

MOWBRAY

WEST SUSSEX



BroadwayMalyan^{BM}

Phase 2
Design and Landscape
Strategy

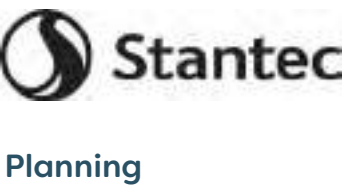
APRIL 2026

Mowbray

Built today,
and designed
for tomorrow



The Team



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Chapter 1

Introduction





Green Living

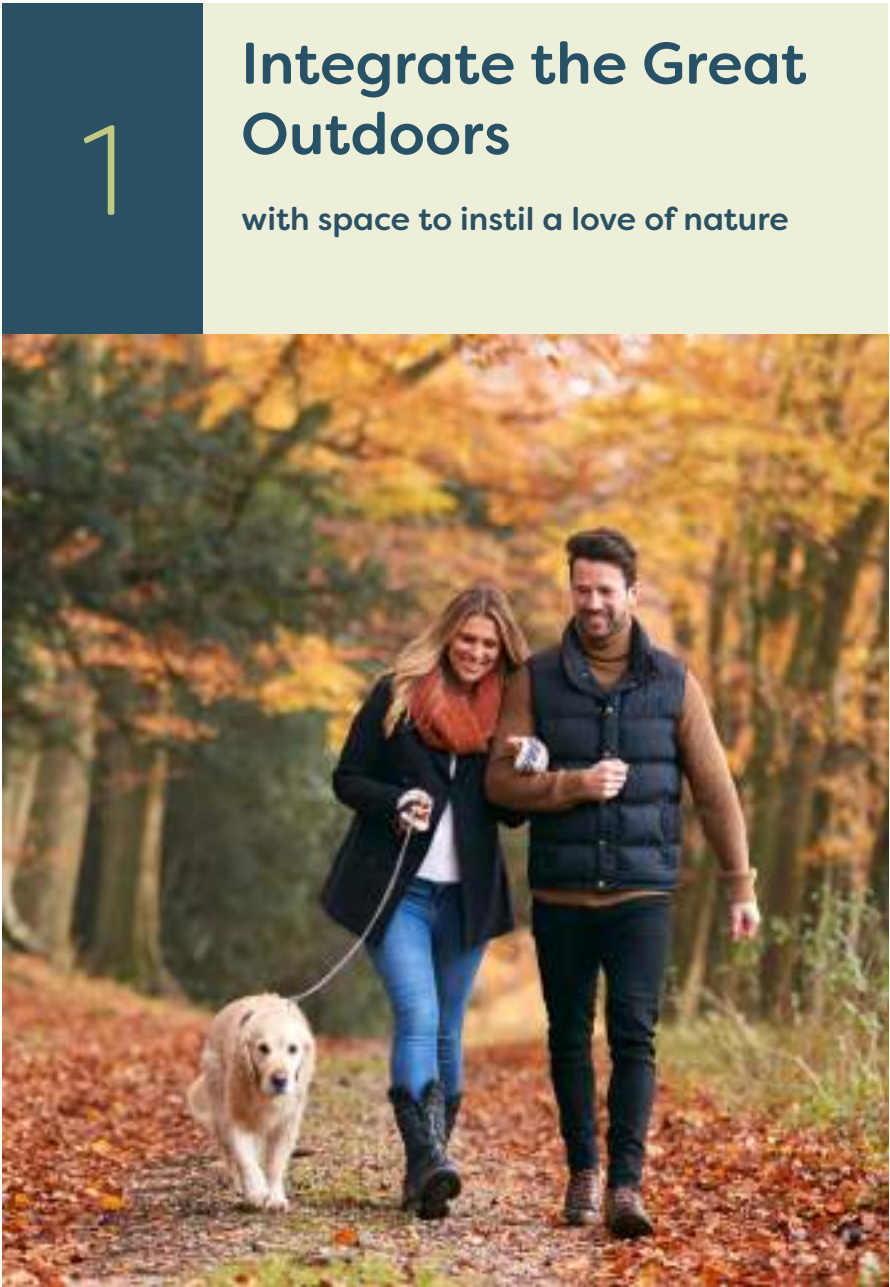
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Vision Statement

The ambition for Mowbray is for the creation of a place transformed into an inclusive, authentic, enduring and welcoming new community. Through sensitive and sophisticated design, a new place will grow in a considered and sustainable manner, one that is directly informed by its context and the characteristics of the landscape into which it will steadily assimilate. Comprehensive masterplanning will put placemaking to the fore, allowing a community to establish and flourish. It will respect its proximity to Horsham and reach out into the town to extend the benefits of development – but it will also create its own identity as a place with varied character and coherence.

Central to this vision is the principle of creating community, reflected in a concept of three ‘villages’ with complementary hubs of activity. Phase 2 therefore, rather than duplicating the village centre and community facilities within Phase 1, adjoins the complementary uses of Bohunt School, the Sports Hub and the Employment Area. These hubs of activity will together support daily life, reduce the need to travel further afield, and serve as points of interaction that will help the new community to establish, grow and endure. The integration of the natural environment, and landscape qualities that the site already supports and displays, will be a defining objective in shaping the character of the new neighbourhoods.

Through exploring the opportunities presented by this strategic site and major development proposition, four key objectives have been identified to inform the design and delivery process. These are a response to the qualities of the site and promote the ambitions of Legal & General for the site.



*Civic space and social life
nestled among mature trees*

2

Create Destinations

with a strong identity and an authentic sense of place



A rich and varied landscape

3

Grow a Connected Community

which encourages exploration and life outdoors



Places that promote daily activity and exercise

4

Deliver a Sustainable Place

which can thrive and adapt long into the future



Places as points of interaction enjoyable to all

Objective One: Integrate the Great Outdoors

With such rich landscape surrounding our site, living in Mowbray will encourage life outdoors to take advantage of this wonderful natural asset.

Pockets of civic space generating social life will be nestled in among the mature trees, echoing the historic precedent of settlement among the woodlands, glades and fields. Outdoor activity will be threaded through the new neighbourhoods, stitching them into the pre-existing patterns of green routes and landscape.



How do we achieve this?

- Encourage people to spend time in the great outdoors by providing a landscape framework with exciting routes and destinations for all weather activity.
- Preserve and enhance existing habitats and ecology to allow an exploration of nature; educating people to care for the environment and carefully managing ecological assets.
- Respect and enhance the distinctive landscape assets and setting by creating landscape and biodiversity corridors along existing green routes.

Objective Two: Create Destinations

Community life will be clustered around a number of hub locations across Mowbray, each with their own identity and character. These will emerge over time but in each instance will form clear focal points around which the new community can grow, whilst providing features that will make them a destination in their own right.

Destinations will gather residents together by providing spaces for everyday celebrations and seasonal festivals creating closer community ties.



How do we achieve this?

- Create destinations with a strong identity and an authentic sense of place by integrating community hubs and uses of differing character and function across Mowbray, promoting local businesses.
- Programme activities for the existing and future community to draw people together by developing a long term management plan for community events and festivals.
- Provide destinations that promote space for interaction by designing vibrant, accessible and appropriately scaled buildings and spaces.
- Establish a vibrant, mixed use place which draws people to the site from the outset by bringing forward different destinations within each phase.



Objective Three: Grow a Connected Community

Delivering a rich mix of uses and community assets within each stage of development will allow new residents moving in to early phases to feel they belong. A place of this scale will evolve over many years and establishing a community by forming connections from the outset will be crucial.

Over time, a network of civic and natural spaces will encourage the new community to explore and enjoy their locality. To move along these routes, paths and tracks will be to discover a series of different spaces and activities, welcoming to all. The design of neighbourhoods will encourage people to step outside and enjoy a sense of neighbourliness or 'closeness', putting village life on the doorstep.



How do we achieve this?

