

## ILLUSTRATIVE STRATEGIES

Sustainability

1 Sun path

The building has been located to enhance sun orientation through mainly north-south building footprint.

2 Biodiverse landscape

Making the most of the ground level landscape, maximise green roofs at the upper ground level and 5th floor. Suds will be part of the landscape proposal.

Six new trees are proposed along Brighton Road to enhance urban biodiversity

3 Blue green roof

Blue green roofs provide a roof water attenuation, purifies the air, reduces ambient temperature and encourages biodiversity

4 Daylight in the Home

Building layouts and generally floor to ceiling high windows maximize natural light. Natural ventilation is maximised to all facades including north, part of which is about 5.1m away from Brighton Road.

5 Balconies and Terraces

Balconies and terraces are incorporated to provide private amenity and shelter for flats from sunlight. The scheme offers generous provisions for both private and communal amenity space, amounting to approximately 770 m². This includes balconies, private terraces, and a communal terrace on the fifth floor. The sizes of the balconies range from 5.5 to 9.5 m², while nine units feature large private terraces ranging from 22 to 30 m².

6 Energy efficient and sustainable design

Homes will be energy efficient and well insulated but also well ventilated.

M&E strategy is yet to be developed.

Substructure will be optimised to reduce overall embodied carbon.

7 Promoting Sustainable Transport and Active Travel

The cycle store has been designed larger than required to provide additional capacity, including spaces for cargo bikes, promoting cycling as a preferred alternative to car use. Two of the 24 parking spaces are designated for a car club, encouraging more sustainable motor vehicle use.



**Access Strategy**

**Pedestrian Access**

The proposal supports the newly established pavement along Brighton Road, retaining the existing landscape. Provision has been made for the future incorporation of a cycle lane. Trees have been strategically positioned to avoid obstructing the proposed route and will not need removal or relocation. The pedestrian path will shift south of the future cycle lanes to align with the footpath on the adjacent Free Wharf site.

Although constrained by the third-party right of way, the proposal remains pedestrian-friendly, with comfortable space in front of the residential entrance, clearly marked by a small canopy and signage above. The colonnade element subtly "masks" the third-party right of way and creates a grand entrance plinth for the building.

The entrance to the fully glazed commercial unit is accessed through the colonnaded space at the front of the development. This area will feature a shared surface or clear crossing to ensure pedestrian priority.

**Vehicle access**

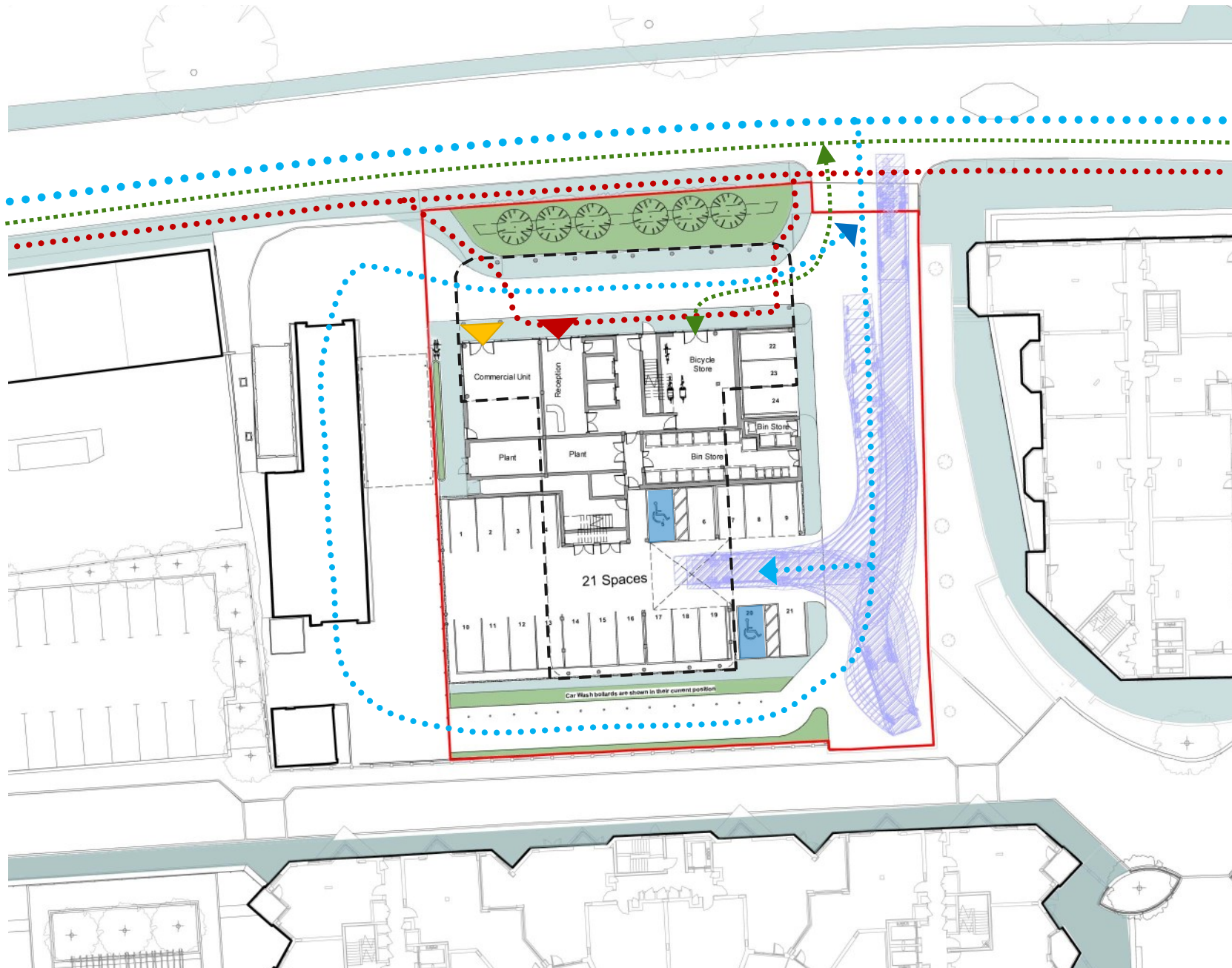
Access to the residential car park in both undercroft area is from Brighton Road, as currently exists. There are 24 proposed spaces, including 2 spaces designated for disabled persons. Residents have direct access to lifts and stairs from the main undercroft car park.

Waste and delivery vehicles also access the site from Brighton Road and park within the double height space in the undercroft car park, as shown in the tracking diagram. For more details, please refer to the Transport Report.

Vehicles using the car wash facility, which has a right of way across the site, move in a one-way clockwise direction as indicated in the diagram. A local pedestrian crossing within the "colonnade" zone may be introduced to ensure pedestrian priority.

**Cycle Access**

Cycle access is provided from Brighton Road. Storage is located near the residential entrance, accessible from both outside and inside, and includes a repair space.



- Key**
- Site boundary
  - ⋯→ Vehicle Access
  - ⋯→ Pedestrian Access
  - ⋯→ Cycle Access
  - ▲ Residential Entrance
  - ▲ Commercial Entrance
  - ▲ Car Park Entrance
  - ▲ Car Wash Exit
  - Wheelchair Accessible Parking



View onto residential entrance from Brighton Road. Commercial unit is on the corner.



View showing the main undercroft car park at the rear of the site

**Waste Strategy**

**Residential**

All residential flats share 1 no. communal bin store located internally on the ground floor with access available both externally and internally.

The number of bins was calculated using British Standards metrics, considering a worst-case scenario. WSP has contacted the council to confirm waste generation metrics, so the number of bins may change. Refuse and recycling is based on a fortnightly collection frequency and food waste is based on a weekly collection frequency.

- 7 x 1100 litre Eurobins for refuse
- 7 x 1100 litre Eurobins for recyclable waste
- 4 x 240 Litre bins for food waste

The distance between residents' home and the communal store does not exceed 30m, as per AD Part H. The pull distance for local council waste collectors is under 18m.

