What is it all about?

Reason for consultation
West Sussex County Council has been progressing plans for the regeneration and development of the former Novartis employment site, Horsham, and is starting consultation on the proposed masterplan for the site. An innovative sustainable development is proposed, with high quality business space, local facilities and new homes. We are involving the local community and businesses to help shape the masterplan prior to submitting an outline planning application later in the year. This public exhibition is part of that ongoing process and we welcome your comments.

A new name for the next phase of development - Horsham Enterprise Park
We wish to move away from calling the site the ‘former Novartis site’, and are introducing the new name Horsham Enterprise Park for the outline planning phase. So far, we have been carrying out technical assessments on site and have produced draft masterplan proposals. We want to deliver a high quality place which benefits the existing community and attracts new investment into the town. This exhibition is an important stage of the process and we are here to listen to your views.

You can help us by looking at the display boards and giving us your views through:
• Discussing your ideas with members of the team
• Filling out a Feedback Form and placing it in the comments box or posting it to us
• Completing an online survey by visiting westsussex.gov.uk/horshamenterprisepark

The planning application
The County Council is proposing to submit an outline planning application for the development of the site, in the form of an illustrative masterplan and informed by a number of technical and environmental studies. The emerging proposals have the opportunity to include a range of uses, although what is finally included will be confirmed following consultation.

The site offers a number of opportunities including:
• Retention of the locally listed 1930s office building as a local landmark
• Up to 25,000 square metres of employment space, including high quality business space and an innovation hub/start up facility
• A mix of up to 300 new homes, including family housing and new apartments, which includes the conversion of the retained central buildings
• New local facilities, with café, potential crèche/nursery, and convenience retail, which could be accessed by the existing and future local residents and businesses
• Improved local traffic management
• Improved pedestrian and cycle links into and through the site
• Retention of landscape features and the creation of a new network of landscape and green space

Your views
We would like to hear your views and ideas as the masterplan is designed. The intention is to submit an outline planning application in late 2018. Further consultation will be carried out before it is submitted.

www.westsussex.gov.uk/horshamenterprisepark
The story so far

What has been happening?
West Sussex County Council purchased the former Novartis employment site in December 2016. The key driver for the Council’s investment in the acquisition was to build on the site’s long-established position as a major employment centre. The Council is committed to ensuring the site makes a significant contribution to creating and supporting jobs, providing high quality business space, and contributing to the West Sussex economy.

Some redevelopment of the former Novartis land holdings by Linden Homes is well under way, with the development of new homes on the former car park and social club north of Parsonage Road. With this in mind, the development on the County Council owned land south of Parsonage Road will be employment led. This would include new homes assisting with the viability of the development, and the creation of a welcoming place that integrates with adjoining residential areas.

The County Council has always been keen on preserving employment uses on the site – in particular ‘high value jobs’. When the site was initially purchased in 2016, this was envisaged through the development of a health and life sciences campus. Since then market conditions have changed.

Market analyses show that there is considerable local demand for high quality office space and this is now the County Council’s preferred aim for securing maximum employment opportunities and minimising development risk.

Planning
In progressing the masterplan for the site, careful consideration has been given to relevant planning policies. The Horsham District Planning Framework was adopted in 2015 and allocates the site for an educational facility with associated housing. The planning policy allows for alternative employment uses to be considered if education does not come forward. The District Council is currently preparing a new Local Plan with a likely adoption in Autumn 2021.

History
Novartis was founded in 1859 as the Society of Chemical Industry in Basel, with a later subsidiary formed in the UK under the name CIBA United Kingdom Ltd in 1968. The company established a new headquarters building in Horsham in the late 1930s, becoming Novartis in 1996 following a merger with Swiss chemical company Sandoz.

The Horsham site was in operation from the late 1930s and ceased operations in June 2014. At its peak the site employed some 1,400 people in Horsham, with over 400 people working on site at the point of closure in 2014.

A Horsham landmark
The site’s landmark building (No 3) was constructed to the designs of architects O’Donoghue and Halfhide in 1938 in a hybrid Art Deco/Arts and Crafts style. The building was clearly designed to make an imposing impression in its surroundings in Horsham and is the only physical remains of the company in this area.

Along with its avenue of cedar trees, the building provides a striking and recognisable feature for the site, and one which provides a strong sense of place and identity for the area. Therefore, it is important that these key features, including the avenue of cedars, are retained within the new development wherever possible.
A Vision

The former Novartis site provides a significant regeneration opportunity with a long-term sustainable future, to help deliver a range of employment and enterprise opportunities, a new local centre to serve the site and wider neighbourhood and opportunities for a range of new homes, including affordable as part of a new mixed-use neighbourhood.