- Create spaces for informal interaction within every stage of development to minimise social isolation and nurture community cohesion; consider the needs of all members of the community during the design process.
- Deliver accessible neighbourhoods, with good connections across the development and to surrounding places, by forming a permeable network of movement routes linking homes, the outdoors and destinations.
- Connect to Horsham and the existing community to promote interaction and access to facilities by connecting to existing movement routes and provide safe crossings of the A264.
- Provide flexible spaces that can adapt to changes in circumstances and social practises.

Objective Four: Deliver a Sustainable Place

With sustainability woven into the fabric of daily life, Mowbray will continually evolve to address the changing needs of the community and adapting technology. It will create a genuinely sustainable place fostering environmental, social and economic benefits for both residents and visitors.

Living Leaner: Minimising resource use to reduce the environmental burden

Breathing Greener: a biodiversity positive environment

Thrive Longer: Foster a welcoming community through careful multi-generational design



How do we achieve this?

- Promote building design that incorporates suitable measures to support low-impact living, meeting all relevant regulatory requirements at Reserved Matters stage.
- Seek opportunities to promote biodiversity by preserving and enhancing habitats and ecological assets as well as creating new ones.
- Build homes for everyone to grow an inclusive community by designing a variety of dwelling types that are flexible, affordable and accessible.
- Educate the community on the importance of sustainable living by programming activities to get in touch with nature and by providing all new residents with a guide to sustainable living.
- Foster a welcoming community by creating community initiatives that stimulate human interaction across all ages, bringing different generations together.

L&G's ambition

Our ambition for Mowbray

Our ambition for Mowbray is to deliver a sustainable community that is welcoming, inclusive and built to last. While Legal & General is traditionally known for financial services, pensions and insurance, we have been involved in housing for over 20 years. We are committed to investing in housing for all demographics and tenures and to accelerating the provision of housing in the UK to address the chronic housing shortage. This includes housing for rent and for sale – as well as affordable housing – and ranges from first homes to homes for later living.

Legal & General focuses on key sectors where there has been a previous shortage of investment and innovation to create developments with economic and social value over the long term. The company works in partnership with government, local authorities, housing associations, developers and investors and is committed to boosting funding, accelerating housing delivery, creating local jobs and supporting local businesses.

Our mission is to better people's lives. Whether a first-time buyer, young couple, a growing family or a retired household, it's important that everyone has a safe and secure space to call their own. It is about providing sustainable new communities and making a real difference to the quality of people's lives. Our purpose is to build a better society, while improving the lives of customers and creating value for shareholders.



Our Commitments to Mowbray

Mowbray is being delivered by Legal & General as master developer. We will work with them and other house builders to ensure every part of the development matches our ambitions and our commitment to key principles:

1. Quality design and build

We have appointed an award-winning design team to create this Design and Landscape Strategy that sets the standard for the whole development. Different parts of the development are likely to be built by different companies – the Strategy will ensure there is consistent design and quality throughout.

2. Sustainability

We invest directly in clean energy as well as supporting sustainable practices across our investments in other areas, like housing. There are numerous opportunities to embrace and enhance biodiversity at Mowbray and we will shape our neighbourhoods to promote healthier, more resilient environments for all who live there.

We want our residents and visitors to live life outdoors and encourage sustainable living. We encourage walking, cycling and the use of public transport and will animate green spaces by creating allotments, providing

children's play spaces, and helping wildlife to thrive by retaining existing trees and habitats wherever possible.

3. Creating mixed communities

We deliver sustainable communities comprising homes of mixed tenures suitable for people at all life stages. At Mowbray, we will deliver homes for sale and for rent, affordable housing, and homes for later living across the development.

4. Delivering social value

We want our developments to make a positive contribution to the communities in which they are located. We will continue to consider local priorities and look for opportunities to support community wellbeing as Mowbray progresses to delivery.

We deliver sustainable communities comprising homes of mixed tenures suitable for people at all life stages

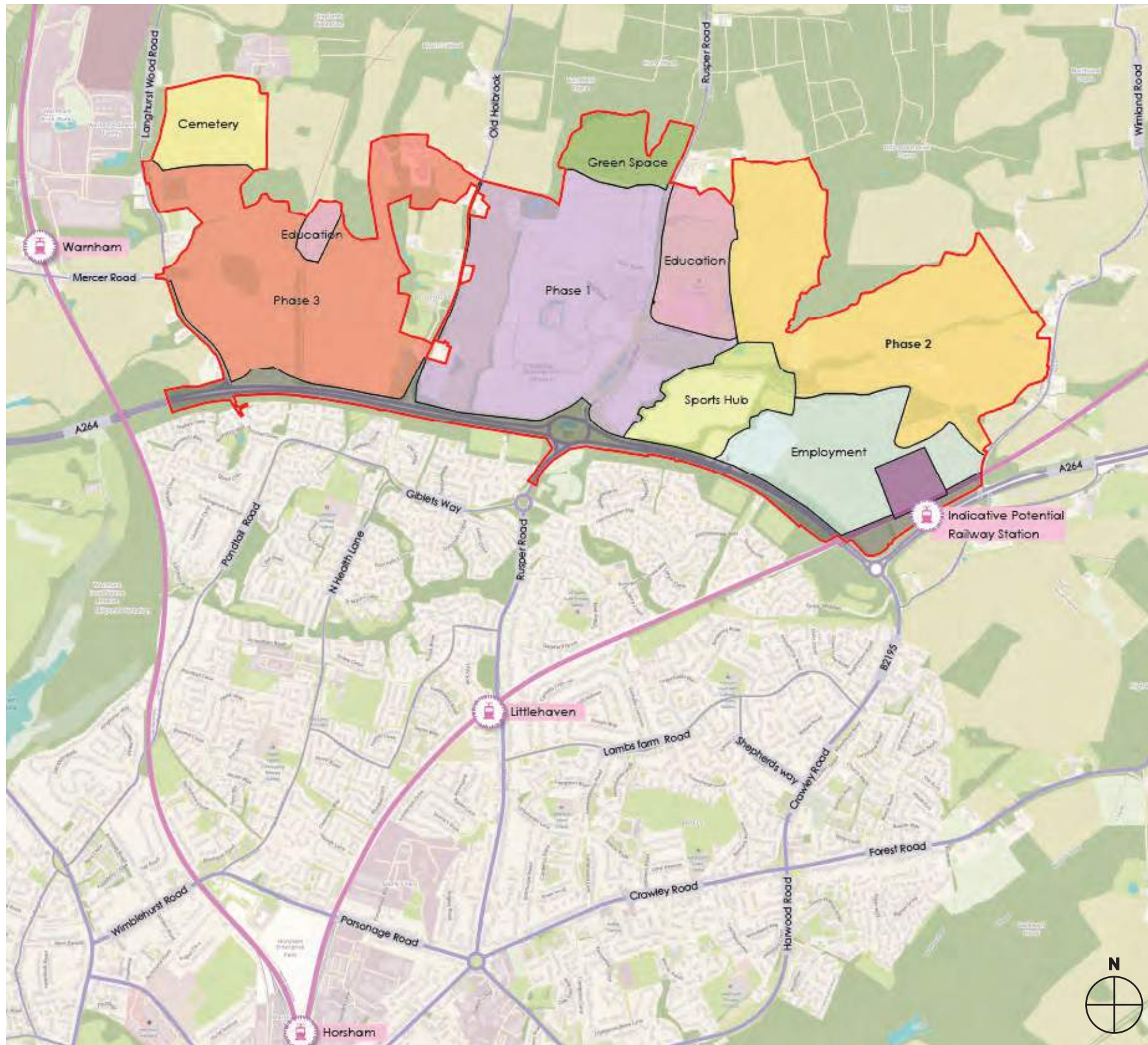
Purpose of this Document

This Design and Landscape Strategy document (DLS) illustrates the vision for Mowbray as an evolution of the Outline Planning Permission (OPP). The purpose of this document is to discharge Condition 8 attached to the OPP in relation to Phase 2, through providing phase wide design guidance for future Reserved Matters Applications within Phase 2.

