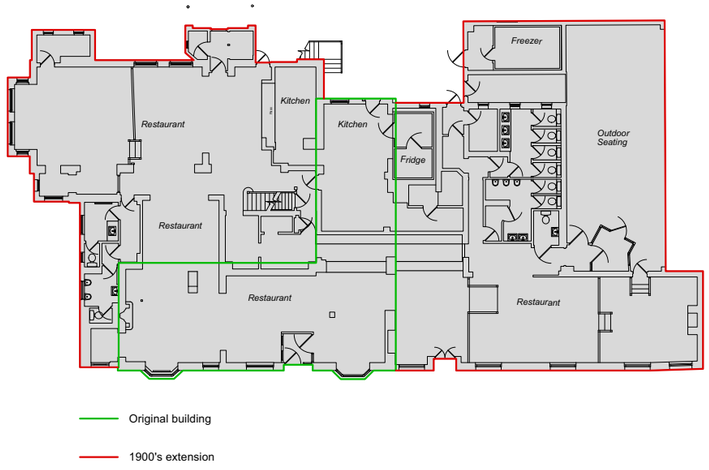


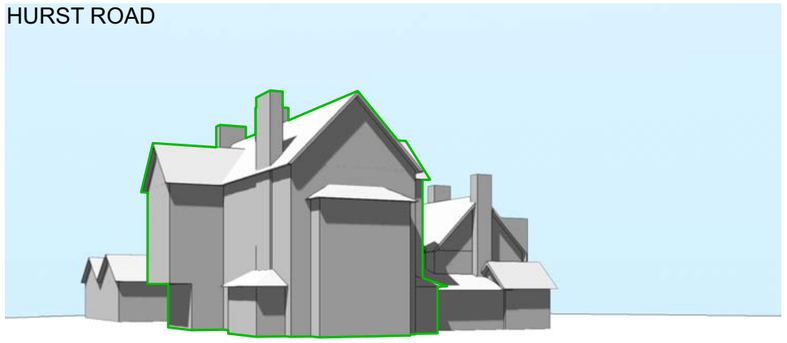
4 PRE-APPLICATION 1

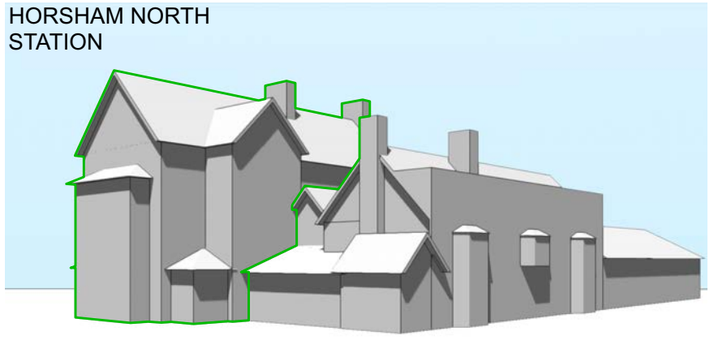
4.1 Existing Restaurant

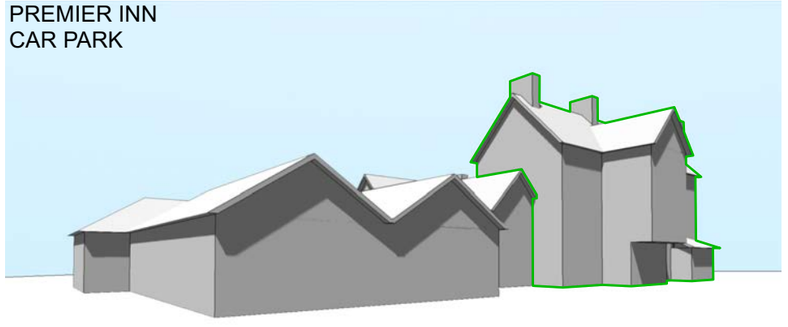
The existing restaurant consists of the original mid-19th century 2-storey building, which has been extended twice. The 3-storey north wing and single-storey east wing were added in the late 19th century, with the single-storey external seating area and flat roofs were added at a later date.

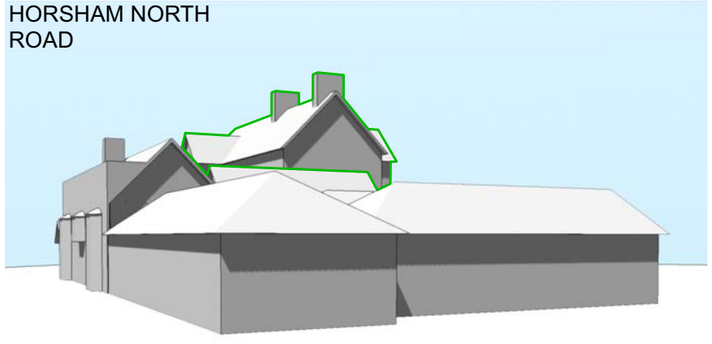
The 3-storey north wing is an example of Edwardian architecture, and has the most architectural character. The strategy is to retain this, and replace the 1/2 storey elements with a 3-storey extension.











4 PRE-APPLICATION 1

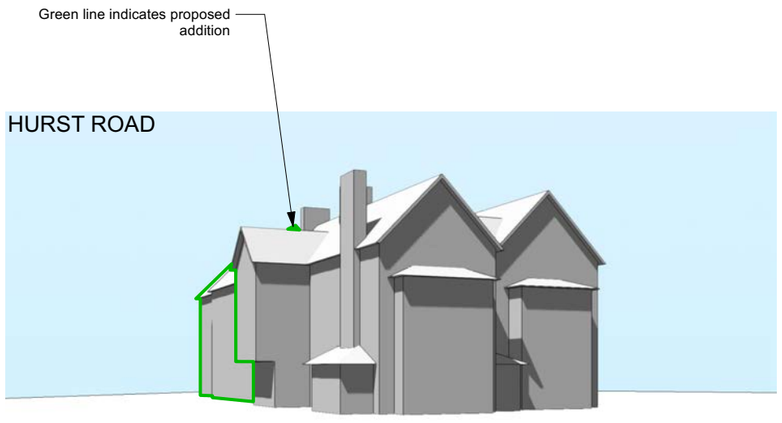
4.2 Strategy

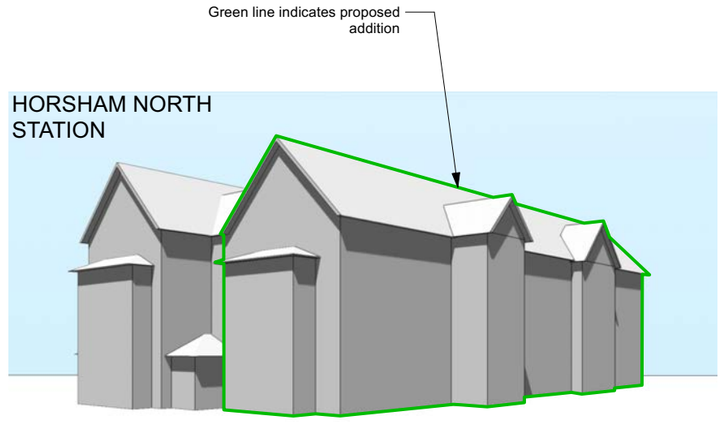
The 3-storey northwest portion of the existing building will be retained, as it possesses the most established architectural character.