Summary of potential opportunities

Development will accord to the following principles:
- Providing capacity to safeguard the economic growth of the area
- A strong destination with a mix of activities
- Regeneration of a formerly developed site
- Retention of a locally important landmark building
- Viable and sustainable change
- Improved quality of townscape
- Employment and business start-up opportunities
- Retained significant landscape features
- New landscape, including trees and green space
- A workable solution for the former Novartis site

Emerging illustrative masterplan

The emerging plan sets out the general approach based on three key zones of development:

Residential area - This would be focused around the retained avenue of cedar trees in the northern part of the site.

A central mixed-use zone - This would include the retention and conversion of the landmark art deco Building 3, which will be converted to residential apartments. Building 36 could also be retained and improved to include commercial and retail space on the ground floor (including a café) with apartments above.

An employment and enterprise zone - This would be to the south-east portion of the site near Parsonage Road.

As part of the development of the emerging masterplan, we have tested a range of approaches and mixes to help deliver the current illustrative proposals and mix of uses. This process has involved carrying out detailed technical assessments, including the investigation of ground conditions, traffic studies, heritage assessment, building surveys, ecology and visual impact.

Your thoughts?

We are asking you to look at the emerging illustrative masterplan, give your thoughts on the elements you like or do not like, and provide input into the design of a preferred masterplan for the area. There will be further opportunities to get involved as the masterplan design moves forward.

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A place to work

Delivering innovation and jobs
The primary objective of West Sussex County Council is to deliver high quality, innovative and sustainable employment and business opportunities at Horsham Enterprise Park. In order to help achieve this primary objective, the County Council will ensure the outline planning application clearly sets out how the implementation of new infrastructure and a range of employment facilities will be delivered to a high standard. This could include new Grade A offices, research and development space, serviced multi-user buildings, and/or an innovation centre for start-ups, freelancers, and future entrepreneurs.

A high quality place
The form of the development will need to respond to the character of the retained landmark and locally listed art deco Building 3 and ensure that a high quality environment is created with quality public realms, new tree planting, a square and green spaces.

In total, up to 25,000 square metres of new employment space will be provided, as well as associated infrastructure and facilities.

The new Enterprise Park will become a high quality and innovative campus for businesses and entrepreneurs

Examples of high quality employment buildings.
Examples of high quality employment building within tree-lined street.

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A variety of new homes

The land south of Wimblehurst Road and north of the retained central buildings (Building Nos 3 and 36), will have a residential focus. This will help to ensure the design of the development is responsive to the adjoining residential neighbourhoods. Nearby residents will be able to walk and cycle to the development, and local facilities will be provided, creating an integrated place for the benefit of the wider community.

A full range of new homes will be provided to cater for local need and families of all sizes. This will include houses and small apartment blocks. In total, up to 300 new homes, including 35% affordable, can be provided on site.

A large proportion of the space in the two retained buildings on the site will be used to create high quality apartments, extending and restoring this important local landmark.

New homes will be generally 2-3 storeys in height, with apartments of up to four storeys, to ensure that the scale does not impact upon adjoining areas or views of the art deco building.

Delivering choice for living on the former Novartis site is an integral part of the vision: Please let us know what you think.
A place to meet

A thriving business community

The regeneration of the former Novartis site needs to be sustainable and highly innovative if it is to attract businesses and new employment opportunities to Horsham.

A place to meet

This will include small scale commercial uses, small retail units and a café. This café will provide a meeting point for people living or working on the site, as well as being used by the wider community. This will help make the wider area a much more sustainable place, with a range of innovative facilities that can be reached by foot and cycle. Other opportunities could also include a local crèche/nursery to encourage flexible access to employment for parents of young children.

Community hub

West Sussex County Council aims to create a thriving living business community and to contribute to adjoining communities in Horsham. A successful development should deliver a broad range of facilities within easy reach on foot. The creation of a community hub on the ground floor of the retained Building 36 will provide a vibrant meeting point, as part of the landmark cluster of buildings at the heart of the development.

New local services are a vital component of the emerging masterplan.

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Opportunity for a small convenience store as part of a mixed-use centre.

Opportunity for a small private crèche or nursery as part of the mixed-use centre.

An innovative café at the heart of the development.

A café in the local centre will enable the creation of a vibrant heart to the area.

The proposed local centre will act as a meeting point for businesses and also provide a facility for the local communities.

The new mixed-use area will also be a point which helps to integrate the business community with the residential, creating a place for social interaction.

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A connected place

Sustainable principles

The proposed development should be well connected to the wider area and help improve access to public transport and create strong connections by foot and cycle. A Travel Plan is currently being produced which prioritises these objectives, and will also have regard to the emerging road and junction proposals for the wider area by West Sussex County Council Highways.