The DLS will aid Horsham District Council and developers in understanding and delivering a cohesive, quality design for Mowbray with an enduring and sustainable legacy.

The Vision set out in Chapter 1 of this document applies to the whole site. From Chapter 2 forwards, the document relates specifically to Phase 2, as defined in the adjacent plan. Phase 2 includes an area outside the control of Legal & General Strategic Land (North Horsham).

An evolution of the design proposals, following an expanded consultant team, includes a revised masterplan layout for the Phase 2 north and east neighbourhoods designed by Broadway Malyan and David Jarvis Associates.



Placemaking Principles

The Vision for Mowbray has been translated into six Placemaking Principles. These principles will ensure a sustainable, vibrant place can be delivered; a place that the new community can be proud of.



Establish a destination & community early

By creating public open spaces with play equipment for the community as part of an evolving delivery programme

By curating community events from an early stage to encourage visitors to the site and allowing a community to grow as the place grows

By encouraging long term stewardship of the place through a community engagement process



Create exciting & varied landscapes

By protecting, connecting and enhancing the existing landscape features such as the woodland, mature trees and hedgerows

By integrating a blue network of swales, ponds and basins to enhance the landscape, connecting with existing watercourses such as the brook

By creating a variety of natural, wild, formal and interactive landscapes that are accessible to all



Create a biodiversity positive environment

By protecting existing wildlife habitats and creating new ones within the landscape

By protecting existing species and reintroducing native species of flora and fauna to establish a contextual natural environment

By educating future residents and visitors in caring for the environment and encouraging stewardship of the landscape



Establish a place that is enduring & authentic

By striking the right balance of a mix of tenures, homes and mixed uses to encourage a multi generational community

By designing spaces and buildings that are inherently rooted in their environment and local context

By encouraging the new community to care for and be proud of their environment



Design a place that is inclusive & accessible to all

By providing a range of homes and tenures to encourage a diverse community to inhabit the development

By designing a variety of landscapes that are sensory and accessible to encourage use by many different ages and abilities

By designing buildings which are flexible to allow for different ways of living and working



Establish a well-connected place to promote healthy lifestyles

By creating a desirable network of pedestrian and cycle routes to connect the community to destinations within the development, to Horsham and to the wider countryside; encouraging walking and cycling

By designing safe streets and routes to encourage walking and cycling

By maintaining and enhancing existing Public Rights of Way and bridleways to promote recreational activity

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Chapter 2 The Site





*An inspiring
context*

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Local Site Context

Horsham District

The Mowbray site is located within Horsham District. This District covers an area of 205 square miles and is predominantly rural in character, containing a number of smaller villages and towns, often set within attractive countryside.

The prevailing landscape character varies across the District. The southern boundary of the District is formed by the chalk escarpment of the South Downs; much of this area is located within the South Downs National Park. In contrast, the central part of the District is generally flatter and low-lying, with much of this area forming the catchment of the River Adur. The northern part of the District is more undulating, with a more complex network of wooded valleys. Much of this area falls within the catchment of the River Arun. To the east, part of this area falls within the High Weald Area of Outstanding Natural Beauty.

In parallel with the change in landscape character across the District, the character of the settlements vary across the District, and each has a unique identity, with different sizes, building types and relationship with the surrounding landscape. The character of historic buildings also varies. This is most obvious in the distribution of materials, for example the tradition of brick-making within the northern part of the District compared with the use of flint associated with the southern downland.

This rich built and landscape context has been used as a reference for the design process as explained in this DLS.

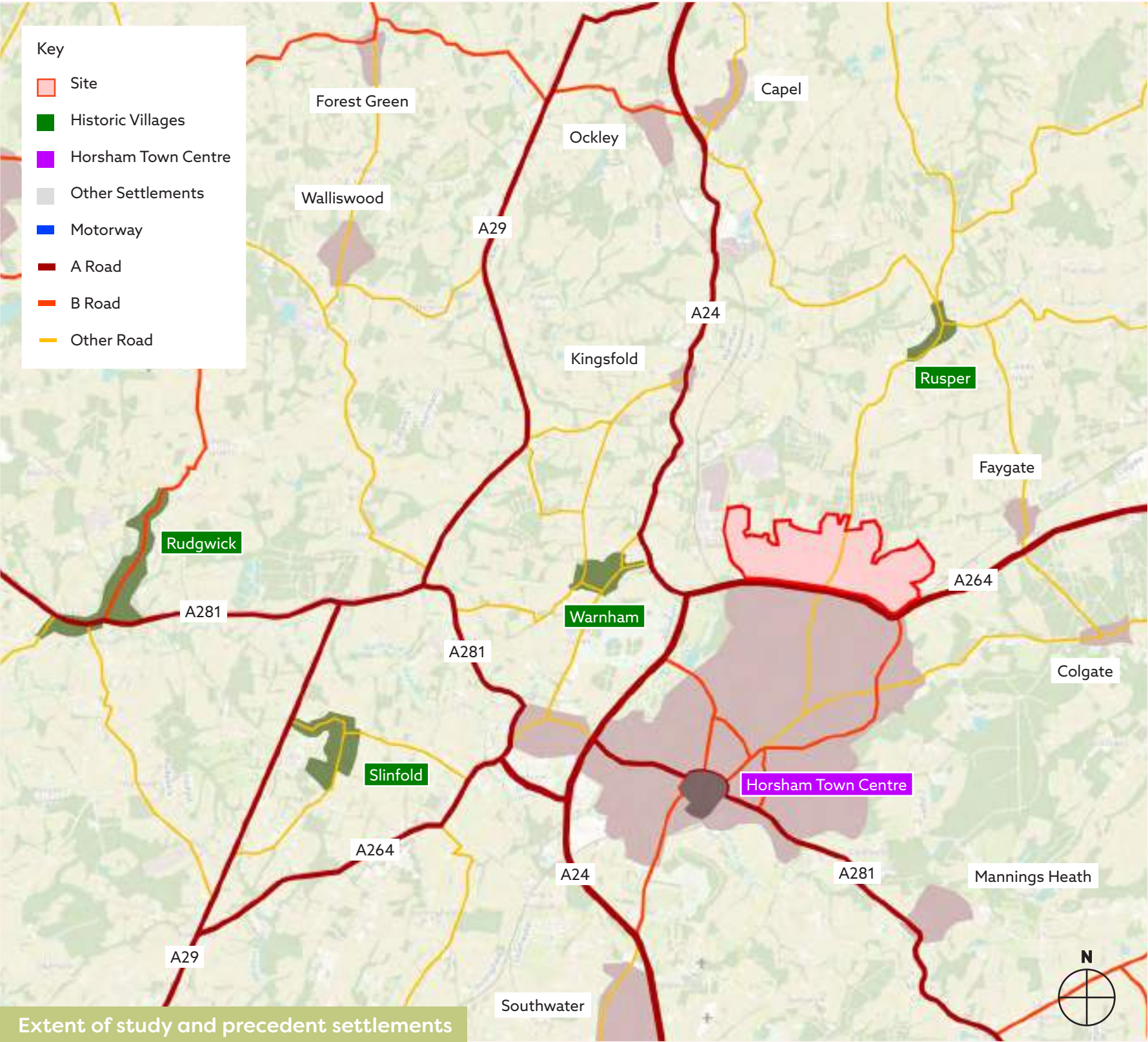
Precedent Selection Principles

In order to enable the selection of the highest quality precedents, the settlements within the District incorporating a conservation area were used to generate a 'longlist' for consideration in relation to the proposed designs. Horsham District currently contains 37 conservation areas. Of these, three are located within Horsham itself, two within the small towns of Billingshurst and Steyning, with the remaining 32 conservation areas located within villages or rural hamlets.

To narrow down this selection, the approach was taken to restrict the study to the settlements with conservation areas closest to the Mowbray site. This means that all the settlements chosen are located within the same prevailing landscape character as the site which assists the conclusions of the study in reinforcing genuinely local character.