**Commercial**

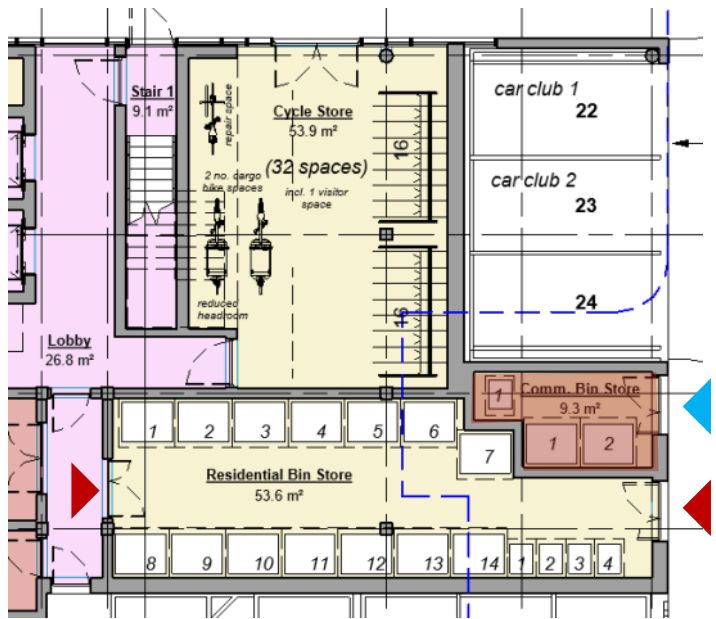
The number of bins for the commercial waste store is based on a restaurant as a worst-case scenario. For a twice weekly collection the following bin numbers would be required:

- 1 x 1,100 litre bin for refuse;
- 1 x 1,100 litre bin for recycling; and
- 1 x 240 litre bin for food waste.



**Key**

- Site boundary
- Residential Bin Store
- ▲ Residential Bin Store Access
- Commercial Bin Store
- ▲ Commercial Bin Store Access



Fragment of the Ground Floor Plan showing bin store area



Access to bins

**Parking**

The main undercroft area will provide 21 car parking spaces, including two wheelchair-accessible spaces for residential use, both available from the outset.

An additional three spaces are located within a smaller undercroft area in the northeast corner, two of which will be dedicated to car club use.

**Cycle Parking**

Residential cycle storage provision is based on local policy.

0.5 spaces for 1-2 bedrooms and 1 space for all other dwellings.

Total provision: 31 long-stay spaces and 1 visitor space within the bicycle store.

Additionally, the store includes two cargo spaces and a repair space are provided within the store.

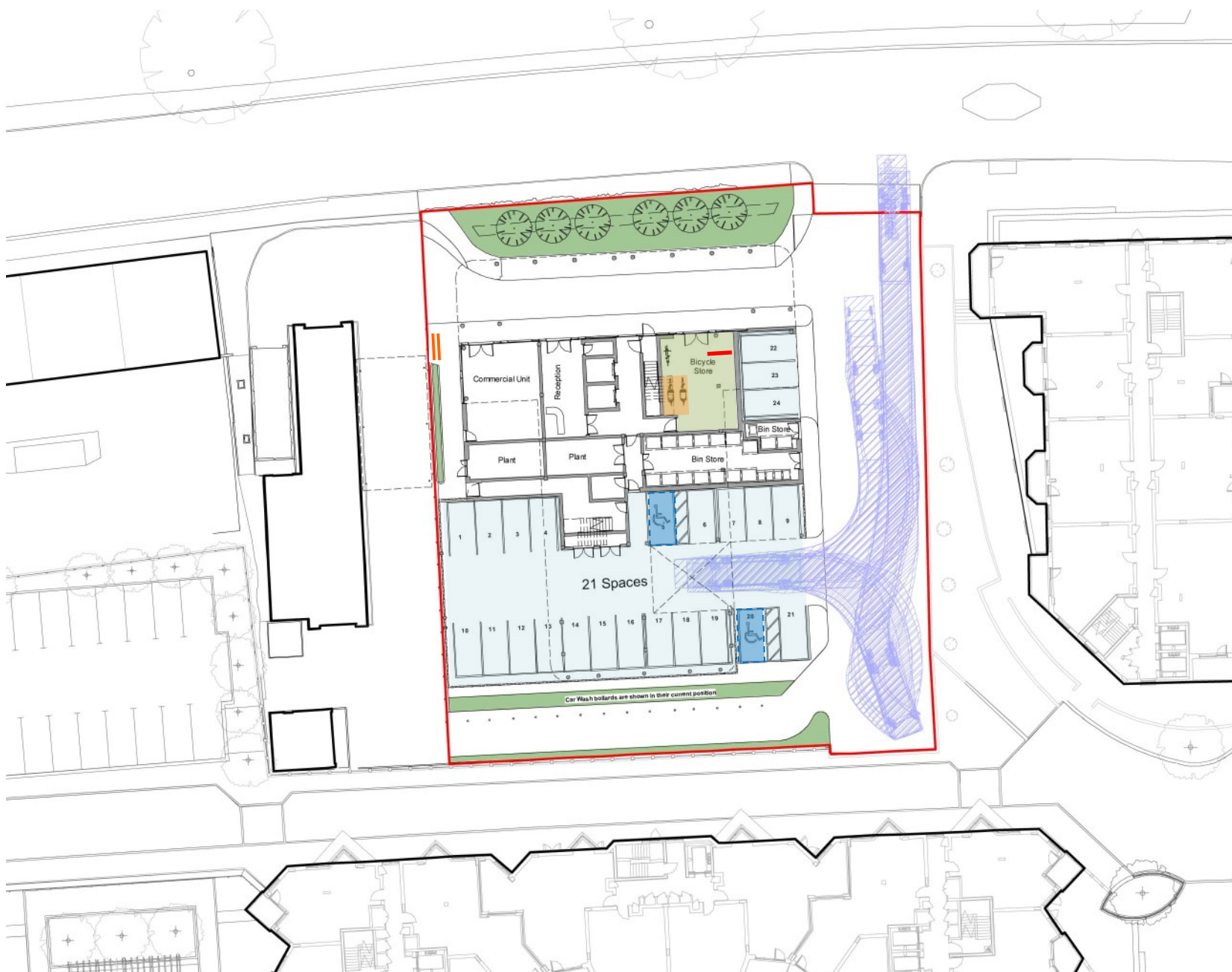
Two tier bike racks are used for storage.

Details of the system can be found here: [2ParkUp-Turvec-Two-Tier-Bike-Rack-Data-Sheet.pdf](#)

**Short stay parking:**

One residential short-stay/visitor cycle parking space is provided within the store.

Two commercial short-stay parking spaces are provided externally, next to the commercial entrance.

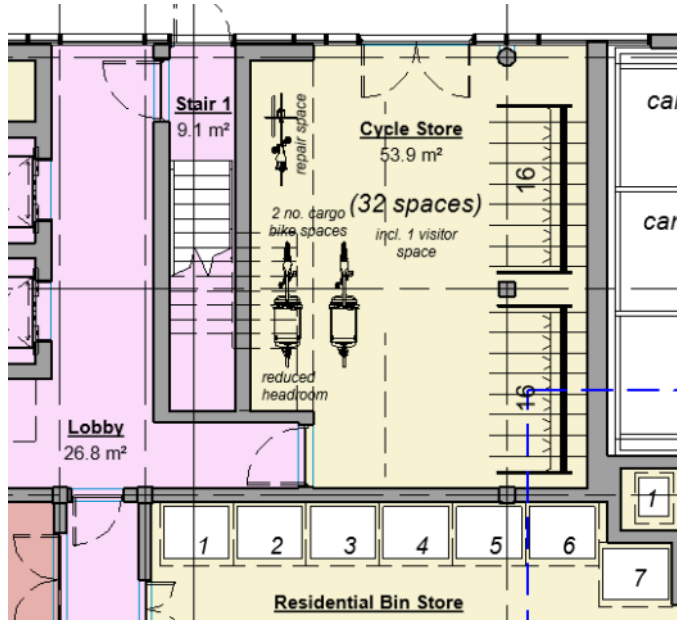


**Key**

- Site boundary
- Undercroft Car Parking (24 including 2 dis.)
- Wheelchair accessible parking (2)
- Cycle store with repair space (31)
- Space for cargo bikes within undercroft parking (2)
- Short stay residential cycle parking (1)
- Short stay commercial cycle parking (2)



Turvec Two-Tier Bike Rack



Cycle Store



Small undercroft with car club spaces

Landscape Strategy

The site will be integrated within Free Wharf development which created a coherent vision aiming to encourage a range of different activities and uses.