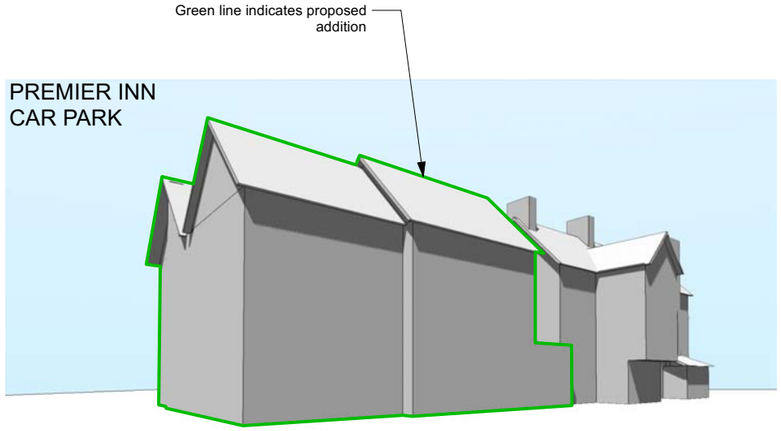


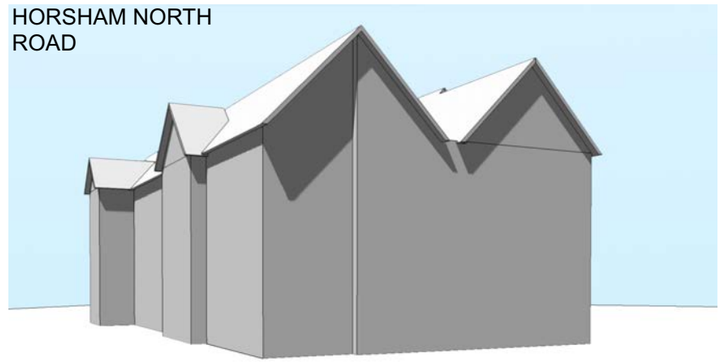
1 Ground Floor Plan
Scale: 1:200

To be demolished









4 PRE-APPLICATION 1

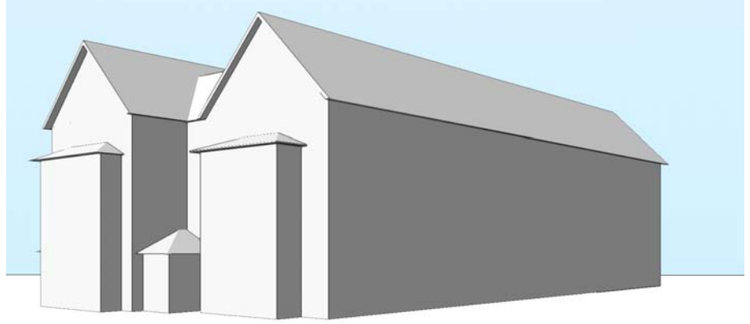
4.3 Massing

The proposal has a larger building mass than the existing restaurant, namely the frontage along Nightingale Road. To break up the massing, gables and bays were added to the facade in a series of tests to find the most suitable arrangement.

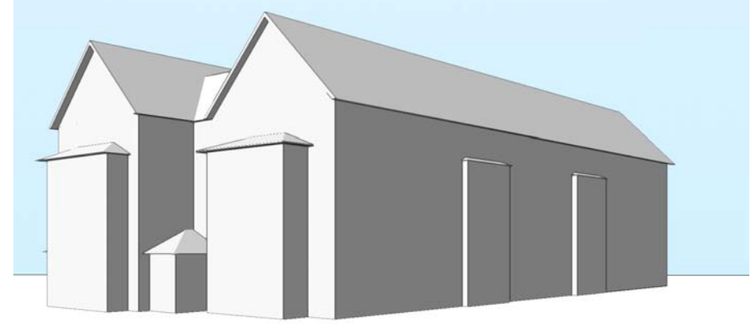
Bays were found to be ineffectual at reducing the scale of the building, as they would get lost in the larger face. Adding gables at regular intervals creates a visually interesting facade that successfully breaks the massing up.

Combining both gables and bays resulted in a facade that was too busy.

NO GABLE



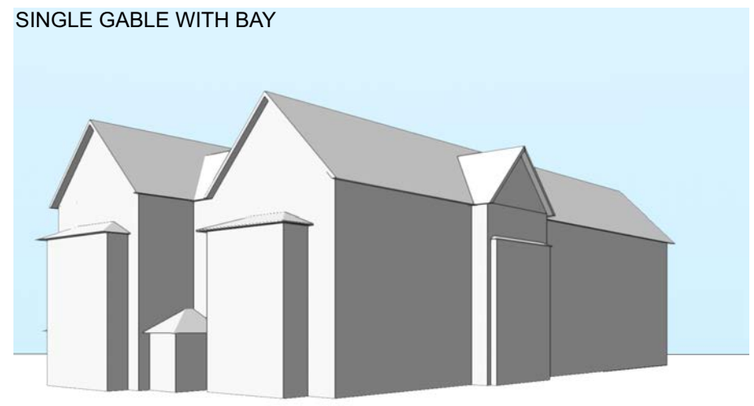
NO GABLE, BAYS



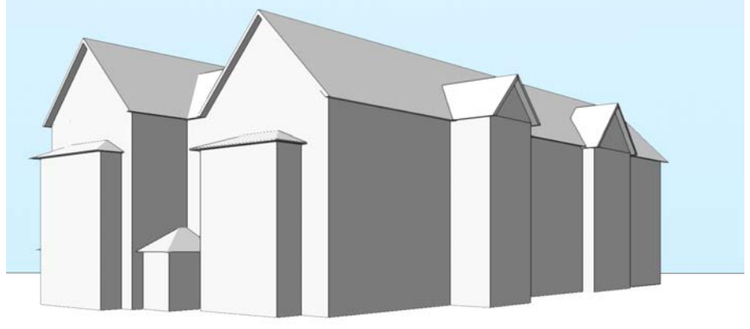
SINGLE GABLE



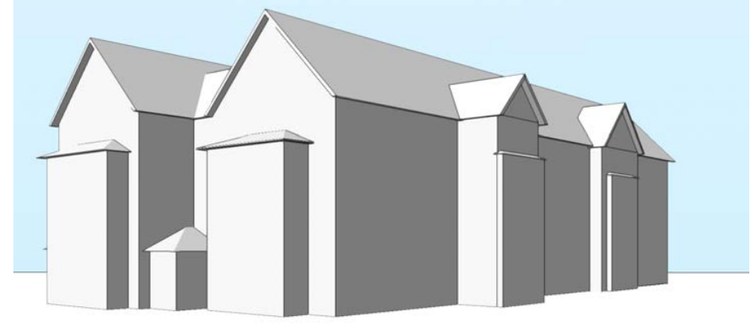
SINGLE GABLE WITH BAY



DOUBLE GABLE



DOUBLE GABLE WITH BAYS



4 PRE-APPLICATION 1

4.4 Initial Proposal

Our initial approach emulated the language of the existing restaurant and drew from the local context:

- Pitched roofs (approx 40 degrees) with secondary gable to front elevation
- Bay windows and gables to break up the massing
- Red clay tile roof
- Rendered walls
- Hung tile detailing
- Continuing the plinth at ground level







5 PRE-APPLICATION 2

5.1 Pre-App 1 Feedback

An initial pre-app was submitted in December 2024, with a response received from Horsham District Council in April 2025. Key comments and responses have been highlighted below:

The Station Beefeater (57 North Street) also has heritage interest as a building constructed in tandem with the development of the railways. It provides evidence of the link between inns and those travelling throughout the country providing an opportunity for rest and food. Whilst the building has undergone a number of significant alterations it sits within its context and is still recognisable as a historic public house. Our Heritage Officer has indicated that that any loss of this interest would require the new construction to be of such quality that it balances this loss.

A portion of the existing restaurant is being retained, and the materiality and form of the new extension draw from the local context, retaining the principle of the initial design in a contemporary manner

The northern elevation, western elevation and corner specifically should be more active in nature and landscaping to the sites frontage would be required. The infill window design detracts from the lively place Horsham can be and appears more akin to a derelict building, providing minimal active frontage and interest.

Signage has been added to the south west corner, and planting has been added to the outside areas of the north and west elevation to provide an active frontage.

Turning again to the commercial kitchen it is unclear from the plans the location of any vents, or flues. It may be that these can be routed though the chimney or discretely elsewhere. From the plan it appears the AC unit has been hidden behind some timber fencing. While concealing the unit is beneficial the quality of the design on this southern elevation should be enhanced. The LPA do not consider that vents or flues visible on the main western or southern elevations would result in a suitable design.

The plant compound has been relocated to roof level, and will be accessible from the main stair. Kitchen ductwork and flues will be routed internally to terminate at the roof plant compound. The roofs will provide an acoustic barrier to mitigate plant noise.

