

Former Novartis Site,
Parsonage Road, Horsham

Revised Heritage Statement

September 2025

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Report

Revised Heritage Statement

Site

Former Novartis Site,
Parsonage Road, Horsham

Client

Lovell Partnerships Ltd

Planning Authority

Horsham District Council

Grid reference

TQ 17835 31789

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1.0 Introduction

- 1.1 This Heritage Statement considers revisions to part of the scheme for the wider study site, currently in the process of being determined, at the *Former Novartis Site, Horsham*. The wider development includes new-build housing. This Heritage Statement considers the refurbishment of the Locally Listed *Novartis Building*, to the southeast of the study site. It is enclosed within a smaller section of the wider study site, described as the 'study site' (Figure 1).
- 1.2 Also considered is the impact upon those heritage assets in the wider setting within which the site is located. The building is located at *National Grid Reference TQ 17835 31789*. This report does not cover archaeology.
- 1.3 In accordance with the *National Planning Policy Framework* (NPPF 2025) and the requirement for applicants to describe the significance of heritage assets including contribution to setting, the report draws together available information on designated and non-designated heritage assets.
- 1.4 The assessment includes the results of a site visit, an examination of published records, charts historic land-use through a map regression exercise and considers relevant local and national policy and guidance.
- 1.5 *Historic England's 'Schedule of Listed Buildings'* has been consulted (online) and the relevant designated heritage assets located in the immediate vicinity are identified. The *Horsham District Council* website has been consulted to provide detail of Locally Listed Assets and Conservation Areas in proximity.
- 1.6 A site visit was undertaken when conditions were overcast but visibility was good. A few areas of the site and buildings were not fully accessible, but it is not considered that this would alter the outcome of this report.
- 1.7 The report enables relevant parties to assess the significance of designated and non-designated heritage assets within and in the vicinity of the study site, thus enabling potential impacts on these assets to be identified, along with the need for design solutions.

Location and Description

- 1.8 Access to the wider study site is located at *Wimblehurst Road* which lies to the northeast of *Horsham Town Centre*. It is bounded by railway lines to the south and further to the east, *Parsonage Road* to the north, and *Wimblehurst Road* to the west. Main access is from the west (Figure 1).
- 1.9 The wider study site originally contained several large modern industrial and laboratory buildings dating from the mid-to late 20th century, some of which have been demolished.

- 1.10** This report ought to be read with other documentation submitted with this application, in particular the architects' drawings, DAS, the landscape architects' proposals and Planning Statement.
- 1.11** The ***Novartis Building of 1938*** (Plate 2) together with its ***extension of 1985*** (Plate 4) were the first buildings constructed on the wider site. The 1939 building is included on the Horsham Council '*List of locally important historic buildings*' (2011). As a result of this, it is identified as a non-designated heritage asset, or a Locally Listed Building.
- 1.12** The building was built in 1939. It is three storeys high, constructed of brick with a clay-tiled pitched roof. Its main feature is a central tower. The plan was originally E-shaped until the later extension was constructed. In 1985, a five-storey wing by the Manchester-based architects, *Cruikshank and Seward*, was added, creating an enclosed internal courtyard (Plate 4).
- 1.13** The main feature of its wider setting is the ***tree-lined driveway*** (Plate 1) which runs from the *Wimblehurst Road* entrance directly to the central entrance of the subject building. The route is flanked by mature cedar trees which create a formal approach to the heritage asset.
- 1.14** At the *Wimblehurst Road* entrance were a pair of ***Gate Lodges*** built at the same time as the main building. They were connected by ***brick gate piers and decorative iron gates***. This symmetrical entrance leads to the central access to the main Novartis Building. The entrance, including the *Gate Lodges* together with the tree-lined driveway, are the primary element of the setting of the heritage asset. The *Gate Lodges* were considered to have negligible architectural value and have been demolished, although the principle of their location is reflected in the proposed scheme on the wider site.
- 1.15** The ***Richmond Road Conservation Area*** (Plate 6) lies to the south of the site. Its significance is set out in the '*Richmond Road Conservation Area Appraisal and Management Plan*'. Primarily a residential area, it is characterised by substantial detached late-19th and early-20th century properties within gardens.
- 1.16** Another Locally Listed Building is ***Wimblehurst Lodge*** (Plate 5) to the north of the study site. It is one of the former Gate Lodges to *Wimblehurst House*, now demolished.
- 1.17** There are no designated heritage assets within the immediate setting of the site. The Grade II Listed ***College of Richard Collyer*** lies to the southwest, at some distance from the study site.
- 1.18** The town of Horsham including ***Horsham Conservation Area*** which has many heritage assets, both designated and non-designated, is some way south of the study site, beyond the railway line and residential areas.

- 1.19** Since the earlier application was first submitted, inspection has been carried out to the fabric of the Locally Listed heritage asset, Novartis House. This has disclosed structural inadequacy in the 'wings' flanking the central Clock Tower. In addition, development of the detail design, together with variations to guidelines since time of approval, has indicated that these flanking structures will not, without very considerable alteration, comply with current standards, particularly in relation to accessibility. Details of these inadequacies are set out in other documentation within this application.
- 1.20** As a result of this recent information, it is proposed to demolish and rebuild the side wings of Novartis House. The proposals for their replacement will reflect the existing footprint, storey heights and horizontal emphasis. There are some slightly varied levels to improve accessibility and safety issues such as window cill levels. Its impact upon the significance of Novartis House will be assessed.
- 1.21** The tree-lined driveway (Plate 1) remains an important feature in the site, providing a vista at the end of which is the locally listed *Novartis Building* (Plate 2), or *Novartis House*, as it is referred to in this report. In particular, the Clock Tower provides a central focus for the vista. It is not proposed for demolition.
- 1.22** This report follows Historic England's guidelines in that the extent of information in a Heritage Statement ought to reflect the subject's significance. There are no designated heritage assets within the area of the study site, nor in close proximity. There is one Locally Listed asset within the study site which is the subject of this application.
- 1.23** Both designated and non-designated assets and a Conservation Area are in the much wider setting, primarily beyond railway lines to the southwest. Thus, the report provides information commensurate with this extent of assets of significance.

2.0 Planning Background and Development Plan Framework

Planning (Listed Building and Conservation Areas) Act 1990

2.1 The *Planning (Listed Building and Conservation Areas) Act 1990* sets out broad policies and obligations relevant to the protection of Listed Buildings and Conservation Areas and their settings.

2.2 Section 66(1) states:

In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

2.3 Section 69 of the Act requires local authorities to define as conservation areas any *areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance* and Section 72 gives local authorities a general duty to pay special attention *to the desirability of preserving or enhancing the character or appearance of that area* in exercising their planning functions. These duties are taken to apply only within a Conservation Area. The Act does not make specific provision with regard to the setting of a Conservation Area, that is provided by the policy framework outlined below.

National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG)

2.4 Government policy in relation to the historic environment is outlined in Section 16 of the *National Planning Policy Framework 2025(NPPF)*, entitled *Conserving and Enhancing the Historic Environment*. This provides guidance for planning authorities, property owners, developers and others on the conservation and investigation of heritage assets. Overall, the objectives of Section 16 of the NPPF can be summarised as seeking the:

- Delivery of sustainable development;
- understanding the wider social, cultural, economic and environmental benefits brought by the conservation of the historic environment;
- conservation of England's heritage assets in a manner appropriate to their significance; and
- recognition of the contribution that heritage assets make to our knowledge and understanding of the past.