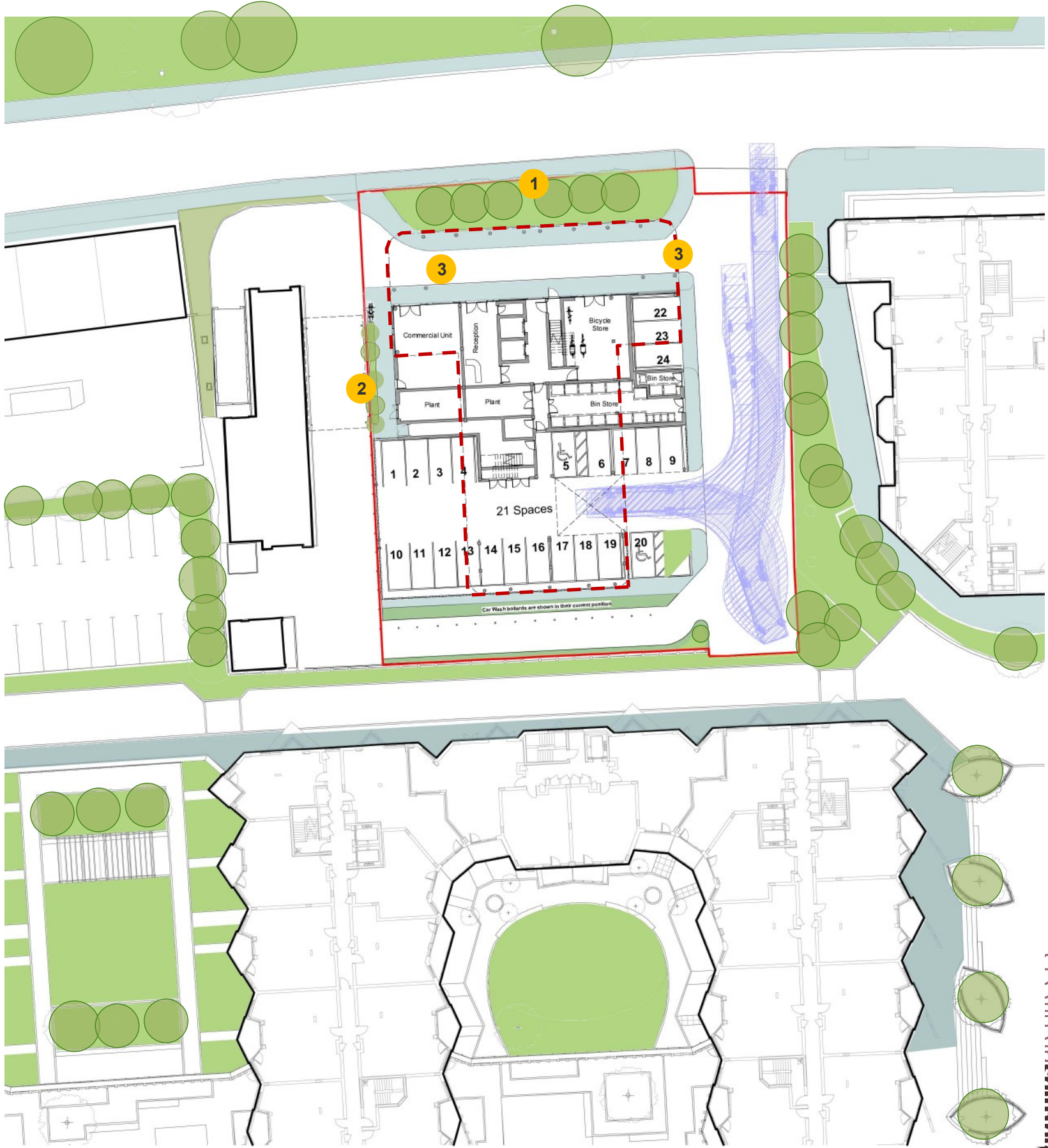
A creative approach to landscaping will be required to maximize the limited ground floor opportunities on the Site. A full landscape strategy will be devised at a later stage and will be coordinated with Secure by Design principles.

A green strip with a row of trees is proposed at the front to enhance the Brighton Road street frontage 1, while an effective green buffer to the west 2 will ensure residents' privacy.

The trees have been strategically positioned so they will not obstruct the future cycle and will not need to be removed or relocated. 1

A potential shared surface or crossing zone will be considered as the design is further developed. 3

A communal landscaped terrace of approximately 150m² is provided on the 5th floor 4, and green roof elements are proposed for the upper ground floor 5.



**Construction Strategy**

The site has a number of existing constraints, including the need to access and egress the car wash site via a shared site entrance. The car wash as an important public service and an independent local business, so it is imperative that site activity does not restrict the operation of the car wash during construction.

A fully considered and detailed Construction Management Plan will be prepared and submitted at the next planning stage, however for the purposes of this outline planning application the following outline strategy is proposed for the construction works:

**Site Setup**

The site will be setup in a similar manner to a city centre project, using stacked site offices and welfare, minimal on site storage facilities and a remotely located storage yard, which will be sought and leased for the duration of the works.

The remote yard will be used for vehicles, equipment, storage and the majority of staff parking. Equipment and materials will either be delivered directly to site on a just-in-time basis or remotely stored and transferred to site when required. Personnel will be transferred to site via a minibus.

Parking will not be permitted in the vicinity of the site, and on-site parking will be limited to the staff minibus, construction vehicles and some limited parking.

**Access**

The site will be accessed using the existing shared site entrance. A loading / unloading bay will be located along the shared access road (location is currently used by Kwik Fit parking) and the shared access road will be kept clear of obstructions to ensure car wash traffic can use the access road at all times.

It is anticipated there will be less vehicle movements during the construction stages than in its current operations as a vehicle maintenance facility, however larger vehicles will be accessing the site. When site vehicles are arriving or departing the site, suitably trained banks person/s will be responsible for ensuring the safe access and egress of the vehicles.

Timber hoardings and a secure gate will be installed to separate the loading area from the car wash traffic, and around the remaining perimeter to prevent anything from blocking the car wash route, to ensure public and site safety, and to provide security around the site.

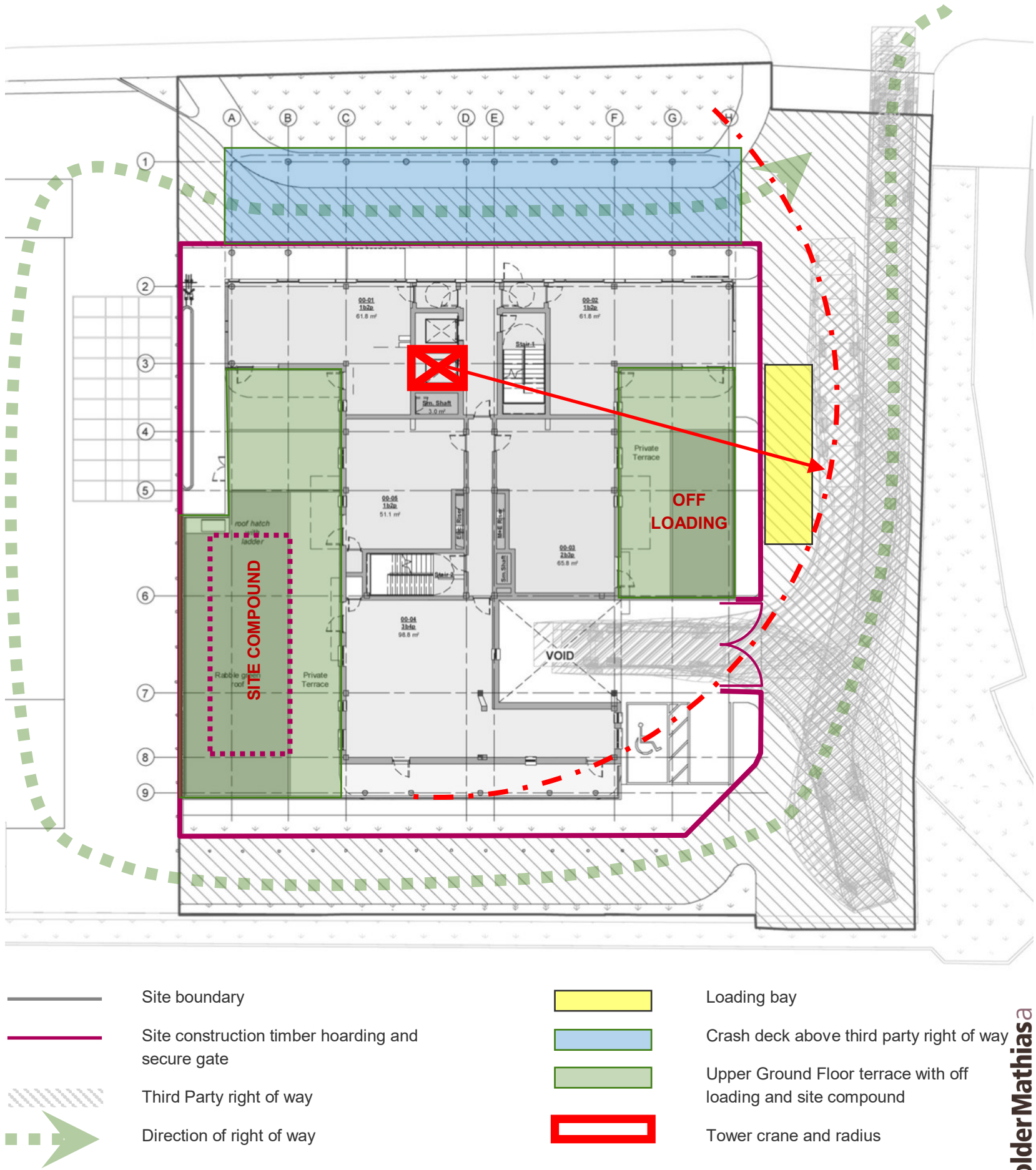
**Construction Sequence**

During initial stages, on site facilities will be kept to a minimum whilst piling, ground floor slab and podium are installed. The sequence of piling and floor slab works will be organised to ensure all activities can be delivered solely from within the site compound.