Out of the 32 conservation areas within villages or rural hamlets, four villages are located reasonably close to Mowbray. All four of these villages are of a scale where they support community life with a range of dwelling types and non-residential facilities, and are therefore potentially of strong relevance for Mowbray. These villages are:

- **Warnham**
- **Slinfold**
- **Rusper**
- **Rudgwick**.



Historic Village Precedents

Warnham



- Medium sized village located 1.5 miles to the west of the Mowbray site.
- Situated on a south-facing slope, close to the A24 and around 1 mile from Warnham station.
- Originally linear in structure with a number of surviving historic buildings.
- Modern expansion has concentrated the village around a core of community facilities.
- Has a population of just over 2,000.

Slinfold



- Medium sized village located 4 miles to the south-west of the Mowbray site.
- Situated on flat land between the A29 to the west and the A264 to the east.
- Has a strong historic centre focused on a landmark parish church.
- Modern expansion has extended the village but also provided employment opportunities.
- Has a population of around 2,000.

Rusper



- Smaller village located 2 miles to the north of the Mowbray site.
- Linked with Horsham via Rusper Road which runs through the centre of the Mowbray site.
- Its central street follows the high ridge along which the village is situated.
- Limited modern expansion has sustained a number of community and retail uses located within and around the historic centre.
- Has a population of just under 1,400.

Rudgwick

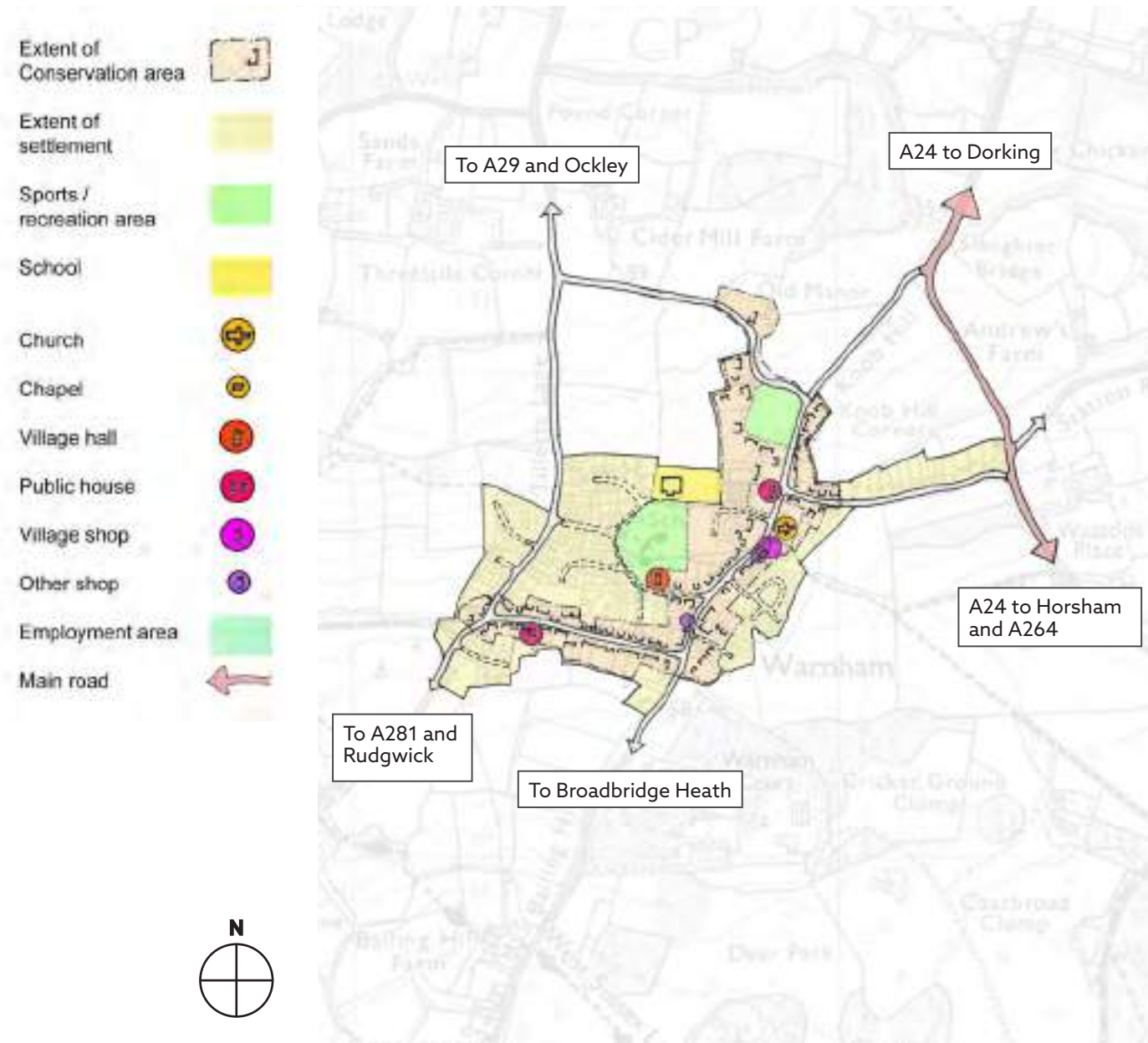


- Located 5 miles to the west of the Mowbray site.
- The original village centre is located around a historic parish church on a high ridge.
- The village has expanded along the historic street leading down the ridge to the A281, a mile to the south.
- The settlement is now extended and linear in structure, with concentrations of community, retail and employment uses at various points.
- Has an existing population of over 2,500.

Settlement pattern

We have analysed the four selected precedent settlements focusing on their urban structure, land use distribution and movement hierarchy. The findings serve as a foundation for the design proposals, particularly in terms of streets and edges, landmarks and views, materiality and landscape treatment.

Warnham



The historic centre of Warnham is arranged either side of Church Street, which runs in a northeast to south-west linear alignment between the junction with Bell Road at its northern end and the junction with Friday Street and Bailing Hill at its southern end.

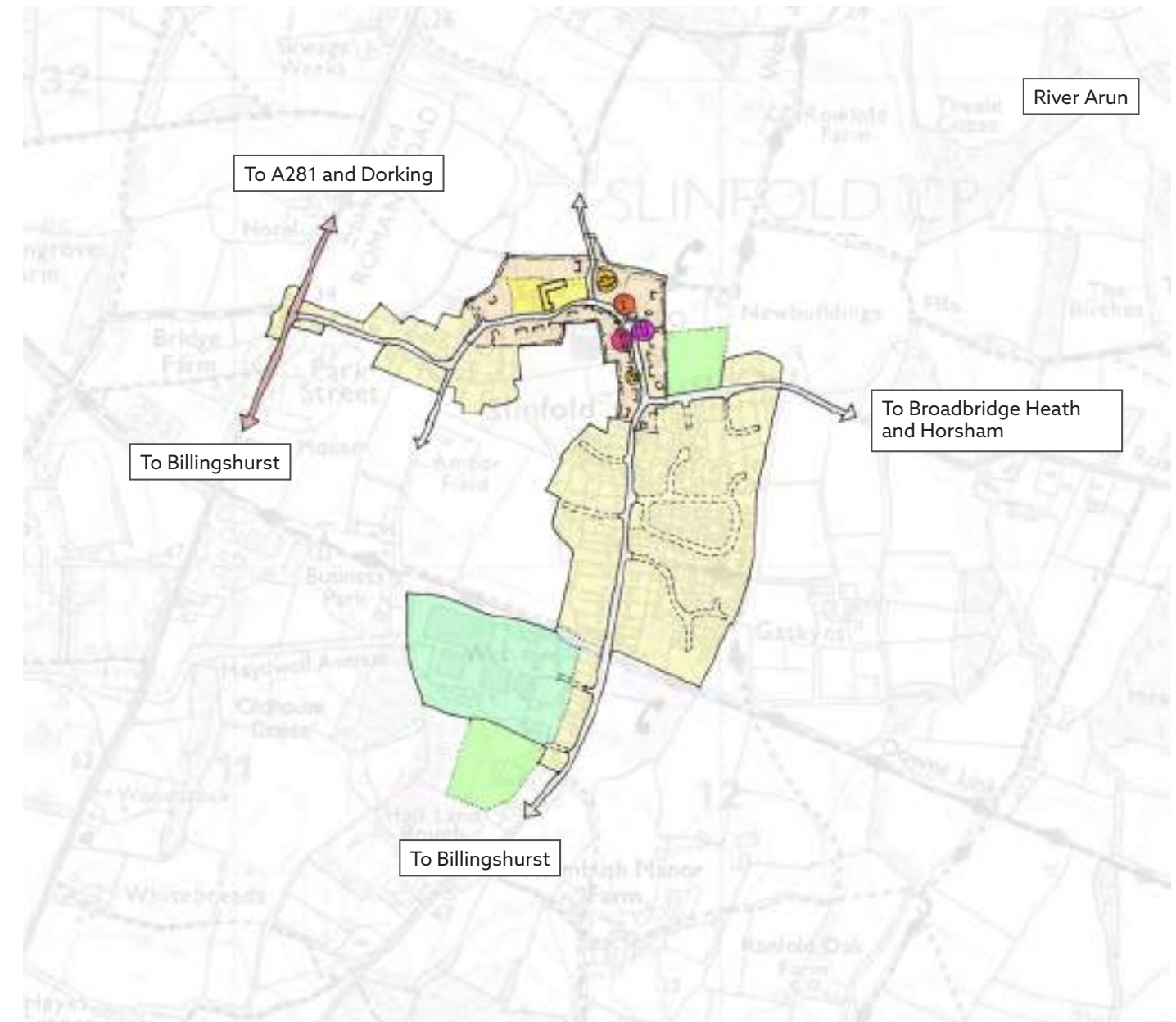
The village historically grew northwards along Knob Hill, and in particular westwards along Friday Street to the junction with Byfleets Lane and Tilletts Lane.