2.5 Section 16 of the NPPF recognises that intelligently managed change may sometimes be necessary if heritage assets are to be maintained for the long term.

- 2.6** Paragraph 207 states that planning decisions should be based on the significance of the heritage asset, and that the level of detail supplied by an applicant should be proportionate to the importance of the asset and should be no more than sufficient to understand the potential impact of the proposal upon the significance of that asset.
- 2.7** *Heritage Assets* are defined in Annex 2 as a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage assets include designated heritage assets and assets identified by the local planning authority (including local listing).
- 2.8** *Designated Heritage Assets* comprise: World Heritage Sites, Scheduled Monuments, Listed Buildings, Protected Wreck Sites, Registered Parks and Gardens, Registered Battlefields and Conservation Areas.
- 2.9** *Significance* is defined as: the value of a heritage asset to this and future generations because of its heritage interest. This interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.
- 2.10** *Setting* is defined as: the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve.
- 2.11** Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.
- 2.12** The NPPF is supported by the *National Planning Policy Guidance* (NPPG). In relation to the historic environment, paragraph 18a-001 states that:
- Protecting and enhancing the historic environment is an important component of the National Planning Policy Framework's drive to achieve sustainable development (as defined in Paragraphs 6-10). The appropriate conservation of heritage assets forms one of the 'Core Planning Principles'.*
- 2.13** Paragraph 18a-002 makes a clear statement that any decisions relating to Listed Buildings and their settings and Conservation Areas must address the statutory considerations of the *Planning (Listed Buildings and Conservation Areas) Act 1990*, as well as satisfying the relevant policies within the National Planning Policy Framework and the Local Plan.
- 2.14** Paragraph 18a-013 outlines that the assessment of the impact of a proposed development on the setting of a heritage asset needs to take into account and be proportionate to the significance of the asset being considered, and the

degree to which the proposed development enhances or detracts from the significance of the asset and the ability to appreciate the significance.

2.15 The NPPG outlines that although the extent and importance of setting is often expressed in visual terms, it can also be influenced by other factors such as noise, dust and vibration. Historic relationships between places can also be an important factor stressing ties between places that may have limited or no intervisibility with each other. This may be historic as well as aesthetic connections that contribute or enhance the significance of one or more of the heritage assets.

2.16 Paragraph 18a-013 concludes:

The contribution that setting makes to the significance of the heritage asset does not depend on there being public rights or an ability to access or experience that setting. This will vary over time and according to circumstance. When assessing any application for development which may affect the setting of a heritage asset, local planning authorities may need to consider the implications of cumulative change. They may also need to consider the fact that developments which materially detract from the asset's significance may also damage its economic viability now, or in the future, thereby threatening its on-going conservation.

2.17 The key test in NPPF paragraphs 212 – 215 is whether a proposed development will result in substantial harm or less than substantial harm. However, substantial harm is not defined in the NPPF. Paragraph 18a-017 of the NPPG provides additional guidance on substantial harm. It states:

What matters in assessing if a proposal causes substantial harm is the impact on the significance of the heritage asset. As the National Planning Policy Framework makes clear, significance derives not only from a heritage asset's physical presence, but also from its setting. Whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework.

In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest. It is the degree of harm to the asset's significance rather than the scale of the development that is to be assessed.

2.18 Paragraph 215 of the NPPF outlines that where a proposed development results in less than substantial harm to the significance of a heritage asset, the harm arising should be weighed against the public benefits accruing from the

proposed development. Paragraph 18a-020 of the NPPG outlines what is meant by public benefits:

Public benefits may follow from many developments and could be anything that delivers economic, social or environmental progress as described in the National Planning Policy Framework (Paragraph 7). Public benefits should flow from the proposed development. They should be of a nature or scale to be of benefit to the public at large and should not just be a private benefit. However, benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.

2.19 Paragraph 216 states:

the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

- 2.20** In considering any planning application for development, the planning authority will be mindful of the framework set by government policy, in this instance the NPPF, by current Development Plan Policy and by other material considerations.

Local Planning Policy

- 2.21** The relevant document is the *Horsham District Planning Framework (HDPF)* of November 2015 and the *General Developments Control Policies* of 2007. This replaced the Core Strategy

- 2.22** *Horsham District Council Local Planning Authority* area is covered by the heritage policies of the *Horsham District Planning Framework* – November 2015. The HDPF was adopted in November 2015 to replace the Core Strategy and General Development Control Policies documents, both adopted 2007. The Framework contains the following relevant policies;

2.23 Policy 34: Cultural and Heritage Assets

'The Council recognises that heritage assets are an irreplaceable resource, and as such the Council will sustain and enhance its historic environment through positive management of development affecting heritage assets. Applications for such development will be required to:

1. *Make reference to the significance of the asset, including drawing from research and documentation such as the West Sussex Historic Environment Record;*

2. *Reflect the current best practice guidance produced by English Heritage and Conservation Area Character Statements;*
3. *Reinforce the special character of the district's historic environment through appropriate siting, scale, form and design; including the use of traditional materials and techniques;*
4. *Make a positive contribution to the character and distinctiveness of the area, and ensuring that development in conservation areas is consistent with the special character of those areas;*
5. *Preserve, and ensure clear legibility of, locally distinctive vernacular building forms and their settings, features, fabric and materials;*
6. *Secure the viable and sustainable future of heritage assets through continued preservation by uses that are consistent with the significance of the heritage asset;*
7. *Retain and improves the setting of heritage assets, including views, public rights of way, trees and landscape features, including historic public realm features; and*
8. *Ensure appropriate archaeological research, investigation, recording and reporting of both above and below-ground archaeology, and retention where required, with any assessment provided as appropriate.*

2.24 Chapter 11 concerns Heritage and *Strategic Policy 32 - Development Quality* notes that ‘*High-quality and inclusive design for all development in the District will be required based on a clear understanding of the local, physical, social, economic, environmental and policy context. In particular, development will be supported provided that it meets all the following relevant criteria:*

1. *It provides an attractive, functional, accessible, safe and adaptable environment in accordance with the principles of the National Design Guide, or any future updates;*
2. *It complements and responds to locally distinctive characters and heritage of the District. In appropriate locations where context permits, contemporary architecture can be considered*

Other Guidance

Historic Environment Good Practice Advice In Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (Historic England 2015).

2.25 The purpose of this document is to provide information to assist local authorities, planning and other consultants, owners, applicants and other interested parties in implementing historic environment policy in the NPPF and NPPG. It outlines a six-stage process to the assembly and analysis of relevant information relating to heritage assets potentially affected by a proposed development:

- Understand the significance of the affected assets;
- Understand the impact of the proposal on that significance;
- Avoid, minimise and mitigate impact in a way that meets the objectives of the NPPF;
- Look for opportunities to better reveal or enhance significance;
- Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change; and
- Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.

Historic Environment Good Practice Advice In Planning Note 3: The Setting of Heritage Assets (Historic England 2017)

2.26 Historic England's Historic Environment Good Practice Advice in Planning Note 3 provides guidance on the management of change within the setting of heritage assets.

2.27 The document restates the definition of setting as outlined in Annex 2 of the NPPF. Setting is also described as being a separate term to curtilage, character and context; while it is largely a visual term, setting, and thus the way in which an asset is experienced, can also be affected by noise, vibration, odour and other factors.

2.28 The document makes it clear that setting is not a heritage asset, nor is it a heritage designation, though land within a setting may itself be designated. Its importance lies in what the setting contributes to the significance of a heritage asset.