Once the podium is in place, stacked site offices can be located on the podium itself, with a loading area defined at both ground floor and podium levels. The car park area will be available for some on-site storage and limited parking operations. A crane will be installed in one of the lift cores to provide efficient and safe unloading of materials and equipment.

As construction develops to the upper floors, a full crash deck will be installed over the car wash egress road to ensure that vehicles can continue to use this route safely. The height of the crash deck will be in line with the car wash restricted height barrier as a minimum to avoid restricting access for higher vehicles.

On completion, site offices will be removed and the tower crane dismantled. External works to the shared access road and surroundings will be installed in accordance with approved landscaping details (to be submitted at the next planning stage).



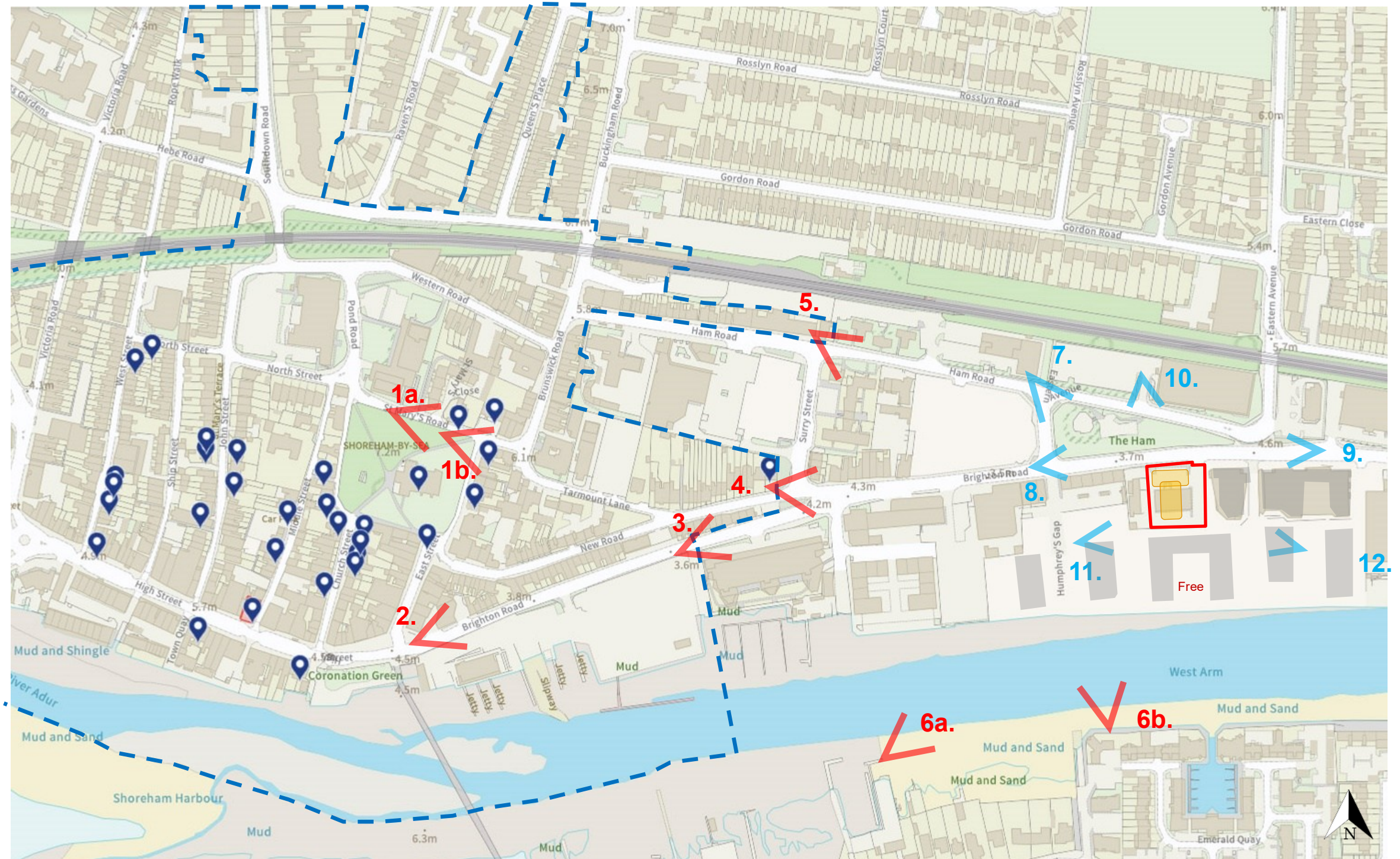
## TOWNSCAPE VIEWS

**Selected Townscape Views**

1. 1a and 1b. Views from St Mary's Churchyard
2. View from High Street
3. View from Brighton Road near Mariners' Point.
4. View from the Conservation Area near the listed building (55-57, New Road)
5. View from the Conservation Area at Ham Road
- 6a. Riverside View with the Free Wharf development on the foreground.
- 6b. Riverside View with the Free Wharf development on the foreground.

**Selected Street Views**

7. View from Eastern Avenue looking South East across Ham Recreation Grounds
8. View from Brighton Road looking East
9. View from Brighton Road looking West
10. View from Eastern Avenue looking South
11. View along the Lane within Free Wharf
12. View from Free Wharf



1a and 1b. Views from St, Mary's Churchyard.

The proposal is not visible from these viewpoints



View 1a. The Proposal is not visible

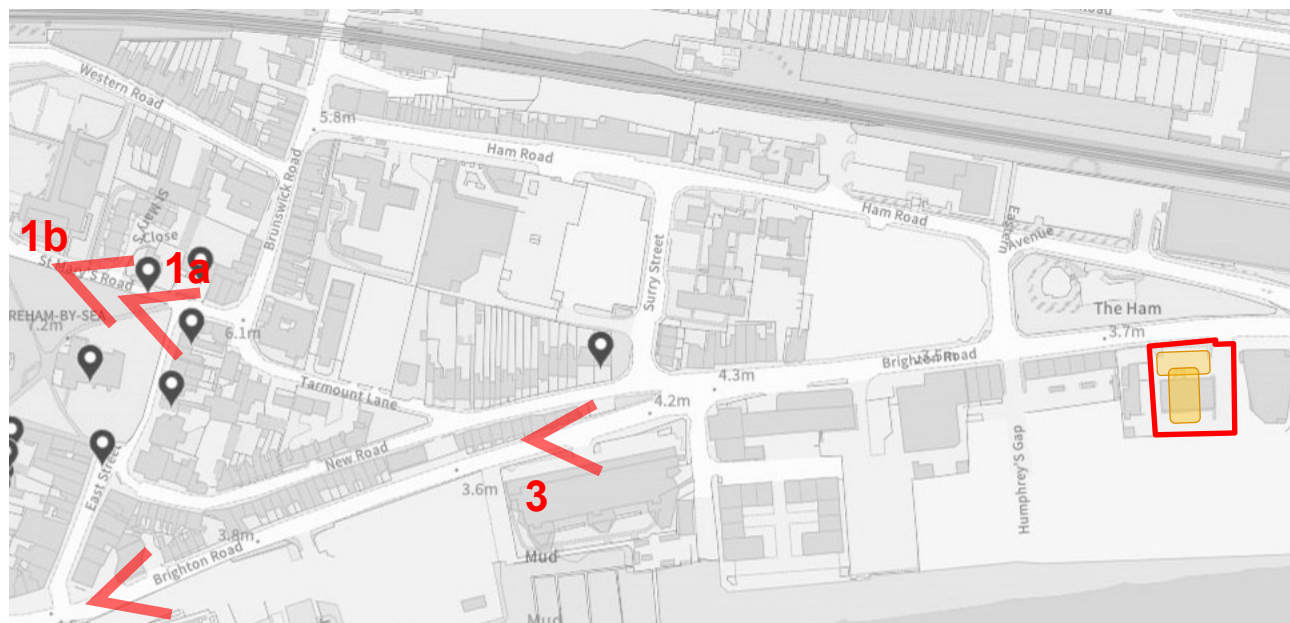


View 1b. The Proposal is not visible



View 2. The Proposal is not visible behind the Mariners' Point.