The structure of the historic village (denoted by the conservation area boundary) can be described

as linear but incorporating an angle. The length of the historic village along Friday Street, Church Street and Knob Hill was over half a mile.

Over time the village has generally expanded northwards from Friday Street along Tilletts Lane, creating the current settlement structure which appears more nuclear in form. The centre of the village could now be said to be around the central cricket green, originally located on the edge of the village to the west behind Church Street.

Slinfold



The centre of Slinfold is arranged either side of The Street, which runs in a north to south linear alignment between St. Peter's Church at its northern end and the junction with Lyons Road and Hayes Lane at its southern end.

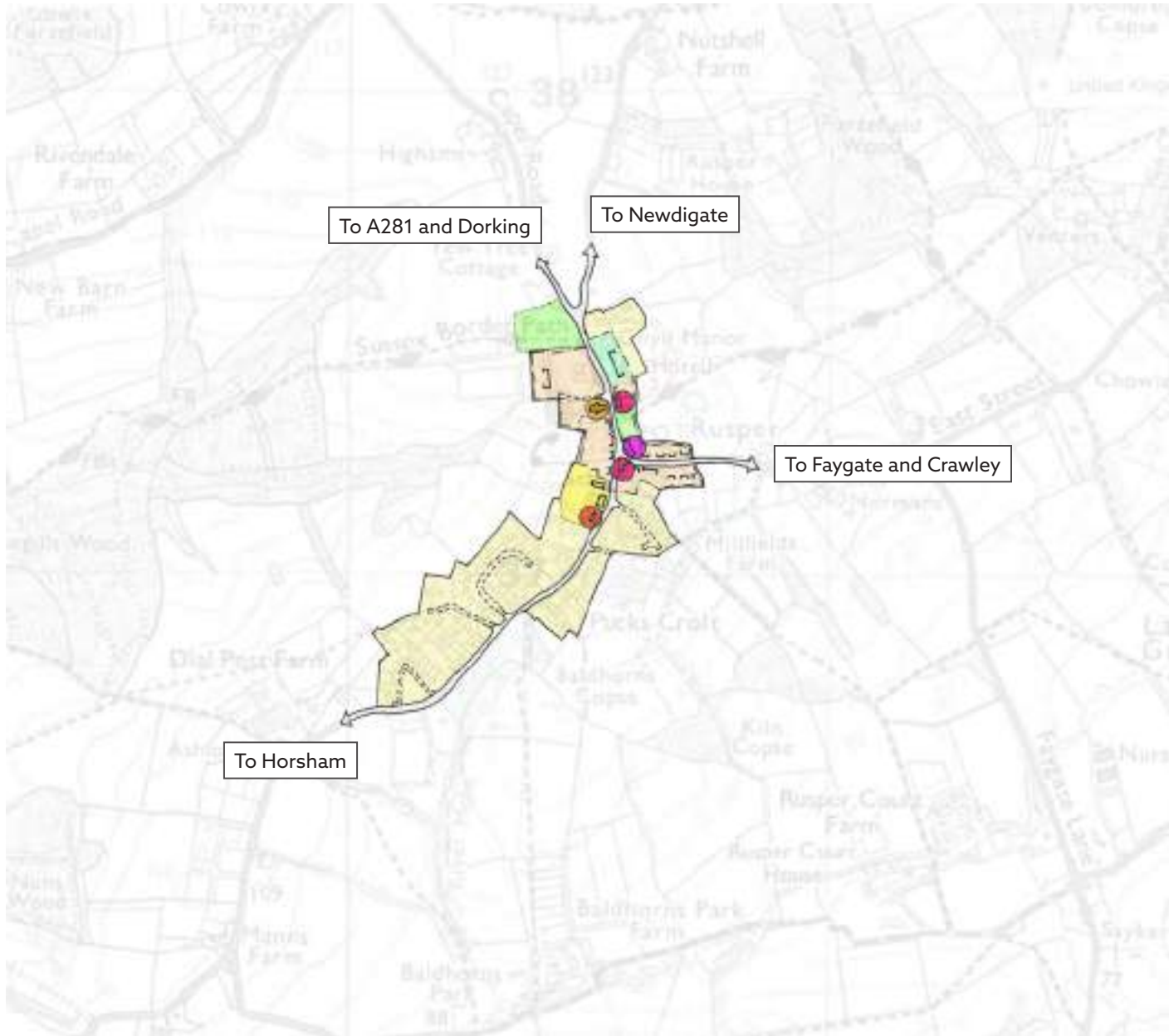
At its northern end, The Street turns westwards, becoming Park Street. A number of older houses and the village school are located along Park Street.

The structure of the historic village centre (denoted by the conservation area boundary) can be described as linear but incorporating an angle.

Over time the expansion of the village has loosely extended its linear structure, westwards along Park Street towards the A29 Stane Street and, in particular, southwards along Hayes Lane.

A number of small cul-de-sac developments lead off Hayes Lane; due to the growth of the village in the 20th century, the 'centre of gravity' of the village's population is now located to the south of the historic village centre.

Rusper



The centre of Rusper is arranged either side of High Street, which runs in a north to south linear alignment between St. Mary Magdalene’s Church at its northern end and the junction with East Street and Horsham Road at its southern end.