2.29 The Good Practice Advice Note sets out a five-stage process for assessing the implications of proposed developments on setting:

1. *Identification of heritage assets which are likely to be affected by proposals;*
2. *Assessment of whether and what contribution the setting makes to the significance of a heritage asset;*
3. *Assessing the effects of proposed development on the significance of a heritage asset;*

4. *Maximising enhancement and reduction of harm on the setting of heritage assets; and*
5. *Making and documenting the decision and monitoring outcomes*

2.30 The guidance reiterates the NPPF in stating that where developments affecting the setting of heritage assets result in a level of harm to significance, this harm, whether substantial or less than substantial, should be weighed against the public benefits of the scheme.

3.0 Historical Context and Location of Heritage Assets

Introduction

- 3.1 The following section presents a historical development of the site and wider area through the results of a map regression exercise and review of relevant background documentation.
- 3.2 The location of designated and non-designated heritage assets within and surrounding the site are also discussed below; these are shown on Figure 2.

Historical Background

Horsham

- 3.3 Horsham was established as a settlement of note by 1235. It was related to important routes which allowed it to become prolific as a centre of trading. Its prosperity reduced over time, but by the 18th and 19th centuries, the advent of the railways and Horsham's pivotal location at the junctions of various routes, introduced a new era of prosperity.
- 3.4 Industrial processes, particularly for construction materials, were important. Historic maps including the *Ordnance Survey Map of 1880* (Figure 3), illustrate a brick field further to the southeast. Horsham Iron Works and sawmills were also located on the opposite side of the railway.
- 3.5 By the mid-19th century, the *Arun Valley and Sutton and Mole Lines* were established. They terminated at either *London Bridge* or *London Victoria Stations*, both important termini for the *City of London*.
- 3.6 These developments re-established *Horsham* as a centre of productivity serving, via the railway, other areas including London. Transport links also eventually allowed the town to become a commuter town for larger centres including London.

The Study Site

- 3.7 The wider study site is defined by the railway lines to the southwest and east. In the 19th century, the *1879 Ordnance Survey Map* (Figure 3) illustrates the railway line cutting across historic fields belonging to *Well Mill Farm* and *Angus's Farm*.
- 3.8 Despite the advent of the railway and several brick pits, the area remained largely agricultural with scattered farmsteads. Small settlements expanded, particularly to the west of the study site, from the early 19th century, as shown in the *1912 Ordnance Survey Map* (Figure 4).

- 3.9** The *1938 Ordnance Survey Map* (Figure 5) illustrates the development which defines the study site as it is recognised today, with the construction of the subject building at the head of the entrance drive. The two, now demolished, gate lodges, are located to the northwest of the non-designated heritage asset.
- 3.10** Development, particularly residential, was gradually increasing in the surrounding area. The *Ordnance Survey Map of 1960* (Figure 6) illustrates some agricultural land remaining. However, just over 20 years later, the *Ordnance Survey Map of 1982* (Figure 7) shows that remaining open spaces were restricted to playing fields, parks and the small area of landscaping of the study site.
- 3.11** With the exception of the demolition of the buildings to the southeast of the study site, there is room for little further development since 1982. The *Ordnance Survey Map of 2000* (Figure 8) and *Ordnance Survey Map of 2024* (Figure 9), suggest only minor alterations to the urban density and layout.

Novartis House (Building 3)

- 3.12** *Novartis House* (Plate 2) is located on the wider site, but within the site of Phase 2 of the works but the site of Phase 1 constitutes a major element within its setting. Founded in 1859, *Novartis* was initially the *Society of Chemical Industry* in Basel. In 1968, a UK subsidiary was created known as *CIBA United Kingdom Ltd.* In 1996, the company was renamed *Novartis* as a result of a merger with Swiss company *Sandoz*.
- 3.13** In the late 1930s, the company selected Horsham as the location for its headquarters. The building was constructed to the designs of *O'Donoghue and Halfhide*, noted as 'laboratories' on the *Ordnance Survey Map of 1938* (Figure 5).
- 3.14** Originally an 'E' shaped structure, *Novartis House* was the sole building, apart from the gate lodges, on the wider site when first constructed. The *Ordnance Survey Map of 1982* (Figure 7) suggests that the surrounding land was later further developed with additional buildings. These include three rectangular structures and a smaller building.
- 3.15** These are also illustrated in later maps including the *Ordnance Survey Map of 2000* (Figure 8), in which one of the earlier structures has been enlarged and an additional smaller building is added.
- 3.16** By 2024, the *Ordnance Survey Map of 2024* (Figure 9), indicates that the buildings, additional to the Locally Listed Building, have all been demolished, leaving *Novartis House* and the remnants of the tree-lined driveway, intact.

- 3.17** Maps of the latter part of the 20th century show that several additional large buildings were constructed to support the enterprise. In particular, the extension of 1985 (Building 36), enclosed the courtyard created by the original 'E' shaped building as shown in the *Ordnance Survey Map of 2000* (Figure 8).
- 3.18** Constructed by *Cruickshank and Seward*, a firm of architects from Manchester who specialised in urban development, it reflected the scale and rhythm of the original building in a late 20th century idiom but somehow appears lacklustre against the 1930's building.
- 3.19** A Planning Committee report of 6th August 2019 noted that '*Building 3 is included in Horsham's List of Locally Important Historic Buildings and is considered of merit due to its art deco appearance with a large clock tower facing east*'.
- 3.20** It continues '*the historic building is retained to reflect the site's past industrial heritage*'. Building 36, the later extension, is not included within the Local Listing.
- 3.21** As previously noted, the study site gradually acquired additional structures, as suggested by the *OS Map of 1982* (Figure 7). The company withdrew from the study site in June 2014, *West Sussex County Council* acquiring the site in 2016. The majority of its buildings were demolished prior to handover, apart from Building 3, which was Novartis' first structure on the study site, together with its extension, Building 36.
- 3.22** The constant factor in the setting of the heritage asset, from the date of its construction, is the tree-lined driveway running southeast from the main entrance at Wimblehurst Road (Plate 1).

Other heritage assets

- 3.23** Heritage assets in the vicinity include Locally Listed *Wimblehurst Lodge*, Grade II Listed *Richard Collyer College* and the *Richmond Road Conservation Area*.

4.0 Proposed Development and Potential Impact on Heritage Assets

Background

- 4.1** This section identifies and assesses the impacts of the proposal on the significance of the heritage assets located in the vicinity of the subject site. In assessing the heritage impacts of the proposal, the relevant policies cited in section 2.0 have been referenced.

The Proposed Development

- 4.2** The proposed development comprises the demolition of the 'wings' to the Locally Listed *Novartis House*, and construction of new 'wings'. These largely follow the footprint, height and floor levels of the existing structure, with some minor alterations to improve accessibility and comply with current standards.
- 4.3** *The Design and Access Statement* will set out the detailed reasons The proposed replacement for the flanking wings to the central clock tower for any variations, but the intention is, as far as possible, to repeat the proportions of the existing.
- 4.4** This format is a very common device, use in the early part of the 20th century, for Civic and Commercial buildings. The central Clock Tower provided a focal point, which often became a local landmark, as Novartis House has. The wings provided flexible areas for office or manufacturing space.
- 4.5** The design retains this principle, reflecting without reproducing the art-deco style of the origin. The proposals avoid a pastiche which would undermine the design of the original but respects its style, scale and detail, identifying a new era in the building's history. The proposals reflect the following aspects of the existing scheme:
- Highlighting the contrast between the vertical central Clock Tower and the horizontality of the flanking wings, executed by providing;
 - a strong base in a darker shade of brickwork,
 - brick detailing to reinforce the linear emphasis,
 - repetitive detailing to strengthen the dominating horizontality and
 - a rooftop storey, set back and clad in different material to identify it as a later addition without reducing the original form of the façade.