Restricted access for vehicles

Access by vehicles will be focused on the existing accesses into the site, though with key restrictions:

- There will be two separate vehicular accesses into the site, with "through access" only for emergency vehicles, pedestrians and cyclists.
- The Wimblehurst Road access will be improved and will be used for residents’ vehicles and for pedestrians and cyclists travelling anywhere within the site.
- The Parsonage Road access will be improved and will be the only access for vehicles for the employment area and proposed local facilities.
- A link for emergency vehicles between the two areas will be included.
- Additional access points will be provided along Parsonage Road for pedestrians and cyclists.

People friendly streets for all

The internal layout is proposed to be designed to ensure low traffic speeds and a supportive environment for walking and cycling. There could also be a dedicated cycle route through the site, which would provide an alternative to the existing cycle route along Parsonage Road.

Well located

The site is well located for journeys to local destinations such as the town centre, schools, and local train stations. The local street network and generally flat topography enable these journeys to be made by foot, cycle and public transport, including bus and train, with two stations (Horsham and Littlehaven) within easy reach. A pedestrian bridge over the rail line has been considered, with ground level changes and land ownerships making such a link very costly and difficult to deliver. For these reasons, a bridge has not been included in the masterplan.

Transport assessments and impacts

A transport assessment is under way to determine the impact of the development proposals and identify suitable walking and cycling improvements in line with local policy. This work will assess in detail the operation of local roads, and their associated junctions, and the level crossing on Parsonage Road.

This work is informed by:

- Recent traffic surveys
- Traffic modelling
- Local data regarding travel patterns that we have obtained from information sources including the Census
- Feedback from the local community through these consultation on the masterplan

The transport assessment will inform a package of measures to be delivered by the development, which may include both physical works and financial contributions. A travel plan will also set out a package of measures to encourage more local journeys to be made by sustainable modes of movement.

Parking

Car and cycle parking provision for the proposed development will have regard to Horsham District Council’s parking standards, local car ownership levels and visitor numbers. Sustainable movement and transport is an integral part of the vision, encouraging good access by foot and cycle.
Creating a new landscape

Where we live, work and play - the places around us affect our daily lives. Pleasant environments are enjoyable, inspiring places. They add economic value too, and should, if designed properly, contribute to the natural and physical quality of places. Great environments also contribute to far wider factors, such as tackling the cause and effects of climate change and energy and resource demand.

Environmental studies, including ground conditions, drainage, tree surveys and an ecological survey are well under way and the results to date have influenced the design of the emerging masterplan. The emerging masterplan therefore seeks to protect and create new local habitats and vegetation and includes:

- A high quality landscape and biodiversity setting
- A programme of biodiversity enhancements, including new green spaces and corridors
- A wide ranging scheme of perimeter landscaping, including enhanced hedgerows
- New sustainable drainage features
- Informal and formal public green space, including play provision as part of the residential development and parkland space as part of the employment campus
- Retained important landscape features and habitats, including the avenue of cedar trees
- New street planting and avenues throughout the development
- Public squares and spaces to improve the setting of the locally listed art deco Building 3

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A green place

Sense of place

The development will retain and re-use the existing locally listed historic art deco Building 3 with its tower feature. This will be a fundamental part of creating a high quality development with a strong sense of identity, combined with working with existing landscape features.

Retained landscape features will help add identity to the development.

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Proposed multi-purpose green space for amenity and biodiversity.

A view through the cedar avenue looking towards the front of the art deco Building 3. This creates a strong identity for the site and will be retained wherever possible.
Joint working
The comments we receive today and throughout the consultation process will help inform the final masterplan. There will be further opportunities to provide feedback prior to the submission of an outline planning application.

We welcome your comments
You can provide us with your comments today by completing a feedback form. Alternatively, you can send us your comments using one of the freepost envelopes provided, or go onto West Sussex County Council’s consultation hub:
westsussex.gov.uk/horshamenterprisepark

What happens next?

Second exhibition
We will be hosting a second drop-in public exhibition on Tuesday 30 October 2018, to show you progress prior to submitting an outline planning application. Come along to the Holbrook Club at any time between 12 noon and 8pm, to see how the development plans evolve.

Outline planning application
West Sussex County Council aims to submit an outline planning application by the end of 2018.

Contact
Please contact Communications Potential using the details below. Communications Potential has been employed by West Sussex County Council to manage the consultation process.

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If you are deaf or have difficulty hearing you can contact us via NGT Text Relay 18001 01243 777100 providing you have this app downloaded onto your PC, laptop or smartphone.

A refurbished Building 36 could incorporate both residential and ground floor commercial and local facilities.