- The Proposal is visible
- The Proposal is not visible



2

**3, View from Brighton Road near Mariners' Point**

Minimal visibility: a small sliver of the Proposal is visible behind the Free Wharf development.



View 3.

**4. View from Brighton Road from Conservation Area**

Minimal visibility: a small sliver of the Proposal is visible behind the Free Wharf development.

**5. Views Ham Road from Conservation Area.**

Minimal visibility Behind 63-67, Brighton Road

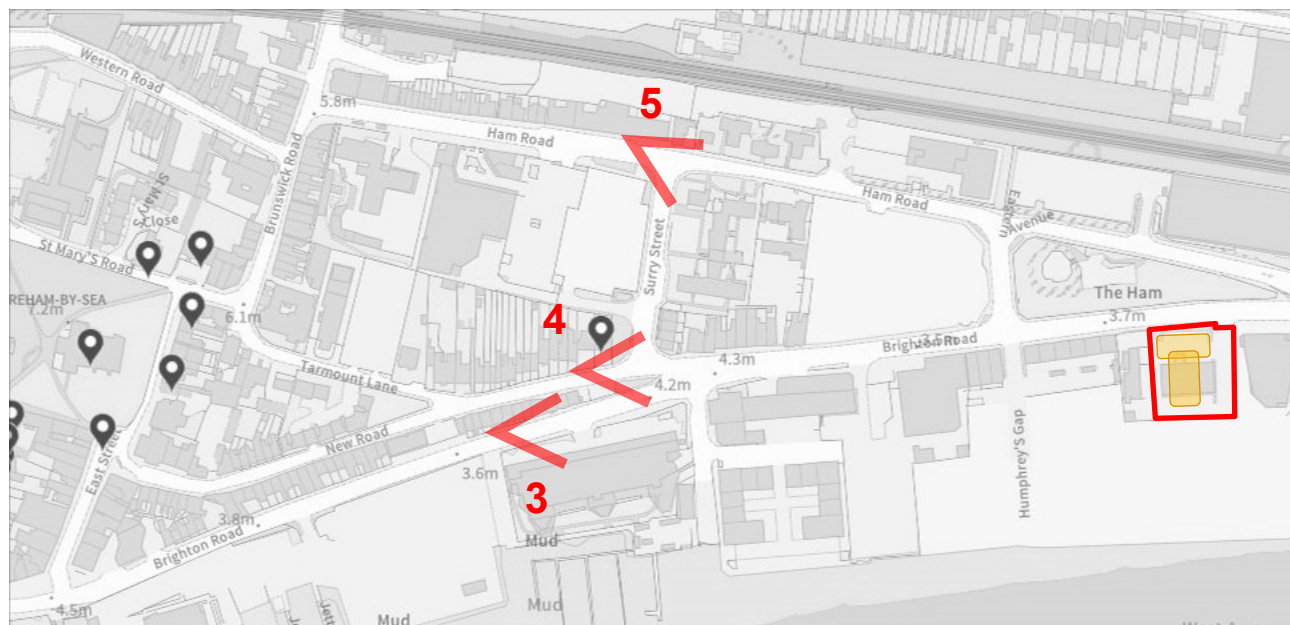


View 4.



View 5.

- The Proposal is visible
- The Proposal is not visible

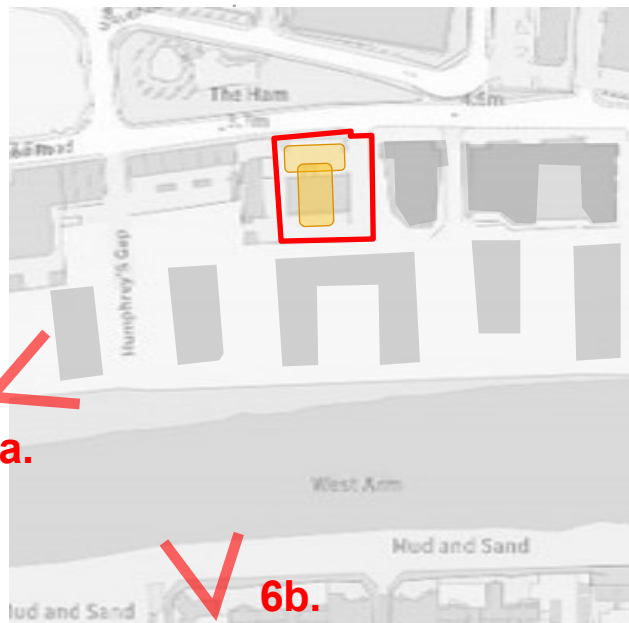


6a and 6b. Riverside Views of the Free Wharf Development

The proposal is not visible from these viewpoints



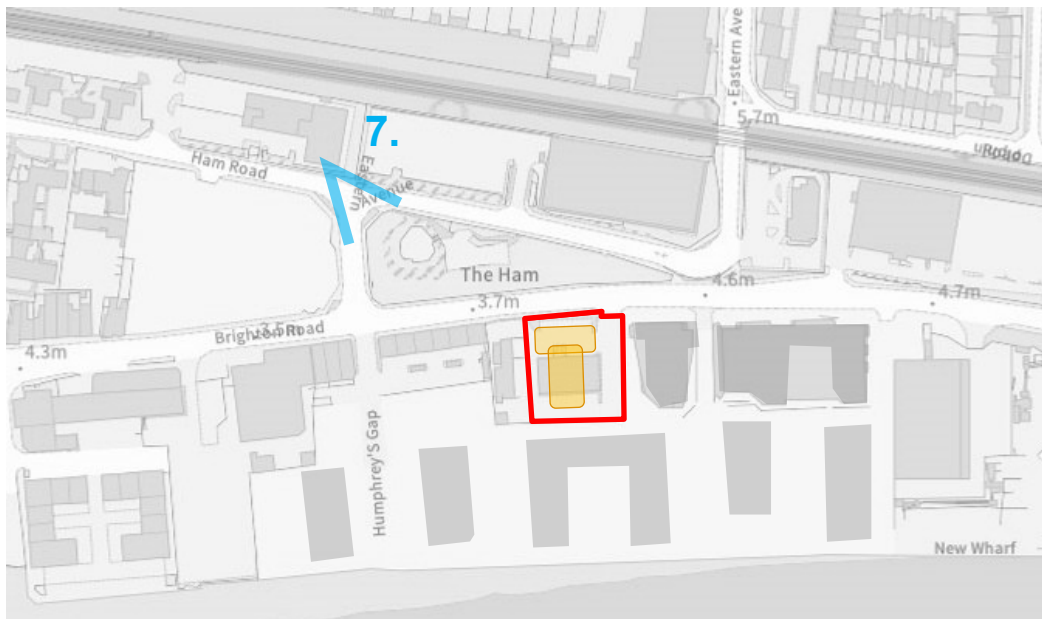
The Proposal



- The Proposal is visible
- The Proposal is not visible

**7. View from Eastern Avenue looking South East across Ham Recreation Grounds**

This view shows proposed massing on the Site, with and without the possible massing on the Ham Business Park site (indicated by a transparent outline).



**8 and 9.** Views from Brighton Road looking East and West

**View 8** demonstrates how the proposed massing on the site effectively supports the established frontage along Brighton Road. The potential Former Adur Centre development is shown in the distance with a transparent mass.