These intentions and resulting impact are further described in more detail in the next section.

- 4.6** As noted in Section 1, there is one non-designated heritage asset on the study site, the impact of the proposed works upon this asset having been previously assessed.
- 4.7** There are several other heritage assets in its much wider vicinity, together with the *Richmond Road Conservation Area* to the south. The proposed development, therefore, has the potential to impact on the settings and significance of the heritage assets identified.
- 4.8** In order to understand how any new development could affect the significance of these heritage assets, it is important to understand the specific heritage values which combine to inform that significance. An understanding of the contribution setting makes to its significance is also considered.

Heritage Assets

Former Novartis Building

- 4.9** The former Novartis Building (Plate 2) is the only heritage asset in immediate proximity to the study site. It is described in the '*Horsham Town Local List*' 2011, as

Novartis, Wimblehurst Road, Horsham

The original pharmaceutical building remaining on the site facing Wimblehurst Road. Built in pale buff brick to a modern international style, typical of the interwar period. The tall central tower over the doorway forms a focal point to the long drive from the entrance. c. 1939.

- 4.10** It reflects the influence of Scandinavian architecture, combining both the Arts and Crafts and Art Deco movements in a pared-down design. Constructed of brick in a buff colour with red brick up to ground-floor window cill level and detail, glazed bricks decorate the tower and entrance. It has six-pane windows to the northwest elevation which have a lower central opening light (Plate 3).
- 4.11** A pitched slate roof and defined northeast and southwest entrances, enhance the symmetry of the building. Some areas of the interior retain construction detail, including the staircase entrance hall, glazed screens and a decorative ceiling.
- 4.12** The plan followed similar pre-second World War buildings, being a central tower, modulated to give a vertical emphasis. To either side of this tower were lower contrasting horizontal symmetrical blocks.

- 4.13** The concept related to early and mid-20th century Scandinavian design, a style which also influenced many similar designs, including the *GSK Building* on the Great West Road in London and *Walthamstow Town Hall*. It is designed as a landmark building, expressing both commercial and civic qualities.
- 4.14** Whilst it is obvious that the intention was to respond to the earlier building in a contemporary style, the 1985 extension (Plate 4) is less distinguished and included only as it is physically attached to the heritage asset.
- 4.15** The values which contribute to the significance of the building are assessed in relation to it being locally listed. The later extension is not included within this assessment as it is not considered to be of the same significance as the original building. It is proposed to be removed as it does not contribute to the significance of the heritage asset.
- 4.16** In its local context, *Novartis House* is of medium architectural value in its reflection of a pre-World War II interest in Art Deco influenced design, characterised by wings flanking a central tower. This central emphasis relates particularly to the vista along the driveway from the main entrance to the west.
- 4.17** Its historic value lies in its importance as an element of Horsham's ability to draw in an international company to construct its headquarters. This reflects the town's quality as a desirable place to live and work, with important rail connections.
- 4.18** At its height, several thousand people were employed on the full site (the study site plus the area to its southeast). It was a recognisable landmark, easily identifiable by its imposing entrance, and its height. Its historic value is therefore assessed as being medium in the local context.

Impact of the Development on the significance of Novartis House (Building 3)

- 4.19** The proposals for works to Novartis House include:
- *Retention and restoration of the Clock Tower fabric, existing remaining internal features, and existing structural frame.*
 - *Conversion of central tower above main stairwell, openings in tower to accommodate conversion.*
 - *Removal of wings attached to Clock Tower.*
 - *Replacement of wings with new structures which reflect the original building envelopes, horizontal emphasis and levels.*
 - *Design, detail and materials of the proposed wings to reflect the art-deco style of the original. The extensions illustrate the historic origins of the earlier building within a modern context.*

- 4.20** Thus, the proposals, being direct works to the fabric of the Locally Listed heritage asset, are extensive, with the potential to impact the significance of the asset.
- 4.21** Considering the overall form of the proposals, an important feature of the existing building is the horizontal emphasis of the wings, compared to the vertical emphasis of the Clock Tower. This is repeated in the proposed works with brickwork detail and cills being continuous, providing the linear emphasis stressed in contrast to the Clock Tower.
- 4.22** The materials selected both reinforce this horizontal emphasis and reflect the materials used in the original structures. A darker red brickwork is used at the base of the building. This both reflects the existing structure and also provides a 'plinth' effect, weighting the base of the building and stressing the contrast with the Clock Tower.
- 4.23** Above this base the brickworks changes to a lighter brown shade, reducing the visual impact of the bulk of the building above base level, and providing a subtle contrast. Brick detail and cills stress the horizontal emphasis. The uniformity of the windows creates a repetition which does not detract from the linear emphasis of the wings.
- 4.24** The recessed rooftop storey identifies itself as a new element within the development of the building as a result of contrasting materials and being set back from the main facade. Thus, whilst there are varied layers of construction within the façade, the overwhelming impression is initially of a horizontal emphasis, with further inspection revealing different levels of visual interest.
- 4.25** The Clock Tower therefore retains its position as the primary feature of the non-designated heritage asset in its Local Listing. Its refurbishment and design of the replacement wings, both retains this dominance and enhances important detail internally and externally.
- 4.26** The retention and refurbishment of interior detail to the central tower entrance area will also enhance the significance of the building. Whilst much of the detail has been lost in other areas, its retention in this significant area is an enhancement of its architectural value.
- 4.27** Any loss of historic fabric normally indicates a level of substantial harm. The loss of the wings has the potential to cause significant impact to the architectural value of the building. However, it must also be taken into account that a very extensive reconstruction would have been required to render the buildings fit for purpose, and much fabric would have been lost.

- 4.28** The proposed design carefully reflects the original buildings. These were intended as associated structures to the primary element, the Clock Tower, and they retain this original design purpose. The careful modulation of the proportions, detailing and selection of materials, present an appropriate replacement.
- 4.29** The overall works do exert an impact upon the heritage asset. However, taking into consideration the extent of work which would have been required to render the wings serviceable, and the quality of their replacement which mitigates the impact, the level might be assessed at less than substantial harm.
- 4.30** However, this must be balanced against the enhancement of the building's significance by its repair, refurbishment and securing its future with a new use. This is in addition to other public benefits, including providing residences which are structurally sound and comply with current standards. Public benefits are not discussed in this report but are set out elsewhere in this application.
- 4.31** The historic value, as a local landmark of value to the community, is not harmed by the proposed works. It might be considered that the refurbishment of the primary visible element of the heritage asset, the Clock Tower, and bringing the building and its associated site, back into beneficial purpose, is an enhancement of the heritage asset's historic value and thus, its significance.

Other heritage assets in the wider vicinity

Listed and Locally Listed Buildings

- 4.32** **Wimblehurst Lodge**, which is also Locally Listed, is to the northeast along *Wimblehurst Road*. It is the remnant of the house, now demolished, for which it was once the Gate Lodge. It can be seen in 19th century Ordnance Survey Maps. On Figure 3, the *Ordnance Survey Map of 1879* shows the main house and a summer house. The *Ordnance Survey Map of 1912* (Figure 4) suggests that the house had been extended, with the farm added the north.
- 4.33** It remains on the maps of 1938 (Figure 5) and 1961 (Figure 6). However, by 1961, the *Ordnance Survey Map of 1961* (Figure 6), it is no longer in evidence, new development suggesting it was demolished some time earlier.
- 4.34** It is noted in its local listing as being the '*original Gate House for Wimblehurst House (now demolished) built in the Edwardian Tudor revival style. Two storey, brick with tile hanging at first floor. Half timber gables, projecting oriel window. Timber sliding sash windows with leaded lights. Set in mature gardens, behind a low brick wall c. 1880*'.