Policies 40 and 41 of the HDPF promote development that provides safe and adequate access, suitable for all users. Prior to submitting a full application we also strongly advise the applicant to consult with WSCC Highways. While the proposed guest number appears to be increasing there appears to be no increase in parking.

A separate report will be provided by the traffic consultant.

The LPA encourage the applicant to consider revising the layout on the first and second floors to reduce views from bedrooms towards Hurst Road and Gladstone Road.Additional information on these elements should be clearly addressed if a formal submission is made.

There will be no change from the existing condition along the North/West elevation, the existing elevation is to be retained. The overlooking will be reduced with some windows being blocked internally when serving new converted ensuites.

We have concerns relating to the bedroom locations both above the commercial kitchens and on the eastern elevation. Bedrooms and sleeping areas are sensitive receptors to noise and commercial kitchens and road traffic are likely to cause disturbance. We appreciate these can be mitigated in some ways; however, this mitigation would likely have to be significant.

The proposed extensions will be highly acoustically insulated to prevent undue disturbance from traffic and/or the restaurant space at ground level. A specialist acoustic report will be provided at the application stage.

5 PRE-APPLICATION 2

5.2 Modern Approach

The response from the council suggested that a modern approach would be supported. The initial concept of breaking up the facade with bays was retained, with massing tests exploring a modern form utilising a flat roof and parapet, while referencing the material palette of the context:

- English bond brick and white render to match station
- White render ‘towers’ to interrupt the massing
- Plant relocated from primary elevation to roof level



Horsham station entrance



Red brick and white render towers



Modern approach

5 PRE-APPLICATION 2

5.3 Contemporary Adaptation

The modern flat roof approach was then scaled back, reintroducing the gable roofs to reference both the housing on Hurst Road and the initial scheme. The proposal acts as a mediator between the pitched roof residential context and art deco flat roofs of the station, in a contemporary manner:

- Introducing the gable roof reduces the building mass, and strengthens ties with the context
- Retaining the white render bays breaks up the massing while referencing the stair towers of the train station
- Plant remains behind the primary elevation roof line
- The building palette references the surrounding context in a contemporary manner, introducing profiled aluminium to match the tone of the existing tiled roofs



Hurst Road



Initial Massing Strategy



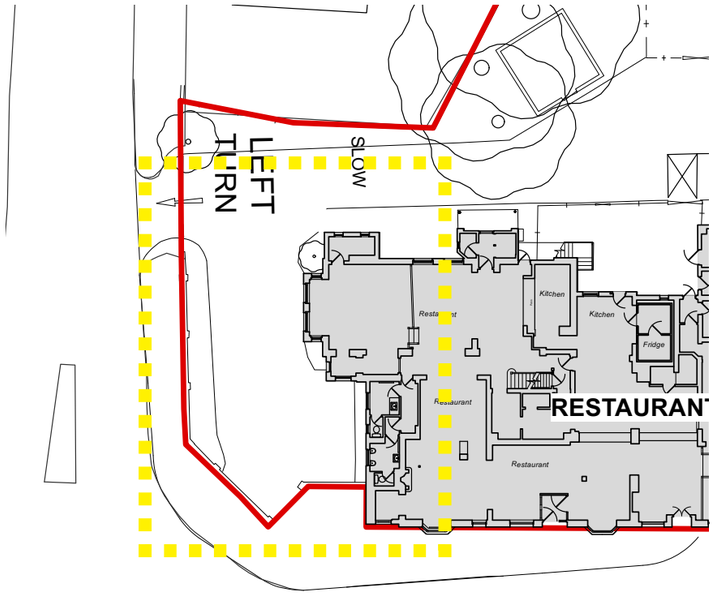
Contemporary Design

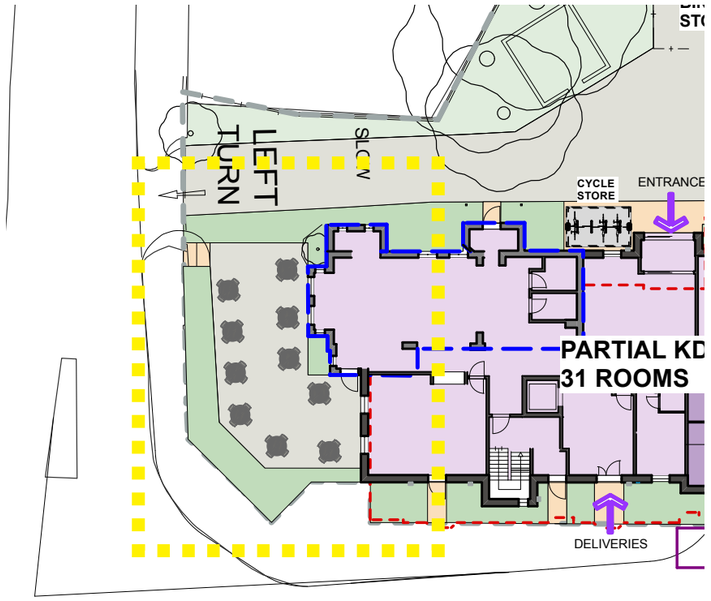
5 PRE-APPLICATION 2

5.4 Landscaping

The existing outdoor area to the west of the restaurant is a paved patio with outdoor seating, bordered by a low brick wall and timber fence that is at odds with the majority of Hurst Road, that features more greenery.

Planting will be introduced along the west and north elevations to enhance the public space, providing an attractive frontage that engages better with Hurst Road.