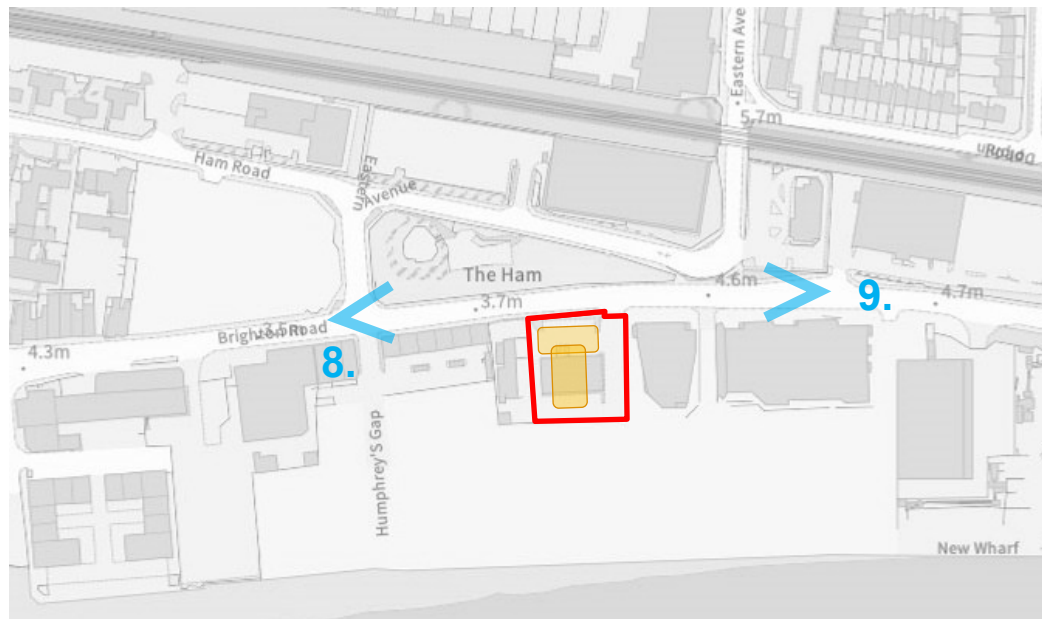
**View 9** illustrates how the height of the proposed massing correlates positively with the heights of the Free Wharf development, visible behind the Ham Business Park block.



8. View looking West. Potential *Former Adur Centre Development* shown in a distance with transparent mass.

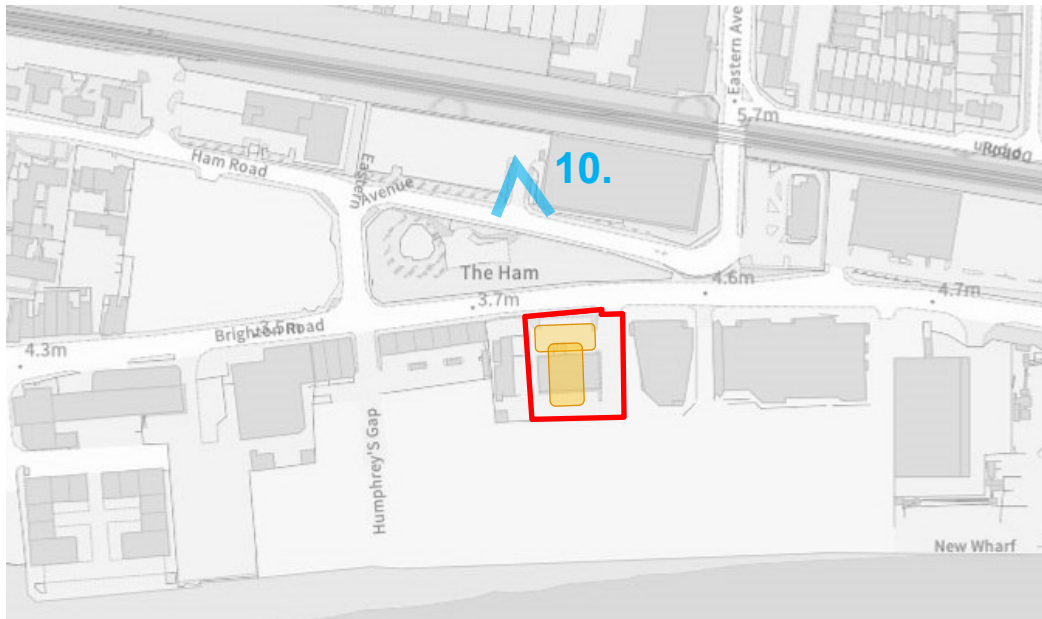


9. View looking East



10. View from Eastern Avenue looking South.

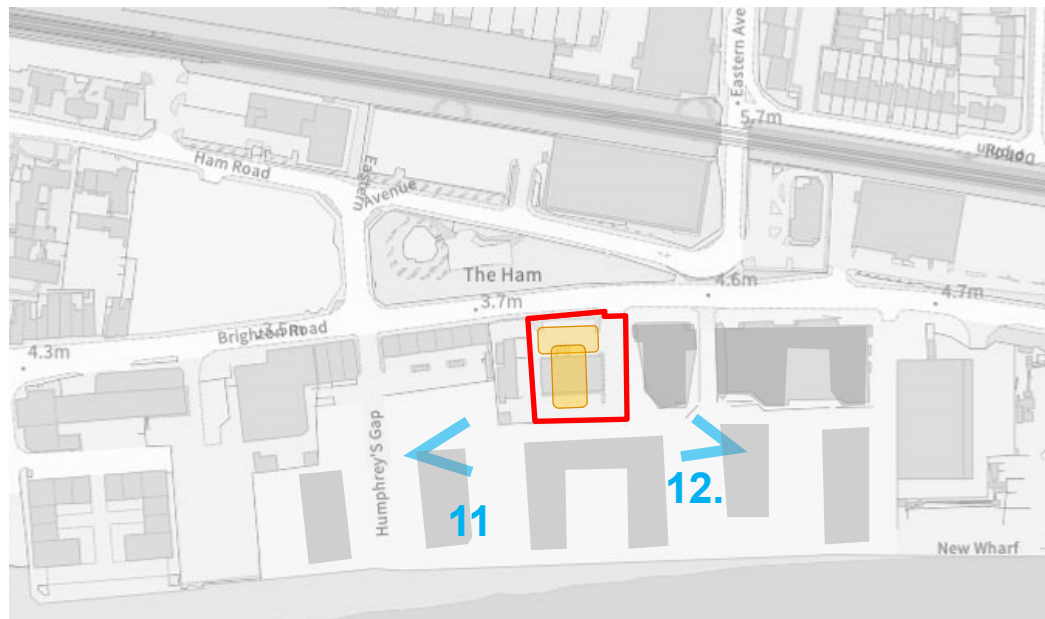
This view shows proposed massing on the Site, as well as possible massing on the Ham Business Park site (indicated by a transparent outline).



**Views 11 and 12**

View 11 is taken along the Lane, with Free Wharf Block C visible on the right in the image. The view illustrates the pleasant proportions of the newly created street. The top floors of the Proposal step out effectively, expanding the sky view. The colonnaded recess at the upper ground floor widens the street at eye level.

View 12 shows a simple mass of the Proposal, with a clearly readable six-storey element and a recessed, elegant volume of nine stories. The corner balconies visibly soften the appearance.



## APPEARANCE

The information below is for illustrative purposes only. It demonstrates potential ideas for materiality and architectural detailing.

**Existing Materiality**

These are preliminary studies of the existing materials, in search of potential ideas and inspiration for future external finishes.



**Free Wharf Development Materiality**

The materiality of the adjacent Free Wharf development is an important factor for determining the appearance of the new proposal on the Site.

Originally, roadside buildings were meant to be clad in ceramic brick slips. It appears that currently the decision has been taken to change it for white glossy brick.

The river side buildings have a richer, more colourful palette.