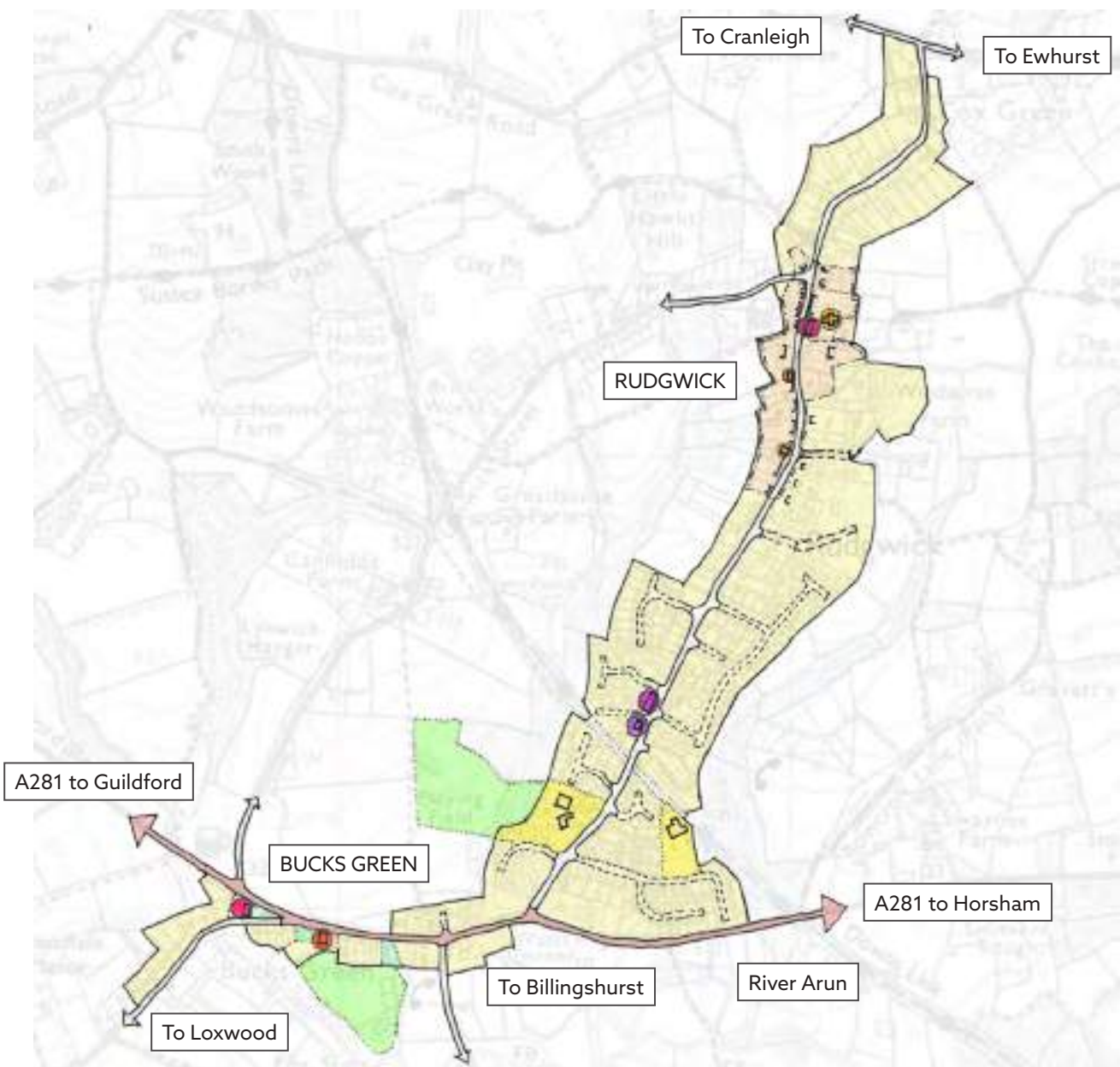
The historic structure of the village can therefore be described as linear.

High Street continues northwards, splitting at the northern end of the village into Capel Road (heading north-west) and Newdigate Road (heading north-east).

Over time the expansion of the village has extended its linear structure, eastwards along East Street and, in particular, to the south-west along Horsham Road.

A number of small cul-de-sac developments lead off Horsham Road; due to the growth of the village in the 20th century, the ‘centre of gravity’ of the village’s population is now located to the south of the historic village centre.

Rudgwick



The historic village of Rudgwick is arranged either side of Church Street, which runs in a north to south linear alignment on the west side of Holy Trinity Church.

This linear structure has extended significantly along Church Street during the 20th century, with some low density expansion northwards further along the ridge, and extensive developments southwards off Church Street all the way south to its junction with the A281 Guildford Road.

This expansion coalesced Rudgwick with

the adjoining hamlet of Bucks Green, to the south-west along the Guildford Road.

The settlement as a whole therefore now has an extended linear structure, with a distance of around a mile and a half between the northern end of Rudgwick and the western end of Bucks Green.

Layout and streetscape patterns

Across the four villages, some common patterns can be identified in relation to their layout and streetscape. These patterns contribute to the establishment of local character and informed the patterns of layout and streetscape within Mowbray's Phase 2.

Settlement structures generally linear



All four villages have a historic linear structure which is:

- Arranged around a central street (which for all four villages runs in a roughly north to south orientation).
- Sometimes extended in an east to west direction along a secondary street.
- Often extended further by village expansion within the 20th century.
- Still strong and evident, although in the case of Warnham now changed into a more nuclear structure.

Streets gently shift alignment



Within the historic parts of villages, streets:

- Generally gently shift alignment, either through very shallow curves or slight changes in angle.
- Generally avoid medium angles along their length (between say 10 and 70 degrees).
- Often significantly change direction at junction nodes.
- Often have focal built features (gables, contrasting materials, changes in scale) overlooking junctions.

Greater frontage continuity at the centre



Frontage continuity and density generally:

- Increase around the historic centre of the village.
- Increase through the use of small terraces, sometimes of two and a half storeys, sometimes with narrow or undercroft access to rear servicing.
- Decrease towards the edge of villages, with detached houses and deeper soft landscaped frontages.

Variety in built form, materiality and scale



Buildings exhibit variety in:

- Architectural character, period and style; some buildings or groups of buildings are informal and vernacular, some more classically inspired.
- Building materials, which generally follow the traditional regional tones and textures but these are often juxtaposed with great variety.
- Building scale; heights over three storeys are very rare, but below this there is much variety throughout villages and areas within them.



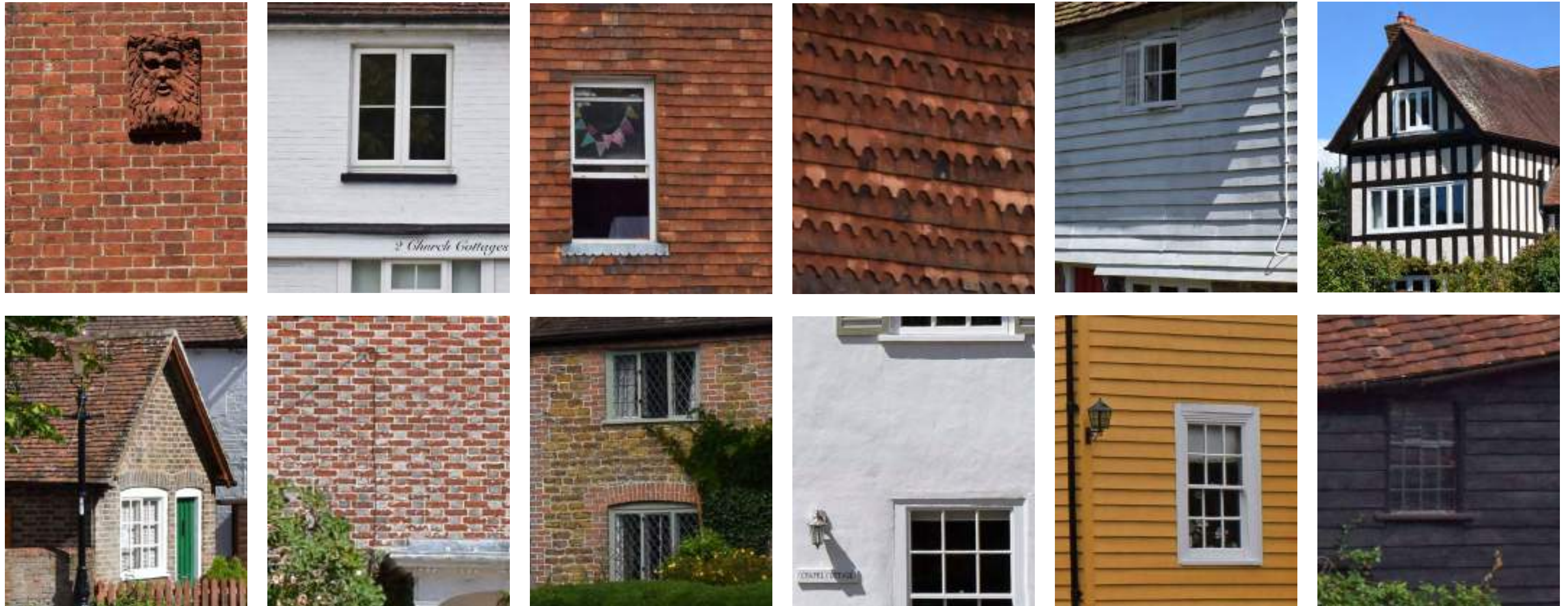
Examples of streetscape character:

1. Gently shifting street alignment adds interest to movement (Warnham)
2. Focal building with contrasting materials terminates vista at junction (Slinfold)
3. Contrasting scales and materials within continuous frontage (Warnham)
4. Terraced pattern with frontage parking and buildover access to rear (Rusper)
5. Small landscaped green creates focal space (Slinfold)
6. Varied roofscape with gables creates interest and helps continuous frontage manage topography (Rudgwick)
7. Neighbouring buildings demonstrate varied character and materials (Slinfold)

Materiality

The rich and diverse palette of materials from local precedent villages presented here has influenced our design proposals, to ensure that Mowbray Phase 2 reflects the local character and heritage. The treatment of privacy edges and boundaries between public, semi-public, and private spaces in the local villages has also been a reference in defining the character of Mowbray Phase 2, contributing to a strong sense of place.

Walls



Brick is the most common facing material used in the local context, traditionally sourced from local clay and brickworks.

The most common brick tone is a slightly darker red. Brown bricks are also used, and the use of red and contrasting bricks together is not unusual.

Bricks are also sometimes found painted over.

Tile hanging is often used, and is considered characteristic of the area. Tiles are similar in tone to the dark red bricks commonly found locally.

Plain rectangular tiles are often used, but sometimes shaped tiles are employed.

Painted render is used, generally in lighter tones such as white or cream. Within a context characterised by red brick and tile hanging, the use of render often enables a building to stand out at a key location.

Local stone is sometimes used for domestic buildings, but is more often used for significant community buildings such as the parish church.

Horizontal timber boarding is common, especially for outbuildings but often used for houses also.

Timber boarding can be painted in a variety of tones, most commonly white, but sometimes black and occasionally a richer shade.

Expressed timber framing is present, sometimes in older cottages in a more rustic, informal pattern, sometimes in predominantly Victorian buildings in a more composed and styled pattern. Generally expressed timber framing is painted black and set against a white or light render infill.

Roofs



Tiles are the most common traditional roofing material. These are generally red/brown in colour, with roofs often exhibiting a natural variety in tone. Plain rectangular tiles are often used, but some roofs exhibit the use of shaped tiles as part of their overall composition.

Slates are also often used, and provide a pleasing contrast in tone and texture to the predominant use of tiles.

A number of older buildings are roofed in Horsham stone, traditionally a statement of wealth.

Enclosure



The most common traditional means of enclosure are timber fencing in various types, soft landscaping (hedges), or a combination of both.

Timber picket fencing is often used, either painted white or left in a more natural brown tone. Timber rail fencing can reflect a more rural character.

Hedges or shrubs help to provide a more landscaped character to the streetscape.

Brick walls and painted metal railings are also used, sometimes in combination, especially in relation to grander or community buildings.



Phase 2 Site

The site's form and character reflect its agricultural use and natural topography.

The Phase 2 site, located east of Rusper Road, comprises two interconnected zones: the Northern and the Eastern zones. Currently, the site consists of several agricultural green fields, bordered and divided by hedgerows, trees, woodlands, small copses, and watercourses, all of which form natural buffers in the site.

The northern portion of Phase 2 is accessed via Bailey Road. It is bordered by a secondary school to the west and a large woodland area to the east. The Eastern zone, separated from the Northern zone by this woodland, includes existing farm structures such as Owlscastle Farm.

The site features undulating topography, with higher ground in the northern and eastern sections. Lower areas are located in the south, featuring watercourses and associated greenery.



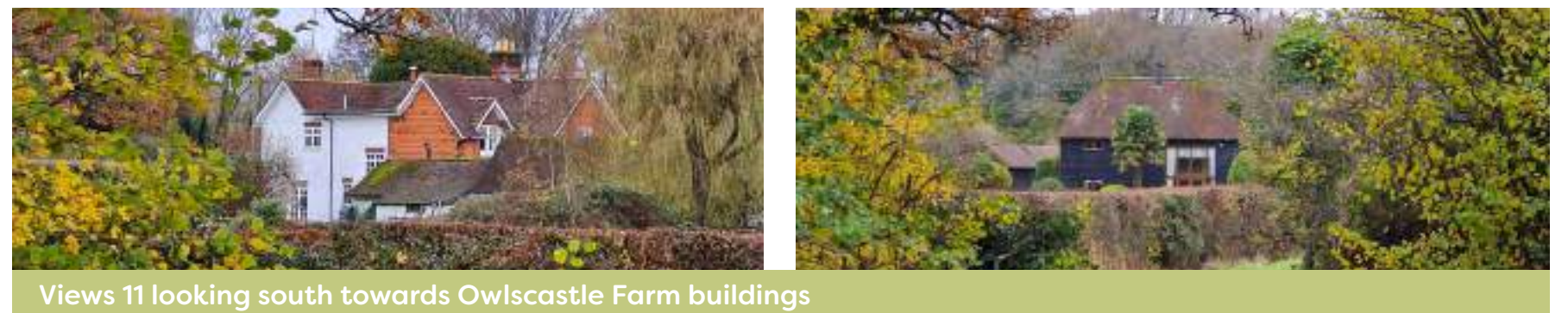
Site Views



Site Views



Site Views



Site Constraints

The Phase 2 site presents several constraints related to its natural form, heritage, built and landscape elements.

Key natural constraints include the site's notably undulating topography and the division of the land into large open parcels by hedgerows, woodlands (some of which are historic), and watercourses. The woodlands are subject to a buffer zone, with no development permitted within 15m of ancient woodland. Other edge constraints include the strategic landscape buffer zone along the eastern boundary, defined by the Outline Planning Permission to preserve key views and maintain a clear separation between the development and the surrounding countryside.