Existing outdoor area



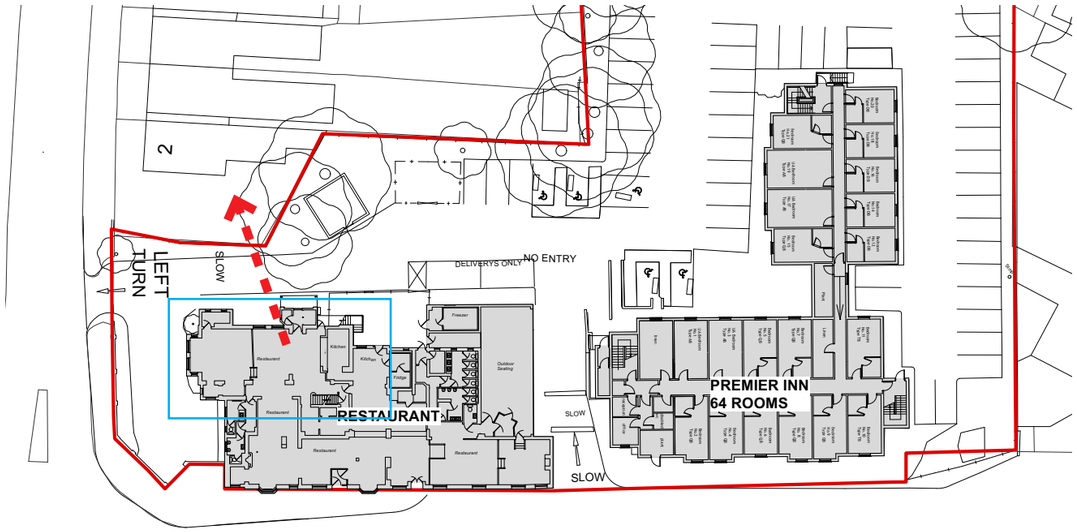
New planting introduced

5 PRE-APPLICATION 2

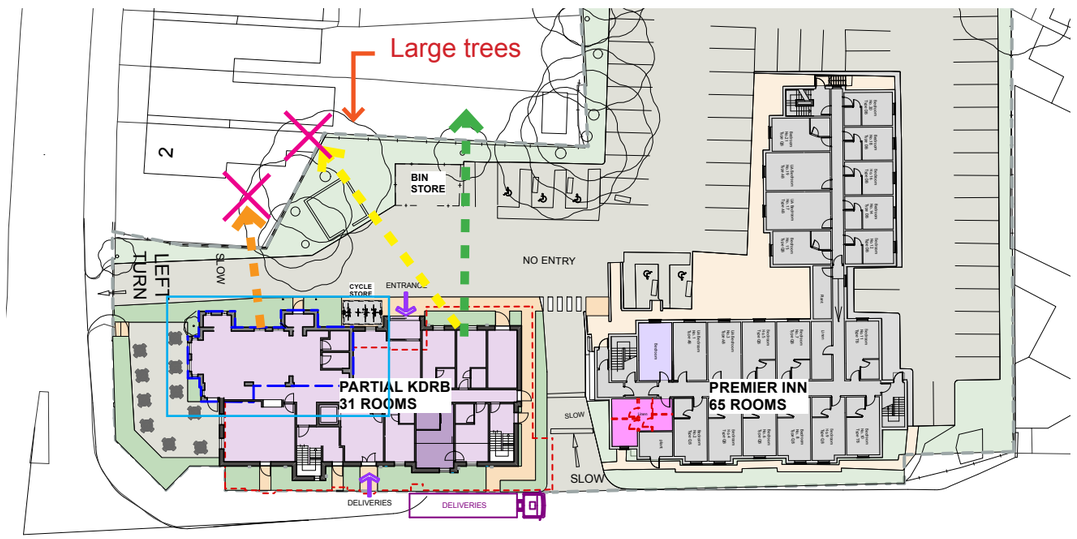
5.5 Privacy and Overlooking

The existing restaurant sits at the end of a residential road, with views to the adjacent houses already present from the north west corner of the restaurant and flats above. These will be partially reduced in the proposal by internally blocking off certain window, and the remaining views are blocked by mature trees to the north of the existing restaurant.

The northern portion of the new extension does not have direct view into the adjacent residences, and views into neighbouring gardens are partially obscured by existing planting that borders the site.



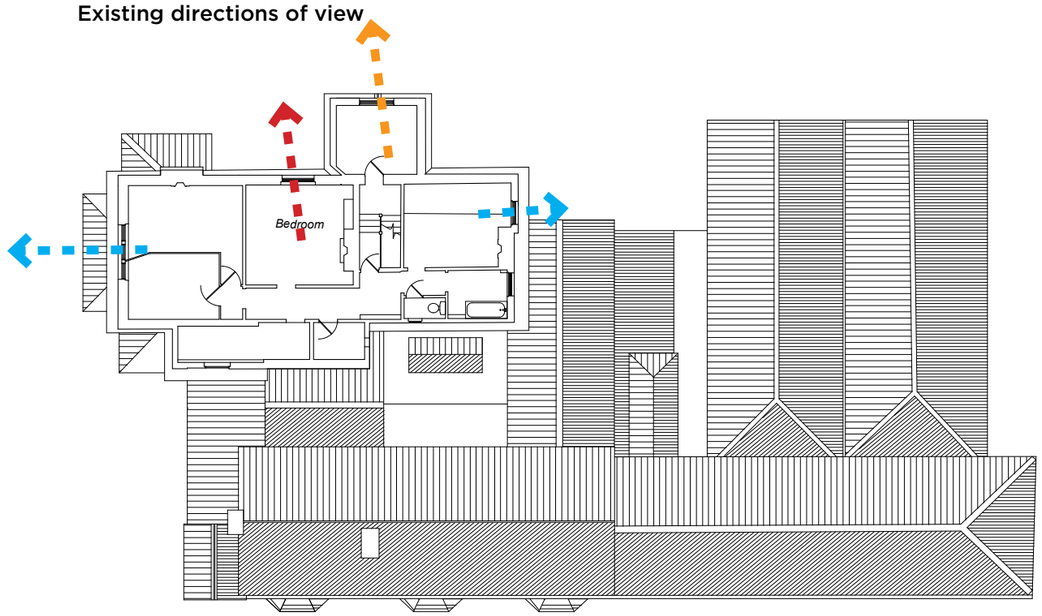
Existing Ground Floor
18m window to window - living space



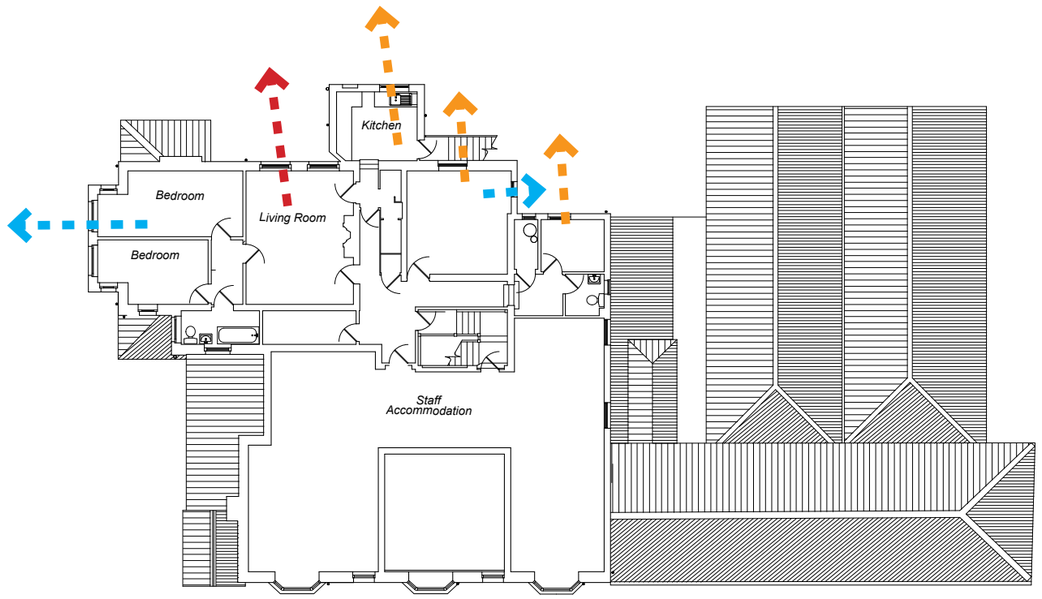
Proposed Ground Floor
23m window to window - bedrooms - oblique view
20m garden to window - bedroom
18m window to window - secondary space (linen and circulation)
Retained building