FIGURE 6.14 BUILDING G WEST ELEVATION



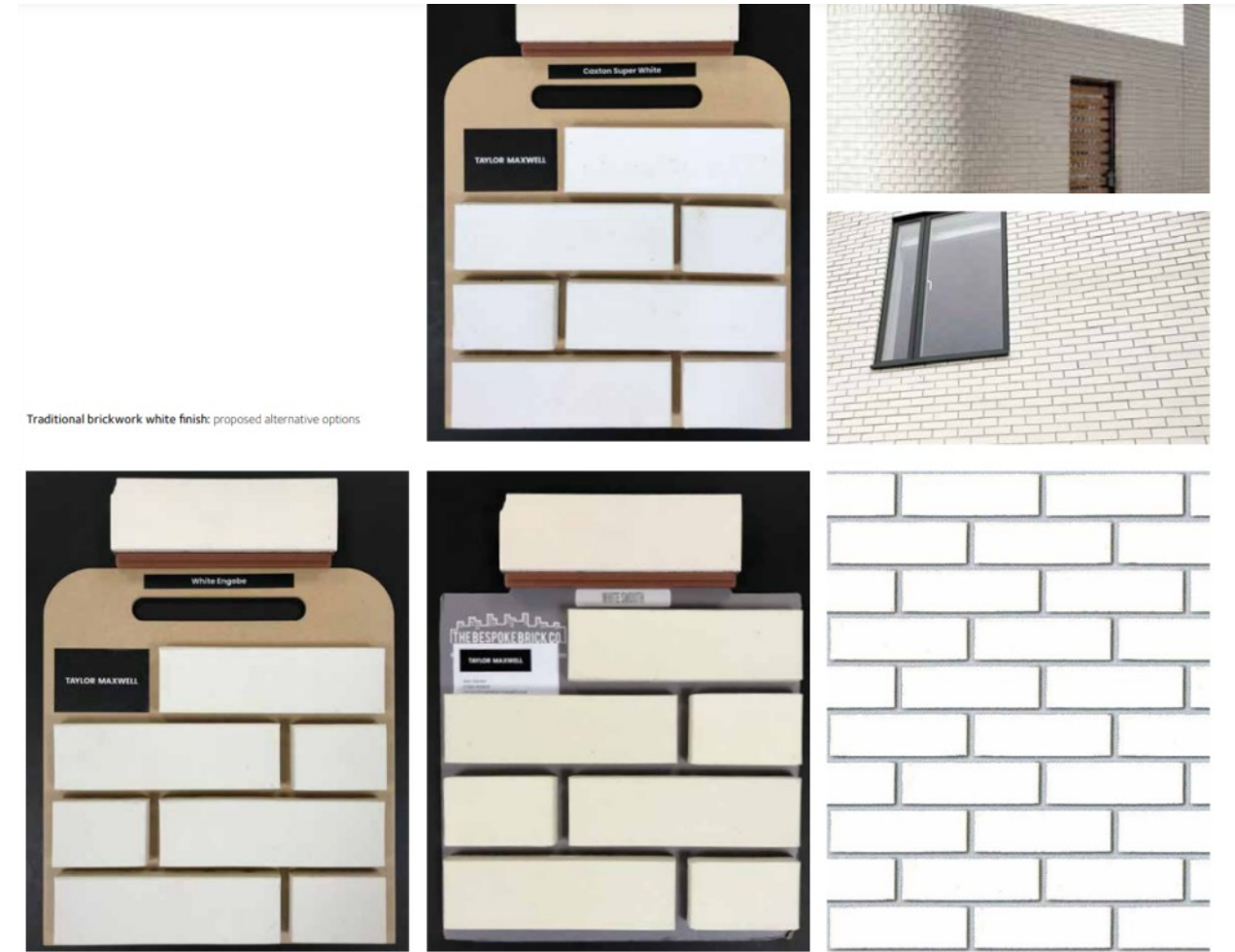
FIGURE 6.15 BUILDING H EAST ELEVATION

**6.4.2 Roadside Buildings**

The roadside buildings, G, G1 and H, will also be clad in ceramic brick slips. However, the treatment will be different to the riverside buildings. Horizontal bands of dark blue and black slips will run through predominantly white elevations. This is inspired by the bands of flints, a Sussex construction material, seen in chalk cliffs on the Sussex coast.

Buildings G, G1 and H have ground floor commercial units facing Brighton Road, clad in curtain walling giving plenty of light in the space and prominence to passing traffic.

The main new entrance into the site for both pedestrians and vehicles is between buildings G1 and H. The pedestrian entrance is denoted by a colonnade alongside building G1 leading to both the concierge's office and the heart of the scheme. The colonnade is clad in vertical slips to give it additional prominence.



Appearance of the Riverside Buildings

**Precedents - Art deco seaside buildings and Sussex chalk cliffs.**

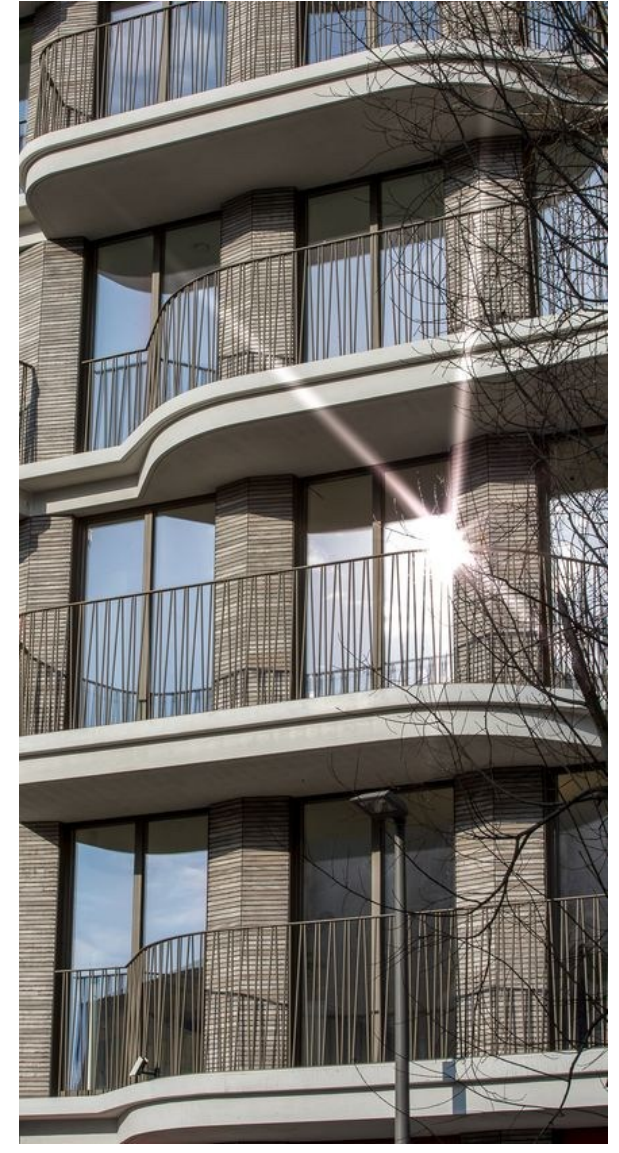
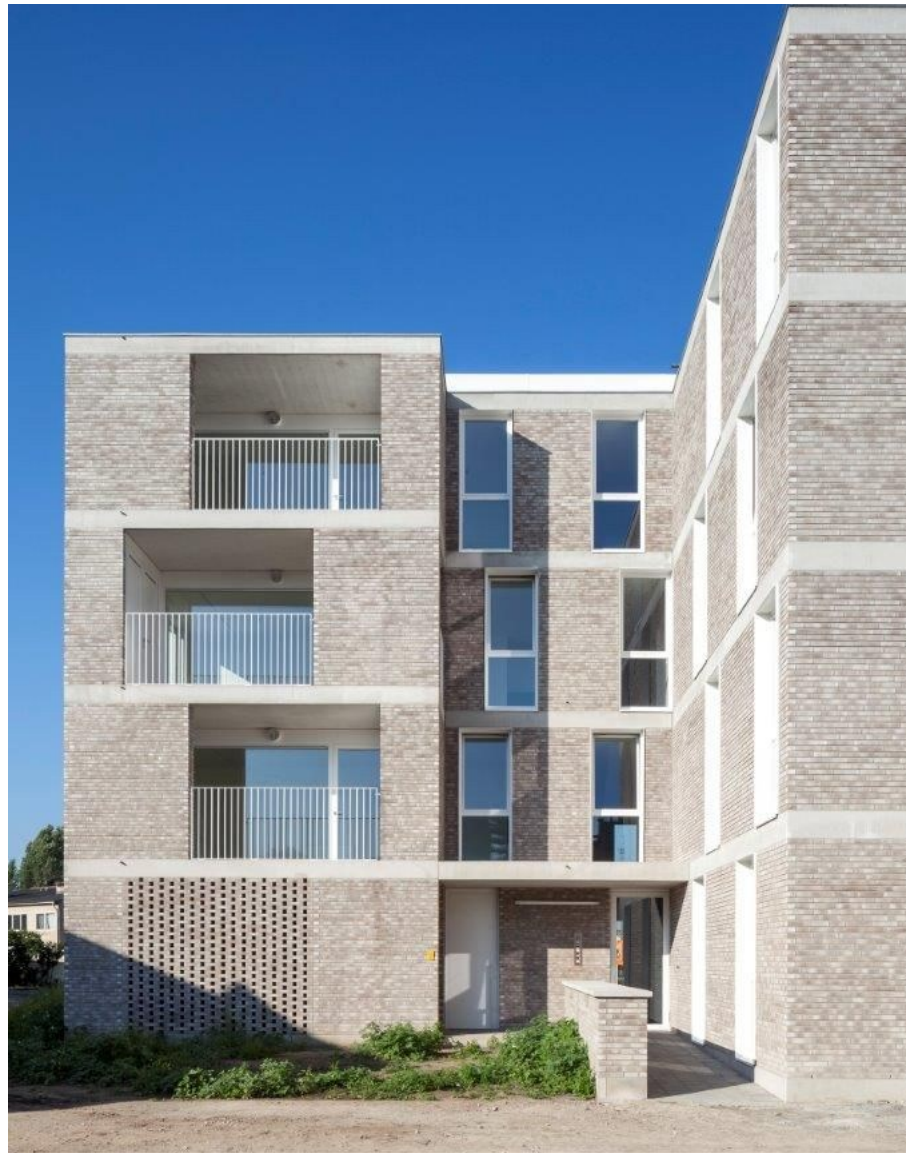
Both the art-deco seaside buildings and Sussex chalk cliffs with expressed horizontal bands served as early inspirations for the architectural expression and materiality.