- 4.35** The heritage asset is screened by mature trees and shrubs from the study site, which together with a road junction intervening, result in there being negligible impact upon the heritage asset from development in its setting (Plate 5).
- 4.36** However, any limited glimpses of the wider site from Wimblehurst Lodge will be immediately of trees and low-level buildings which interact with the street frontage. There may be a limited view of the Clock Tower, and some perception of the wings, but this will not be perceived differently from the existing view.
- 4.37** The *College of Richard Colyer* is Grade II listed and located to the west of the study site. It is at too great a distance and across the substantial barrier of the railway lines, to be impacted by development in their setting.

Conservation Areas

- 4.38** As noted previously, there are several heritage assets in the wider vicinity. *Richmond Road Conservation Area* is closest to the study site, its north-eastern boundary located on the opposite side of the railway lines extending to approximately half of the length of the southwest boundary to the study site.
- 4.39** The '*Richmond Road Conservation Area Appraisal and Management Plan*', 2022, notes that '*The Richmond Road Conservation Area is unusual within the locality as the Conservation Area, in its original form, has no statutory listed buildings within its boundaries*'.
- 4.40** It continues '*Wimblehurst Road appears to be the oldest part of the Conservation Area, providing access to the now demolished estate and mansion of Wimblehurst. The historic maps indicate that the land which was to become the Conservation Area was occupied by individual farms some of which later lent their names to the residential developments that replaced them*'.
- 4.41** It also sets out the following as the '*Summary of Special Interest*':
- *The key positive characteristics of the Richmond Road Conservation Area are identified in detail in Part I (Appraisal) but can also be summarised as follows:*
 - *The street pattern, and associated tree planting create a strong sense of place.*
 - *The buildings within the Conservation Areas use a similar palette of high quality materials and plan form which creates a rhythm and unity of design.*

- 4.42** Despite its relative proximity, it is separated from the study site by both the railway lines and associated heavy screening from trees and shrubs. There is very restricted intervisibility.
- 4.43** Although there is negligible intervisibility, there may be some limited views of the Clock Tower. These will not be altered by the proposed works thus there is no impact upon the Conservation Area.

5.0 Summary and Conclusions

- 5.1** *Horsham* was established as a settlement by Medieval times, and it flourished as result of its strategic location in relation to important routes which generated trading. By the 19th century, the advent of the railways introduced a new element of enterprise to Horsham.
- 5.2** As a result of its central location, easy access to London and establishment as an attractive place to live, Horsham attracted important companies, of which *Novartis* was one.
- 5.3** The company made its headquarters on the study site, and by 1938, had established the building, *Novartis House*, which is now locally listed. It is a brick-built, pitched roofed and originally an 'E' shaped building, with the central tower flanked by lower, horizontal wings.
- 5.4** These were a popular building form, influenced by the Arts and Crafts Movement, Art Deco and Scandinavian Architecture. A later extension of 1985 is acknowledged as reflecting the heritage asset in a late 20th century idiom, but it does not reach the standard of the earlier building and, as such, is not included within the Local Listing description.
- 5.5** The proposals are to remove the two wings to the Clock Tower, as a result of structural instability and non-compliance with current standards. The replacement wings reflect the envelope, detail and materials of the existing, but are structurally sound and comply with current guidelines.
- 5.6** The proposals retain the dominant feature of the Clock Tower as existing, although refurbished. The propose adjoining wings provide the context of the tower in a modern idiom. They also provide residences which comply with guidelines, the public benefit of which will be discussed in other documents within this application.
- 5.7** The Clock Tower retains its pre-eminent position within the study site, and its landmark status locally. It is reinstated as the centrepiece of the development. Thus, whilst removal of historic fabric is often assessed as substantial harm, the considered design of the proposed wings and refurbishment of the Clock Tower, might be considered to reduce that level to less than substantial harm. The revival of the heritage asset provides a new use to secure its future which might be viewed as an enhancement to its significance.
- 5.8** Other heritage assets in the wider vicinity include *the Richmond Road Conservation Area*, the Locally Listed *Wimblehurst Lodge* and the Grade II Listed *Richard Colyer School*.

- 5.9** All are substantially or completely screened by built form, railway lines and planting, and have no other connections which indicate setting. It was therefore assessed that negligible impact was caused by development in their setting.
- 5.10** Thus, it was concluded that the proposals comply with the relevant local and national legislation and guidance. The Planning Statement will set out the public benefits of the proposals.

Sources

Archive

National Archives, Kew

Websites

Heritage Gateway - www.heritagegateway.org.uk

Historic England - The National Heritage List for England -
historicengland.org.uk/listing/the list