5 PRE-APPLICATION 2

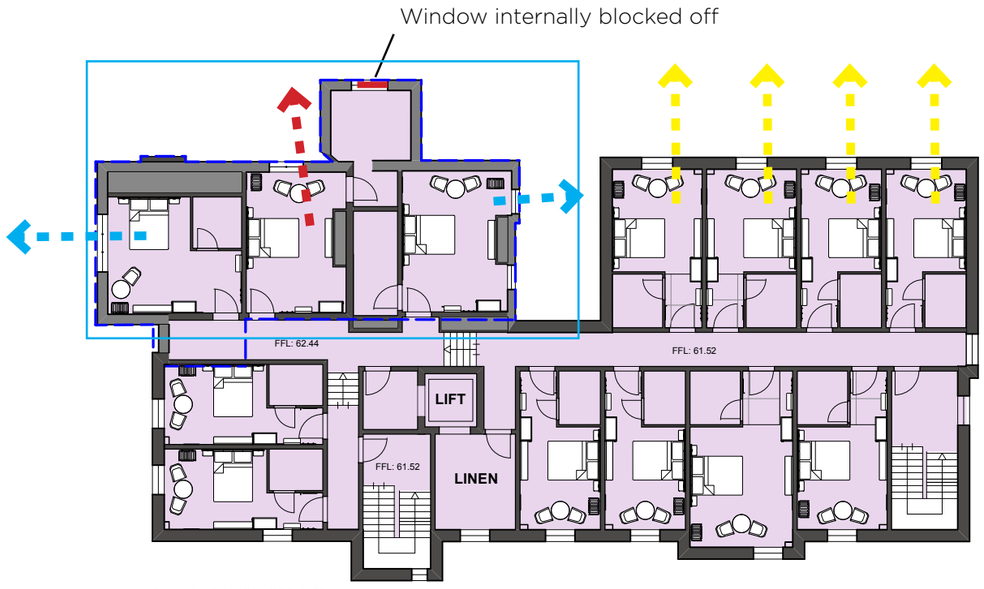
Existing directions of view



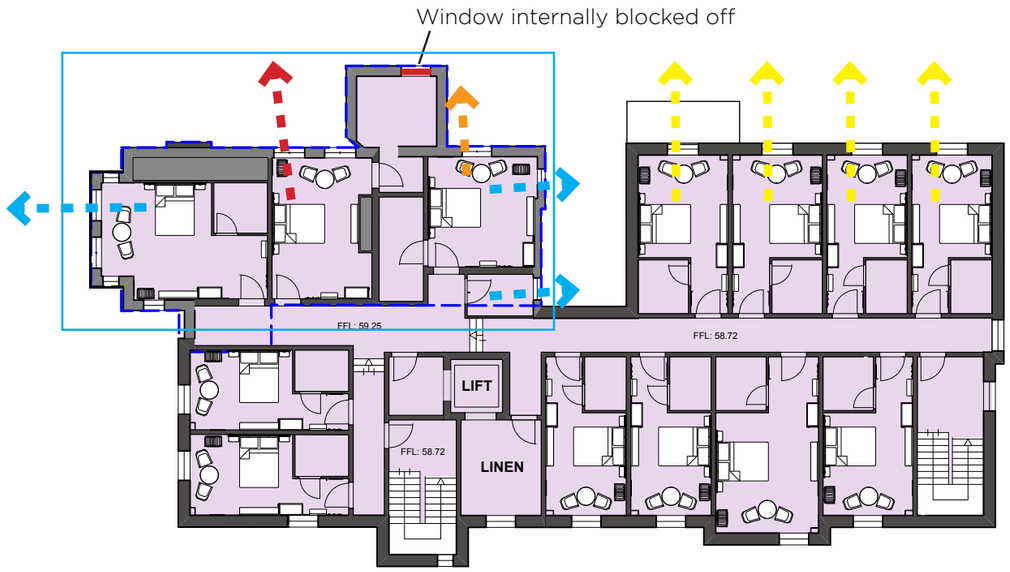
Existing Second Floor



Existing First Floor



Proposed Second Floor



Proposed First Floor

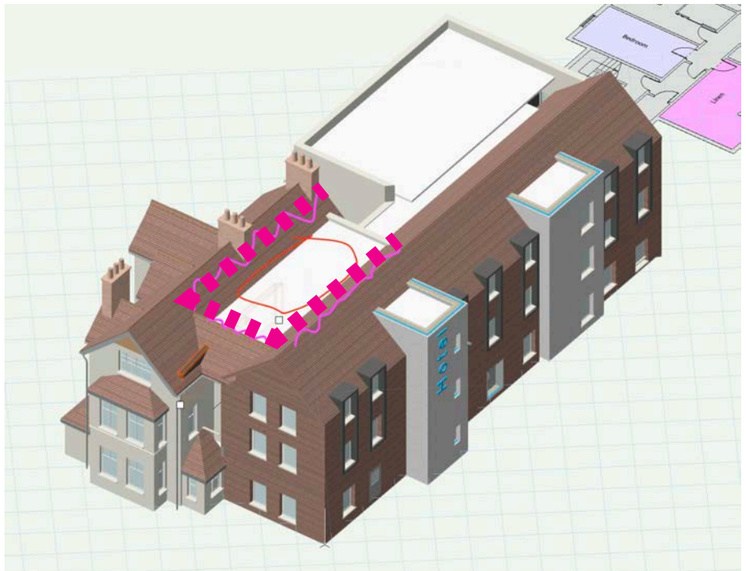
Retained building

5 PRE-APPLICATION 2

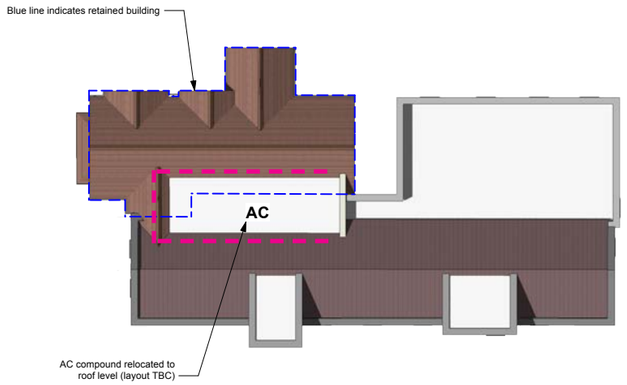
5.6 Relocating Plant to Roof

The plant currently sits in a compound adjacent to the site entrance. The new approach will have the plant integrated into the building design, relocating it to the roof and having any ductwork be internalised. Access to the roof will be via the main stair core.

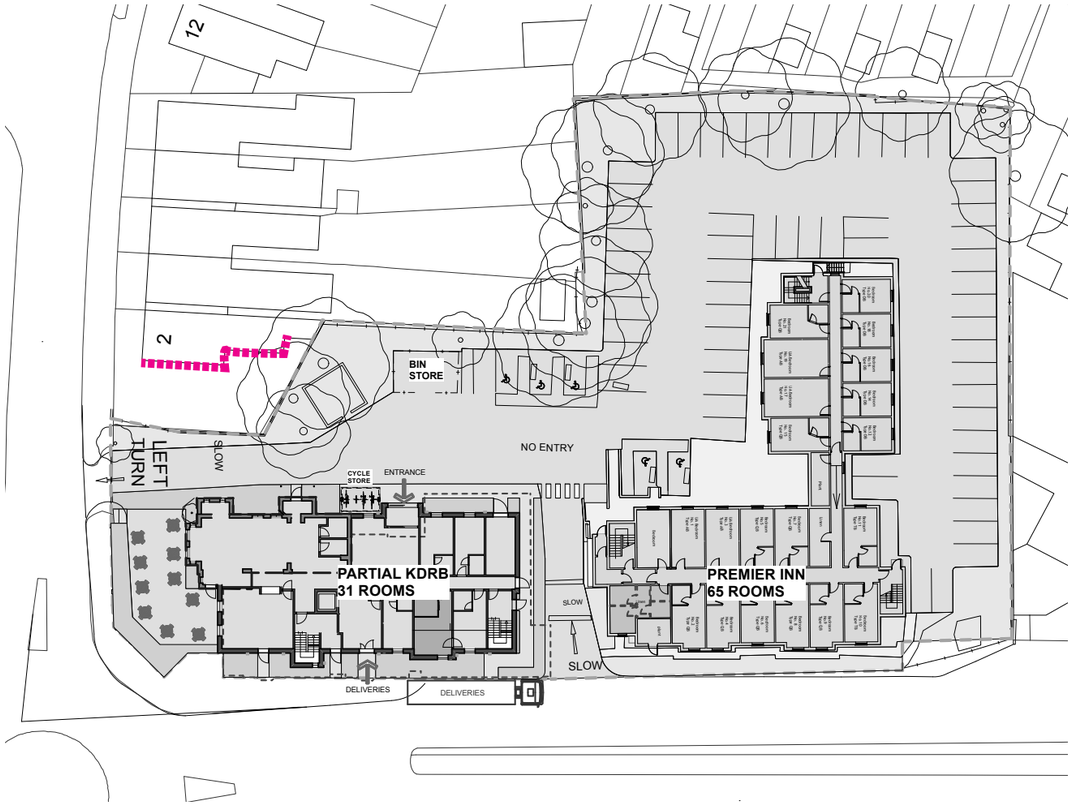
The plant will be enclosed by roofs on 3 sides, which will act as a natural sound barrier, and the plant will be invisible from street level.



Plant area enclosed on 3 sides in axo



Compound bounded by roofs on 3 sides in plan



Adjacent residences

6 DESIGN DEVELOPMENT

6.1 Pre-App 2 Feedback

A follow-up pre-app was submitted in July 2025, with a response received from Horsham District Council in September 2025, with a follow-up meeting held on 16th October 2025. Key comments and responses have been highlighted below:

Changes to the rendered vertical elements to add gable end pitched roofs and window stylising which better reflect those of the station are recommended. These windows could be larger than existing and appear as features. These sections don't have to match (the staircase core could exhibit curtain wall glazing for instance) and the section with the word 'hotel' on could be the feature element in itself. It may be that a brick design for the signage could be used.