- Light palette
- Texture
- Deep shadows
- Typical soft rounded corners



Contemporary Precedents and Inspirations - Stripes and textured light brick.

- Light
- Soft
- Smooth
- Breezy

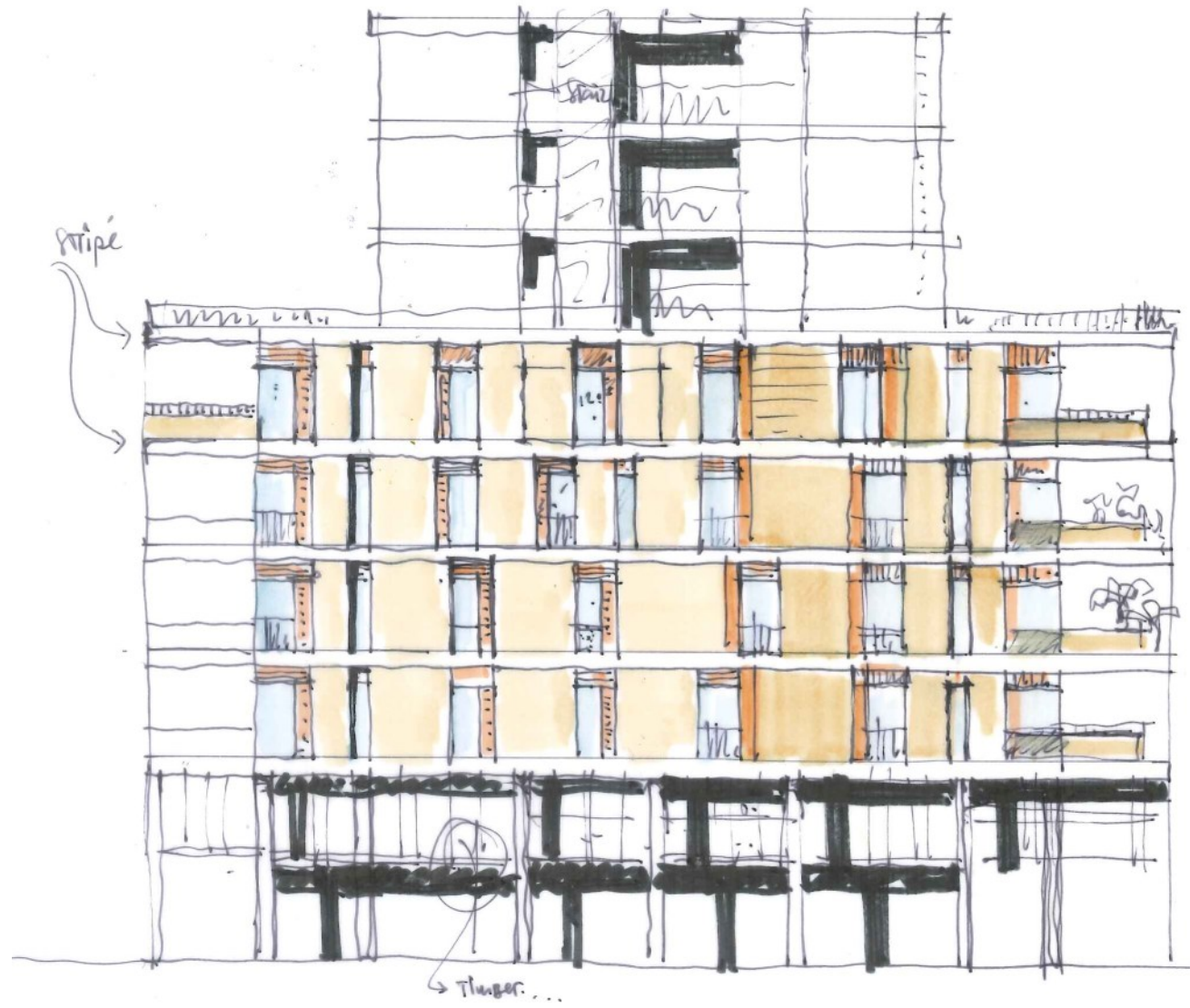


**Proposed Brick - Marziale Brick Wienerberger**

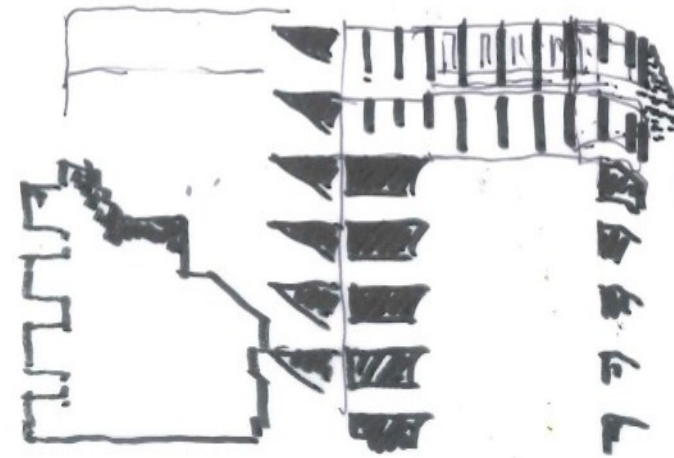
Marziale brick gives a classic look enriched by aesthetic variation in colour and texture. The bright buff tones are offset by distressed features, which give the impression of a weathered, traditional brick.



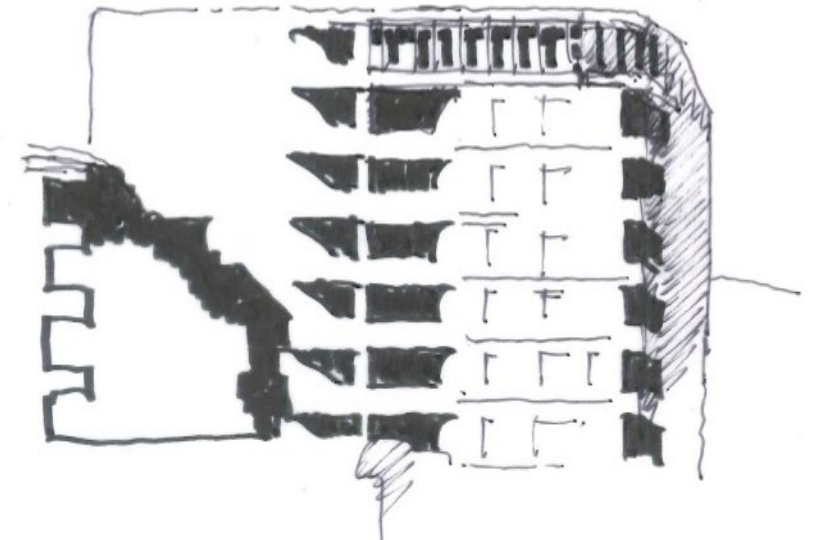
Elevational opening studies. Work in progress



Horizontal windows



Studies of treatment for the top floors



# CONCLUSION

The proposed development represents a high-quality, vibrant, and sustainable residential-led scheme on this allocated brownfield site. The design has evolved through thoughtful engagement with the local authority and community, responding sensitively to its context in terms of scale, form, and materiality.

Key design principles — such as sensitivity to context, accessibility, and sustainability — are embedded throughout. The scheme delivers inclusive, step-free homes with generous terraces, and imaginative landscape interventions.

The development is well-integrated with the wider Free Wharf project, contributing to a vibrant, mixed-use vision. A creative landscape strategy makes the most of limited ground-level opportunities, featuring a green frontage, privacy buffer, and carefully positioned trees. Communal spaces - including a landscaped fifth-floor terrace and green roofs - further enhance resident well-being and environmental performance.

Overall, the scheme provides much-needed housing in a well-thought-out, policy-compliant design, making a positive addition to the Brighton Road streetscape.





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