Bibliographic

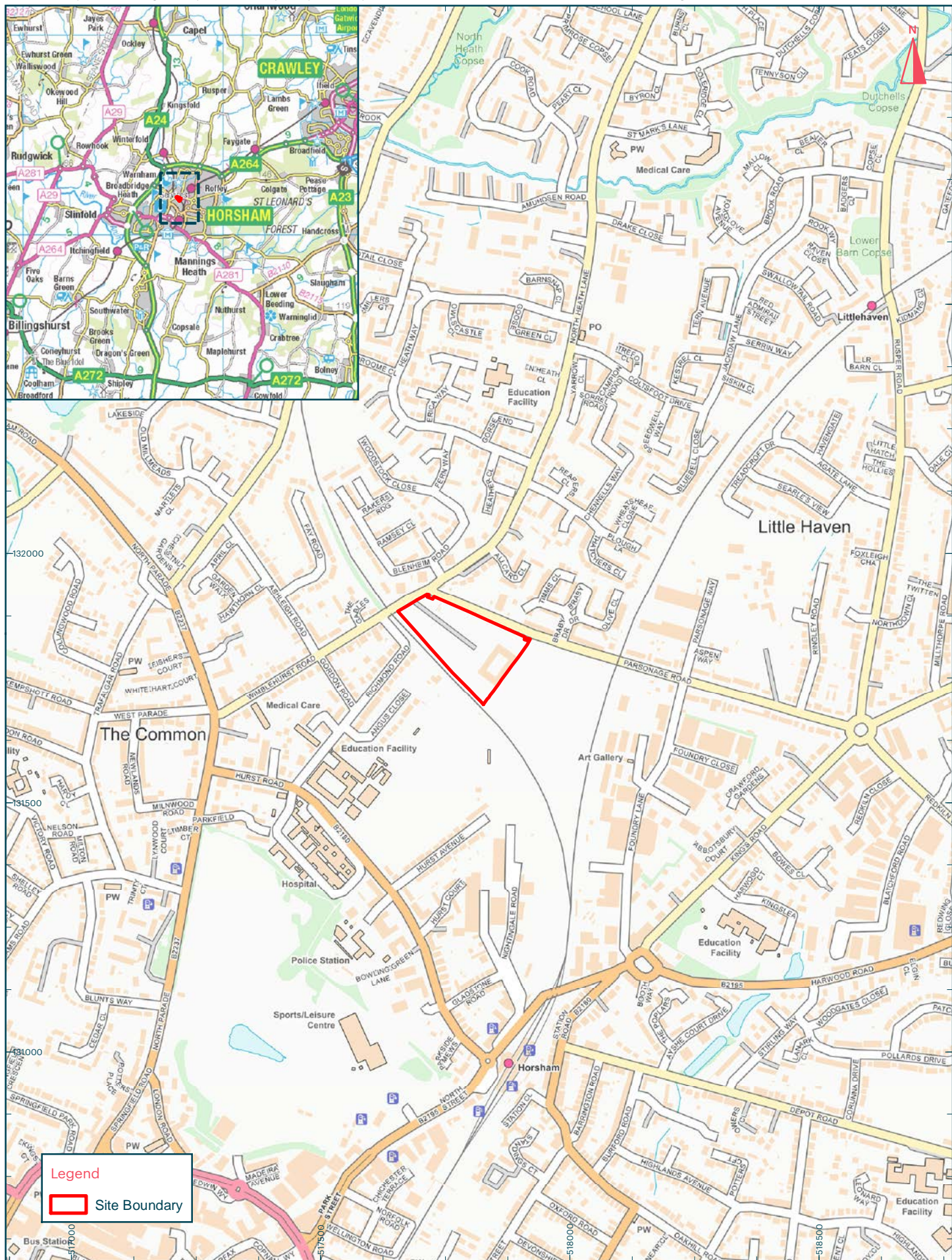
Horsham Town Local List

Horsham District Planning Framework (2015)

Pevsner Architectural Guides: Buildings of England, N. Pevsner & I. Nairn (1965)

Heritage Statement Novartis Site – Savills December 2018

Richmond Road Conservation Area Appraisal and Management Plan (2022) Horsham



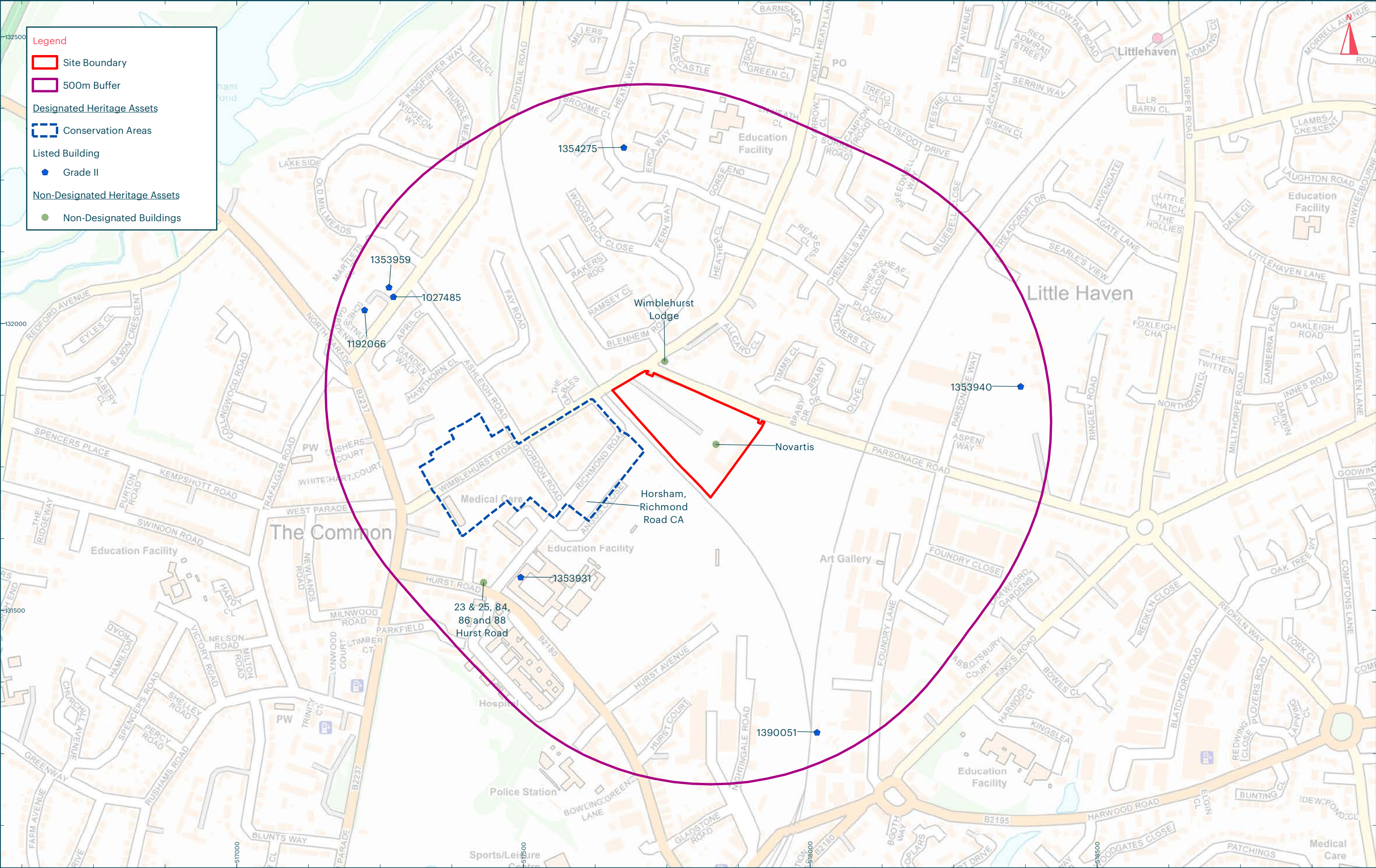
Title:
Figure 1: Site Location

Address:
Former Novartis Site, Parsonage Road, Horsham

Scale at A4: 1:10,000



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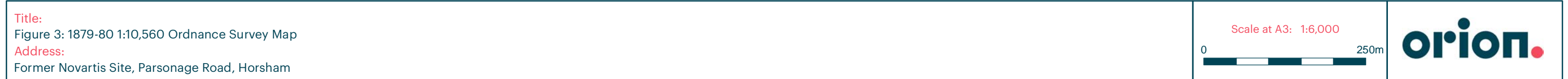
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Figure 2: Location of Designated and Non-Designated Heritage Assets