Curtain walling has been added to the rendered elevations, with spandrel panels that tonally match the 1/2F bays separating the windows. Brick soldier coursing has been added to follow the gable ridge line, and brick 'bays' have added that continue the language of the Hurst Road residences, in a contemporary manner. A grey brick plinth has been added at ground level to line in with the render band on the existing restaurant. During the follow up meeting, the flat roof stair cores were accepted by the planning and conservation officers for Horsham District Council.

We would need to see a design palette to provide further advice on materials and finishes.

A proposed materials page will be included within this Design & Access Statement on page 22.

Considerations should be given to ensuring all elements of the eastern elevation compliment and reflect the importance of the eastern elevation, given its high visibility when leaving the station. Amendments should be made to the signage to ensure it reflects better individuals arrival into the historic elements of the town.

The signage has been enhanced with a brick border to match the details on the east elevation. Tests were done using both the Premier Inn logo, and an extract of poetry from Percy Shelley, a Horsham-born romantic-era poet.

Further consideration should be given to the southern elevation, particularly as the site is double fronted. We would expect to see the same quality of design carried through from the eastern elevation to that of the southern.

The brick detailing and ground floor plinth have been extended from the eastern elevation through to the southern elevation. Changing the aluminium bays to brickwork was explored, however doing so made the elevation appear heavier, due to the lack of contrasting material to break up the facade.

6 DESIGN DEVELOPMENT

6.2 Render Bays

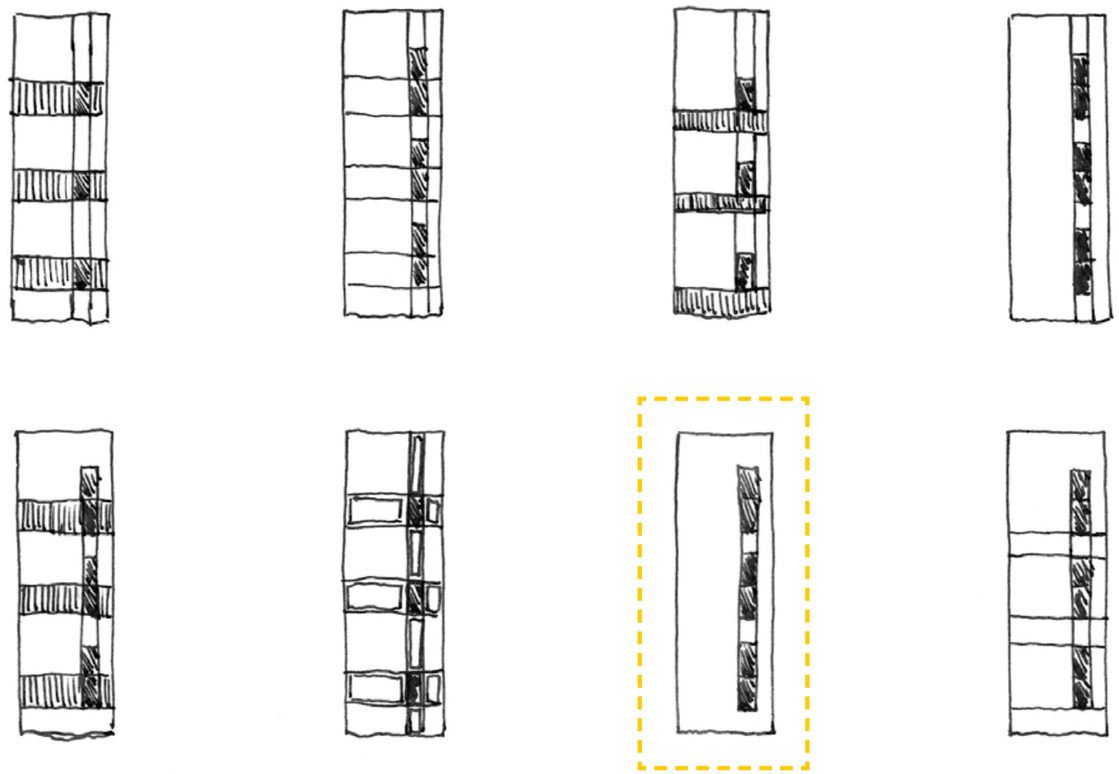
The render towers break up the facade along North Street while visually referencing the towers of the train station. It was suggested to add fenestration to break up the facade to add visual interest. Different window arrangements were tested, tutilising language from the train station facade and towers.

The windows of the stair core were increased in size, and an infill spandrel panel has been introduced that matches the grey tone of the upper floor bays along North St.

The proposed stair core details are mirrored in the bedroom wing for continuity.



Horsham train station white render towers



Stair core detail tests

6 DESIGN DEVELOPMENT

6.3 Context Analysis - Hurst Road Brick Details

It was highlighted that the eastern elevation onto Hurst Rd is the primary elevation, and that it should feature additional detail that acknowledges the station, and the surrounding context.

The residences along Hurst Road feature a mix of decorative brickwork, utilising different bonds and brick tones to create varied facade along the road.



Sawtooth cornice and soldier course lintels



Decorative moulded brickwork and voussoir lintels with secondary tone for keystone bricks



Brick-on-edge arches, two-tone string courses and two-tone decorative cornice

6 DESIGN DEVELOPMENT

6.4 Hurst Road Elevation

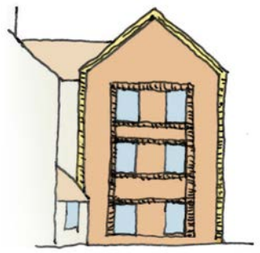
Different brick bonds and colour arrangements were tested, drawing off of the building language of the Hurst Road residences.

All brick details would be flush to the building face, using soldier course and stack bond patterns to break up the facade, with proportions matching the North St elevation, while retaining the use of brick as the primary material, adding visual interest and detail.

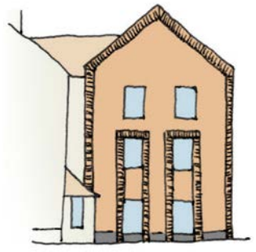
Test using different brick bonds and tones



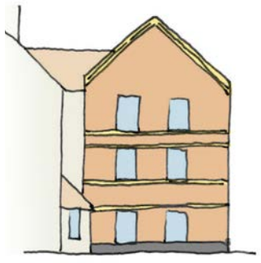
Dual bay upper floors



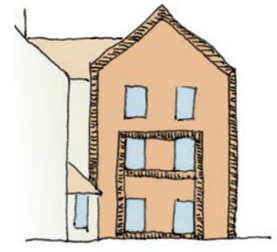
Single bay full height with light brick



Dual bay lower floors



No bays string course with light brick



Single bay lower floors



Existing soldier course detailing at the Whitworth Museum Extension in Manchester



1 - Grey PPC aluminium coping
2 - Red multi brick gable soldier course
3 - Red multi brick in english bond
4 - Red multi brick soldier course/stack bond bay details
5 - Grey PPC aluminium windows
6 - Red multi brick stacked soldier course
7 - Grey UPVC downpipes
8 - Grey brick stretcher course

Proposed Hurst Road Elevation Bay Study

6 DESIGN DEVELOPMENT

6.5 North Street Elevation

The scheme was submitted for planning approval in March 2026, with a response received from Horsham Council in August 2026, requesting a re-visit of the North Street Elevation to better align with the appearance of the context.

Following a meeting with the Planning Officer, it was decided to revisit the language of Hurst Road, and better incorporate into the Hurst rd and North St facades :

- Render bays are now aluminium, and flat roofs have been changed to pitched
- Aluminium details have been changed to brick to match Hurst road
- The stair core bay has been widened to improve the rhythm of the North St elevation



Horsham North Premier Inn Gables



Hurst Road Gabled Bays



North Street - Previous Scheme



North Street - Updated Proposal now featuring gabled bays and brick detailing

6 DESIGN DEVELOPMENT

6.6 Additional Brick Detailing

Another request from the council was to add depth to the facade through decorative brickwork, to better tie into the facade language of Hurst Road.