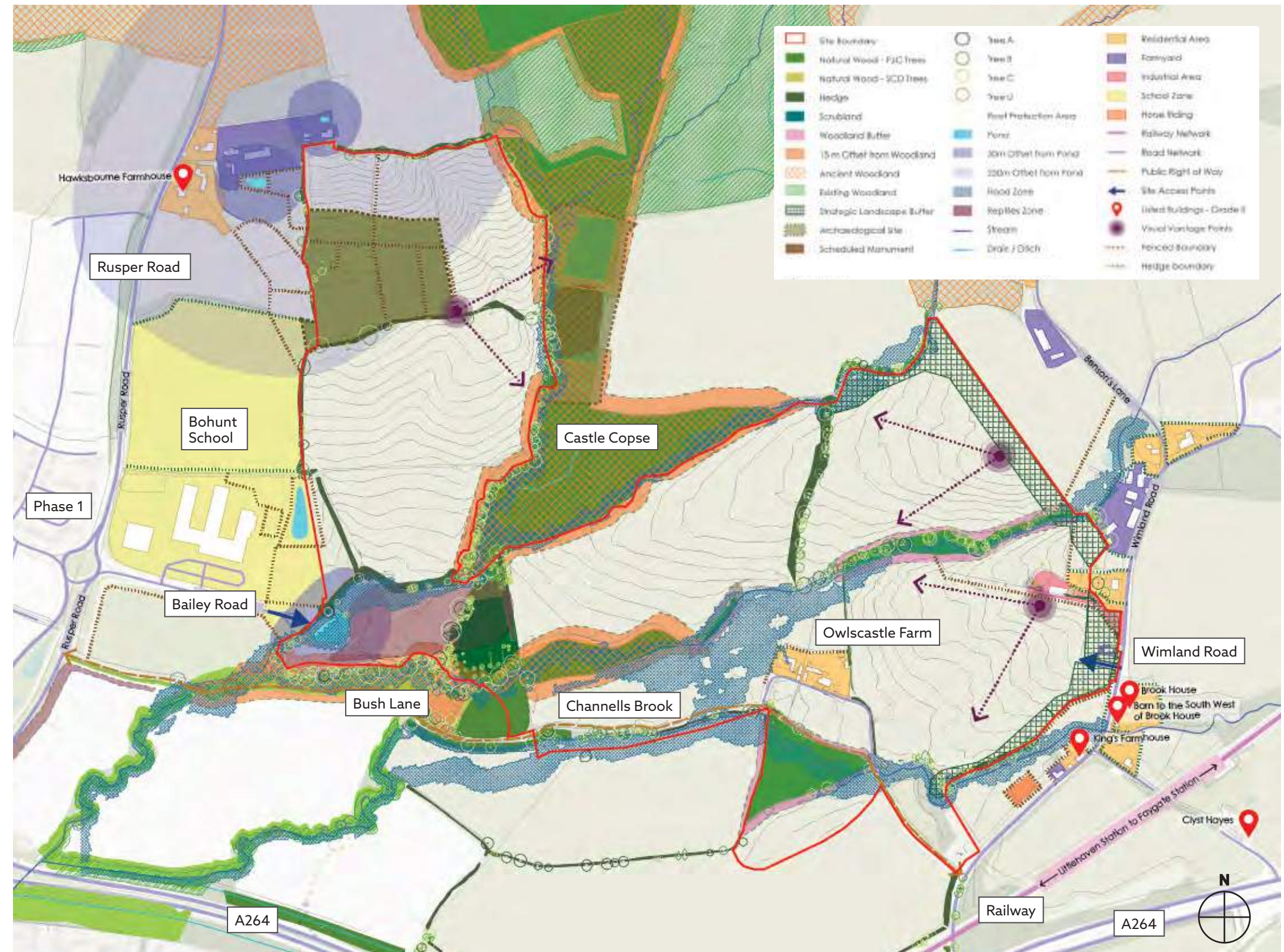
In the south, the flood zone created by natural drainage forms another development constraint, alongside required offsets from ponds, which require biodiversity and ecology preservation considerations.

Presently the site has two access points: from the west on Bailey Road and from the East from Wimland Road.

There is an archaeological area within the site and another adjacent to it, requiring investigation prior to development commencing. Other heritage elements include a Scheduled Ancient Monument (the castle moated site) east of the northern parcel and several Grade II listed buildings in the area.

Additional features on the site include fences and existing farm buildings, remnants of the site's agricultural use. On the eastern edge, there is a small industrial site with a fenced boundary.

All these identified constraints must be carefully considered in the design response to ensure that Phase 2 fosters a strong sense of place.



Site Opportunities

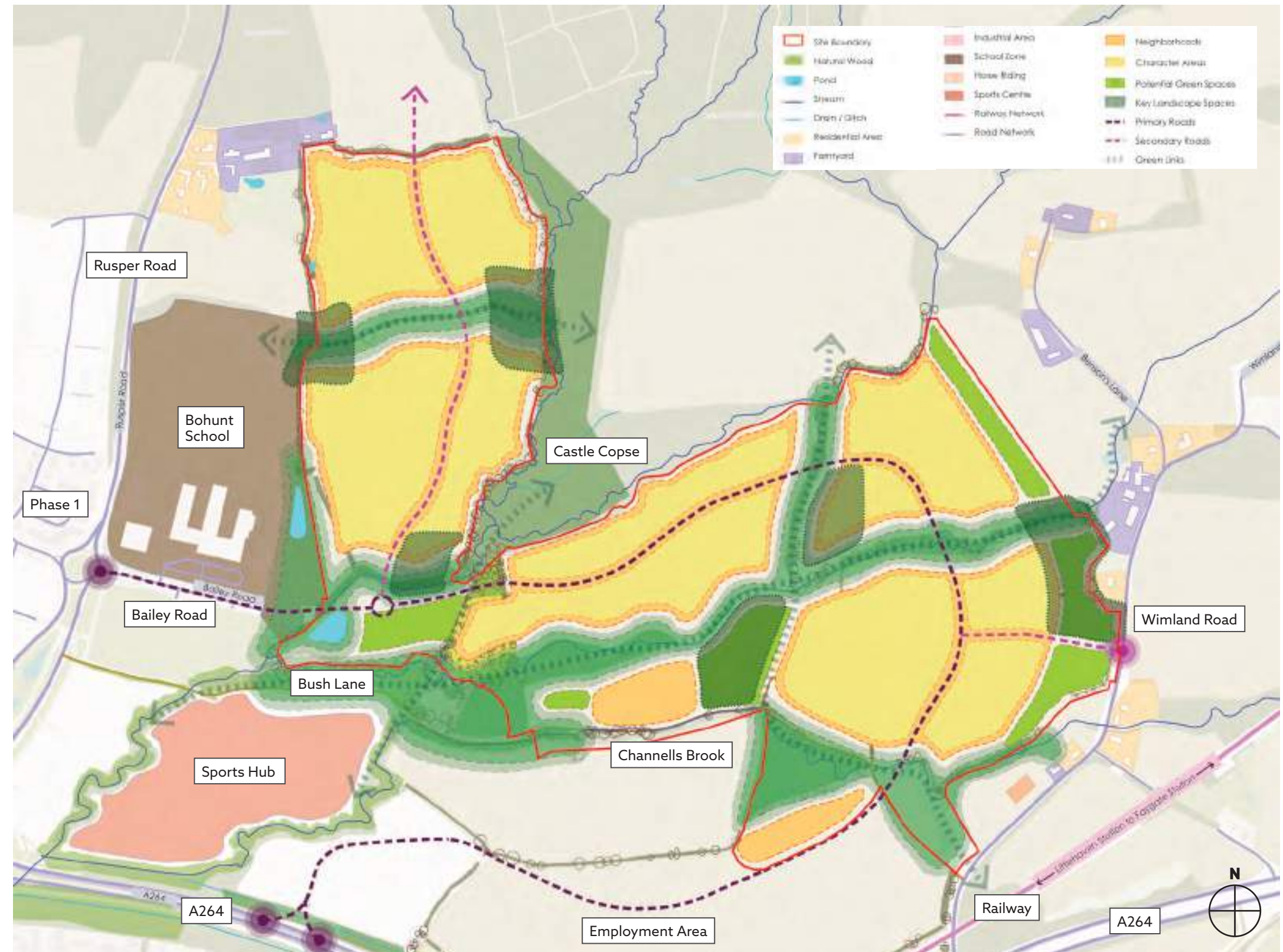
The Phase 2 site offers a clear opportunity for a landscape-driven design due to the quality and diversity of its landscape assets.

The existing green infrastructure can be retained and enhanced to strengthen ecology and biodiversity. It also presents opportunities for amenity spaces for sports, recreation, and play. Integrating outdoor areas with residential zones offers the opportunity to foster a strong community, health, and wellbeing.

Within the existing landscape, there are significant opportunities to create key landscaped spaces that serve as local destinations, such as accessible play areas. Additionally, the proximity to off-site destinations—such as Bohunt School, the Sports Hub, and the Employment Area—offers opportunities to support a vibrant community life.

The site's natural features and segmentation into open parcels present an opportunity to form distinct neighbourhoods with varied densities. This creates further opportunities to define the edges of the development with respect to the surrounding landscape.

To create good connectivity across the site, there are opportunities to extend Bailey Road and establish links to Wimland Road and beyond to the A264 south of the Employment Area. This network of primary and secondary streets can enhance movement across the site and improve connections between neighbourhoods.



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Chapter 3 The Masterplan





Well integrated

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