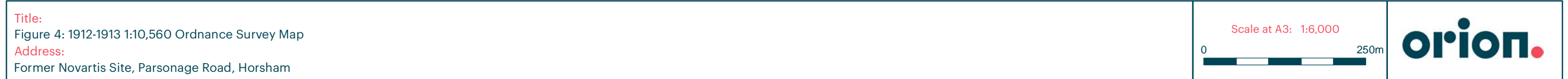
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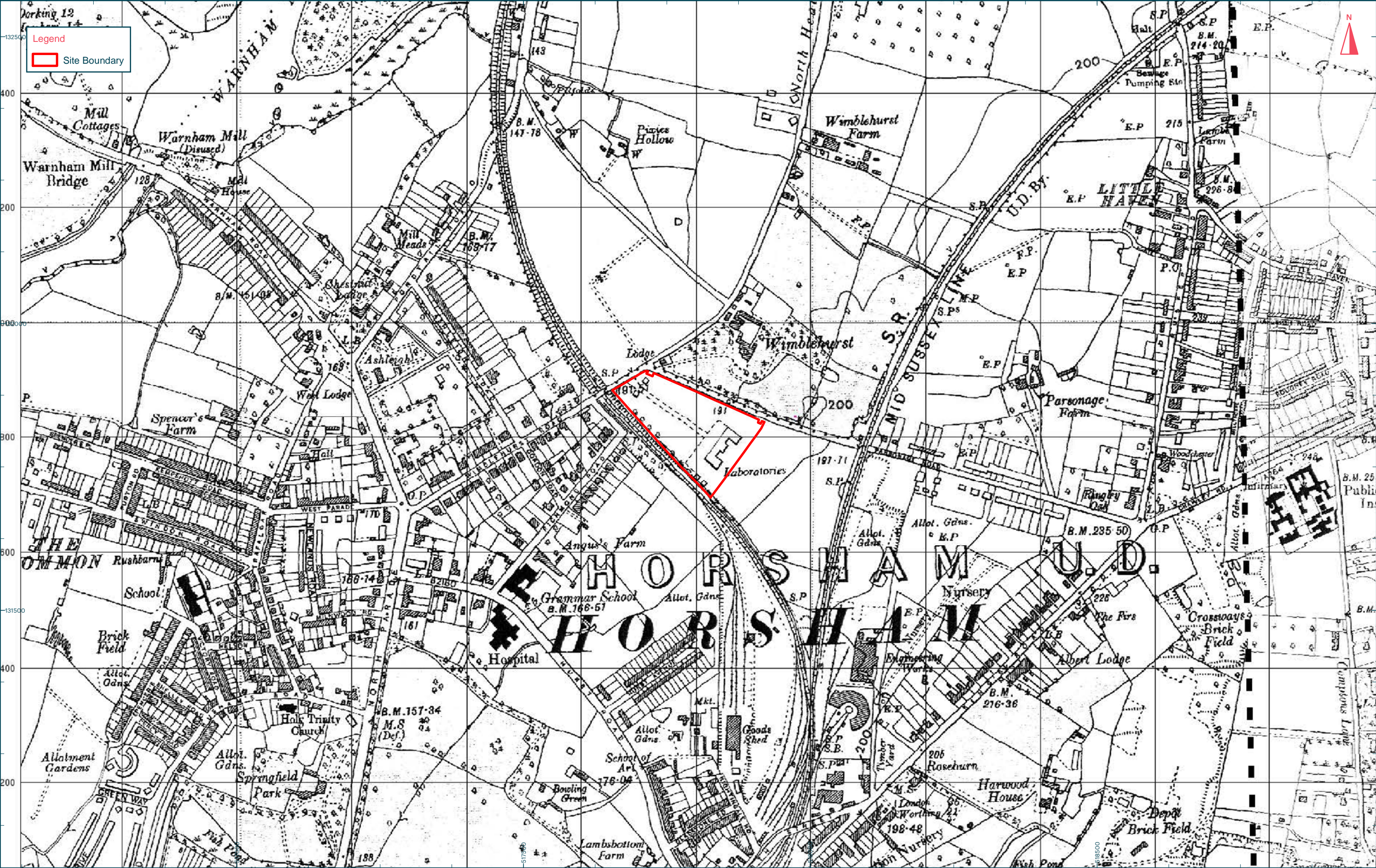
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Title:
Figure 5: 1938 1:10,569 Ordnance Survey Map

Address:
Former Novartis Site, Parsonage Road, Horsham

Scale at A3: 1:6,000

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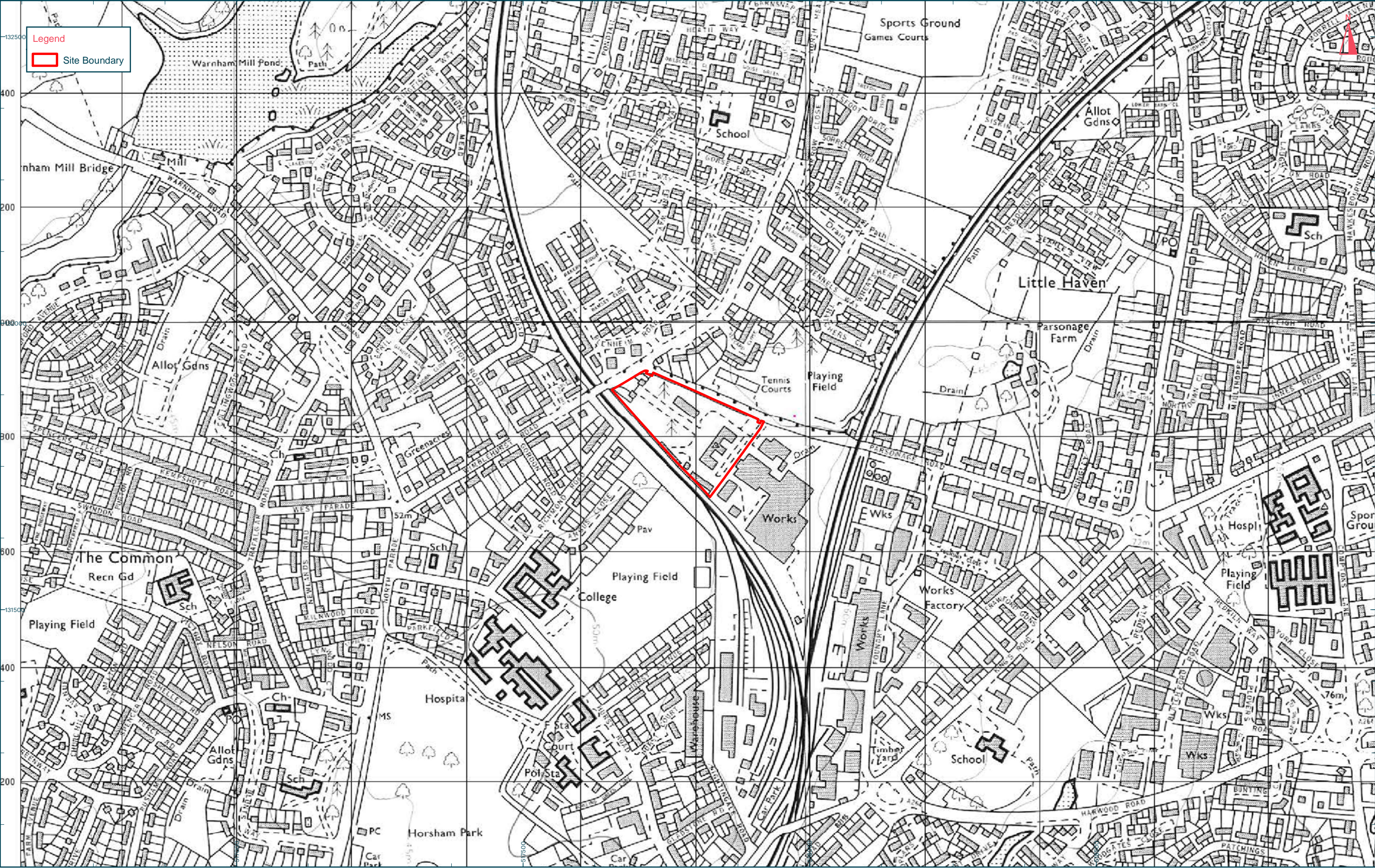
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Figure 6: 1961 1:10,560 Ordnance Survey Map