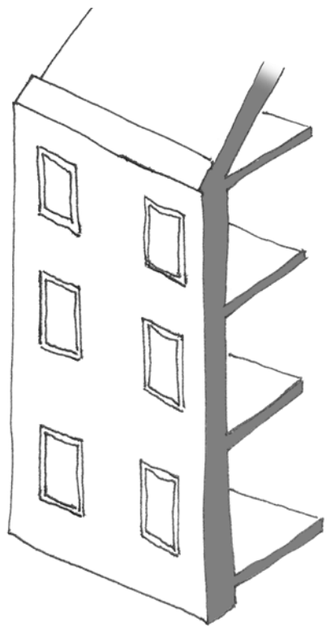
Examples of contemporary adaptations of traditional brickwork and additional depth has been added to the facade through the intoduction of corbels at eaves level, and the addition of projecting and recessed details around the windows, using a variety of brick bonds to add visual interest. The grey brick plinth has also been projected out.



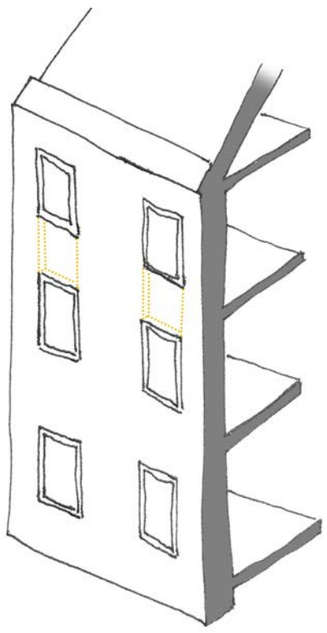
Brentwood School Patterned Brick Details and Recessed Bays



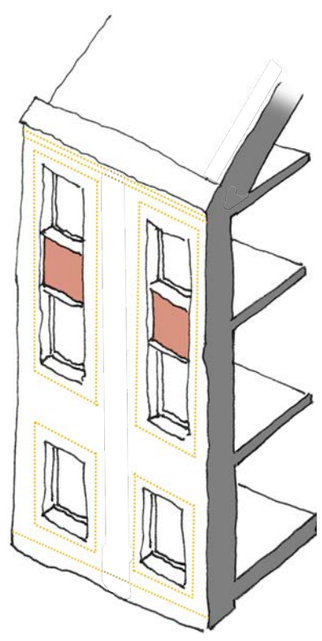
Ellesmere Port Specialist Care Corbelling and Projecting Brickwork



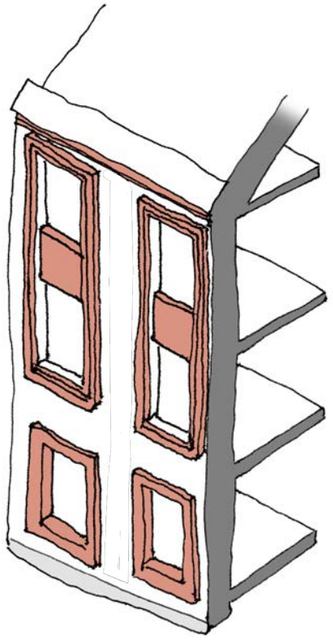
Window layout



Recess wall between windows



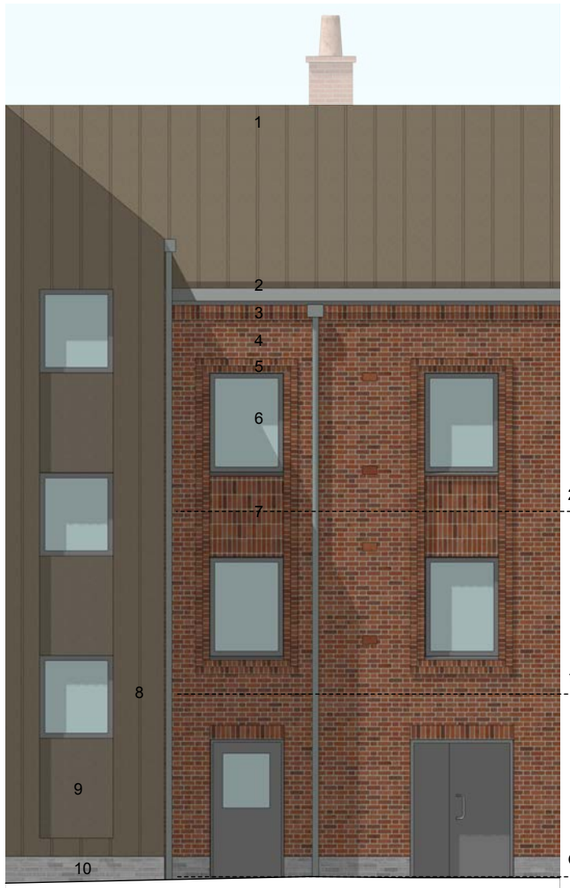
Add projecting brickwork to create further depth



Incorporate different brick bonds for variety

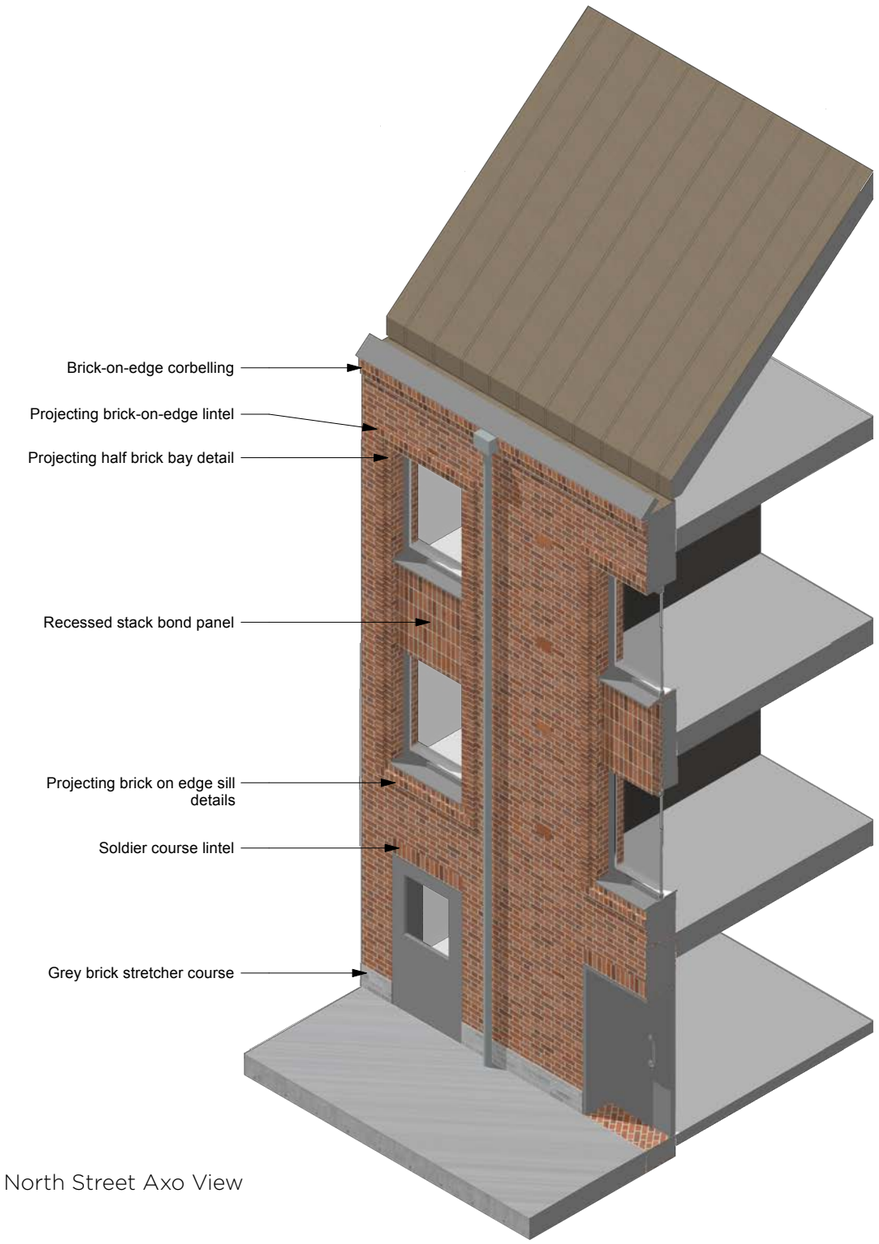
6 DESIGN DEVELOPMENT

In addition, the standing seam metal roof has been changed from red/orange to a brown to better align with the existing context, and now extends to include the projecting bays.



1 - Light brown/bronze PPC aluminium standing seam roof to match tone of Horsham Slab stone
2 - Grey PPC aluminium coping
3 - Red multi brick-on-edge corbelling
4 - Red multi brick in Flemish bond
5 - Red multi brick-on-edge bay details
6 - Grey UPVC windows
7 - Red multi brick stacked soldier course
8 - Light brown/bronze PPC aluminium standing seam
9 - Brown/bronze PPC aluminium spandrel panel
10 - Grey brick stretcher course

North Street Bay Elevation



North Street Axo View

7 PROPOSED DESIGN

7.1 Site Layout

The proposal will provide additional accommodation by retaining the 3-storey portion of the existing restaurant, with the 1 and 2-storey elements of the restaurant being demolished, and will be replaced with a 3-storey extension. The existing paved landscape will have planting introduced to provide an attractive frontage.

7.2 Building Layout

The existing hotel reception will be converted into a linen room, with the current linen room becoming a bedroom.

The new conversion/extension features a new reception, which will be accessed from the north. The bar and restaurant area are accessed directly from reception. Ground floor bedrooms are connected to reception via a new circulation corridor. Lift access to the upper floors will be provided in the proposed extension, to avoid modifying the structure of the retained building.

6 bedrooms will be incorporated into the footprint of the retained building at first and second floor, and will be built around the existing structure. The 3-storey extension will provide 25 additional bedrooms, and will house the plant and linen rooms.



7 PROPOSED DESIGN

7.3 Proposed Elevations

The elevations of the retained portion of the existing building is to remain unchanged.

The proposed extension will be clad mainly using 2 materials:

- The elevations along Hurst Rd and North St will be clad using red brick in an English Bond to reference the neighbouring train station, with a grey brick plinth at ground level to match the render band of the retained restaurant.

- The north section will be finished in a heritage coloured render to tie in with the existing restaurant.

The Hurst Rd elevation will feature projecting and recessed brick detailing to create bays and add depth to the facade that reference the language of the residences along Hurst Rd.

The North St elevation will be further broken up by the same brick detailing seen on Hurst Rd, and grey UPVC hoppers/ downpipes to match the tone of the existing restaurant details, while providing a modern contemporary finish. Signage for the hotel will be situated on the corner of North St and Hurst Rd.

The pitched roof of the new extension will be finished with profiled aluminium at roof that references the tone of both the existing tile roof, and the immediate context, with the maintenance and access having a flat roof. Both roof parapets will be finished with grey aluminium coping that tonally matches existing details.

The profiled aluminium will also extend to the walls of the projecting bays, further reducing the massing of the proposal to a more domestic scale appropriate to the area.



Standing seam aluminium



Red multi brick in
English Bond



Grey brick in
Stretcher Bond



Heritage render



South Elevation



East Elevation



North Elevation



West Elevation

8 ACCESS STRATEGY

8.1 Site Access

Car access for the hotel is currently via the south east entrance to the site from North Street onto Nightingale Road, with parking located to the north of the existing restaurant and wrapping around the hotel. Pedestrians can access the site either from North Street or Hurst Road, with restaurant access being directly from North Street.

Existing service access for the hotel and restaurant is via a service yard to the north of the restaurant, with a dedicated delivery bay in the car park. Proposed service access for the annexe will be from Nightingale Road.

Parking is to be reduced by 1 space by relocating 1 UA parking space to be closer to the new hotel reception. A new cycle store with 4 Sheffield stands (8 spaces) will be provided, and is to be located adjacent to the new reception.



Car access

Pedestrian access

Delivery access

8 ACCESS STRATEGY

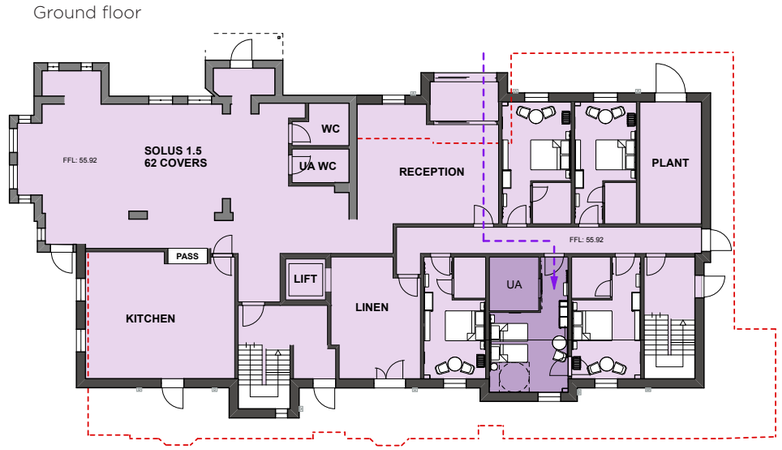
8.2 Building Access

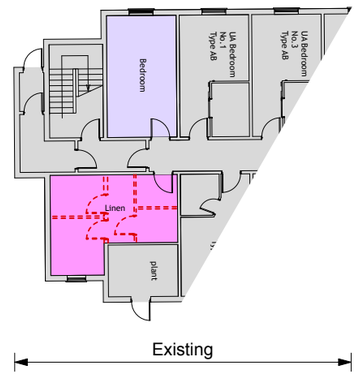
The annexe will house a new reception area, with the reception in the existing hotel being converted into a linen store.

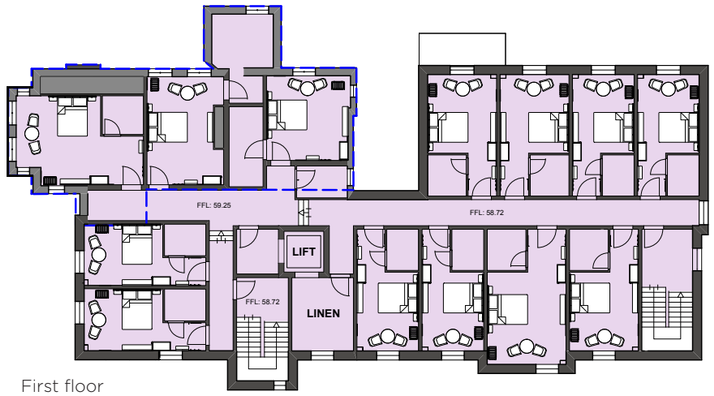
The new restaurant will be located in the footprint of the retained portion of the existing restaurant, and can be accessed directly from the new reception.

An additional Universally Accessible bedroom will be located near the reception for ease of access.

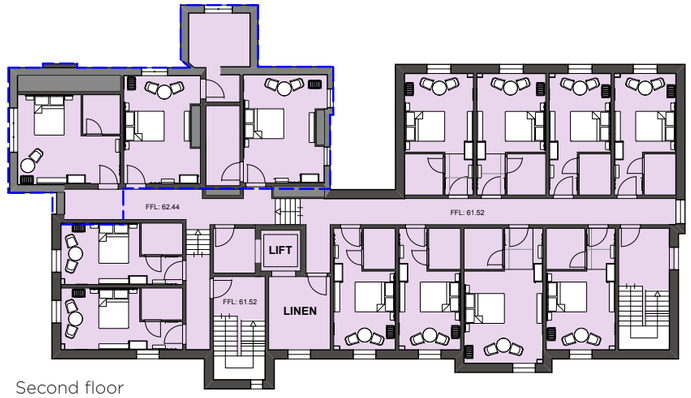
Ground floor







First floor



Second floor

9 CONCLUSION



The proposed extension provides a contemporary addition to the existing hotel and enhances the street scene at this important junction. The existing hotel has been heavily adapted and extended over the years and much of the oringal character has been lost. Removal of the 2 storey element of the restaurant provides an opportunity to build a new contemporary extension that improves the setting and reinforces the character of the area.

The new extension will provide extra rooms to this successful business, helping to secure its future and enabling it to continually support the local economy and provide important services to its customers.

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