Address:
Former Novartis Site, Parsonage Road, Horsham

Scale at A3: 1:6,000

0 250m





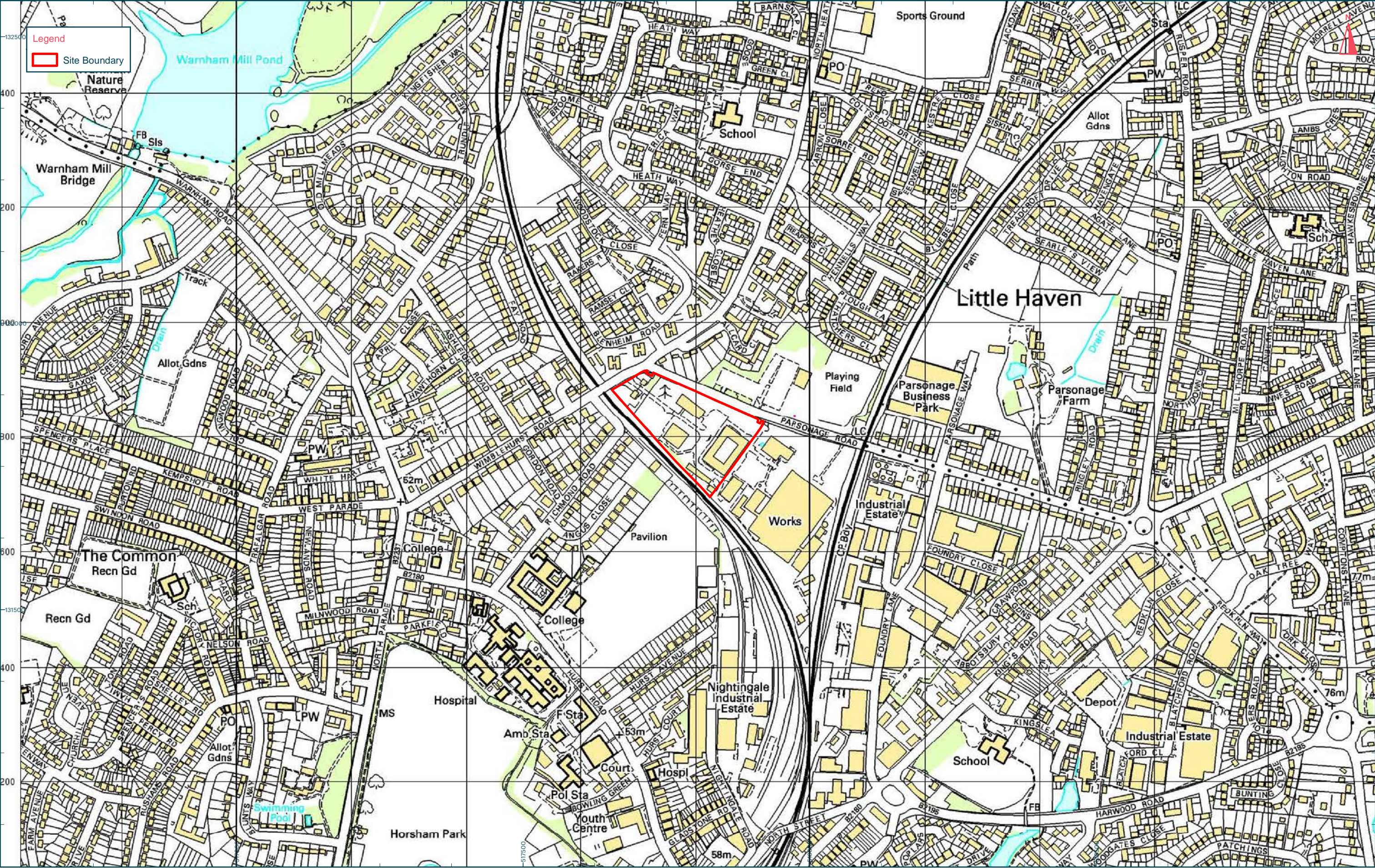
Title:
Figure 7: 1982 1:10,000 Ordnance Survey Map

Address:
Former Novartis Site, Parsonage Road, Horsham

Scale at A3: 1:6,000

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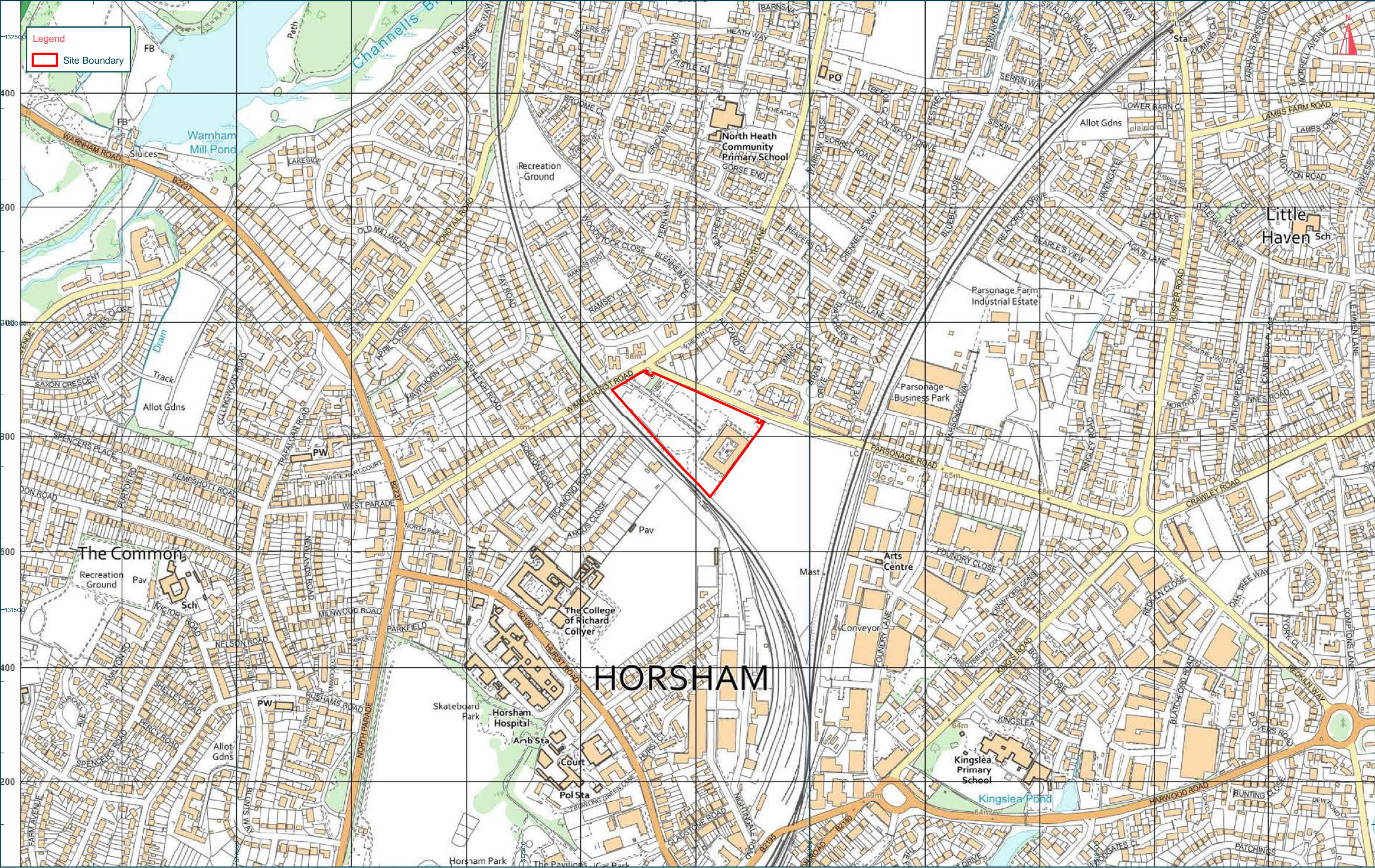




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Figure 8: 2000 1:10,000 Ordnance Survey Map

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Former Novartis Site, Parsonage Road, Horsham

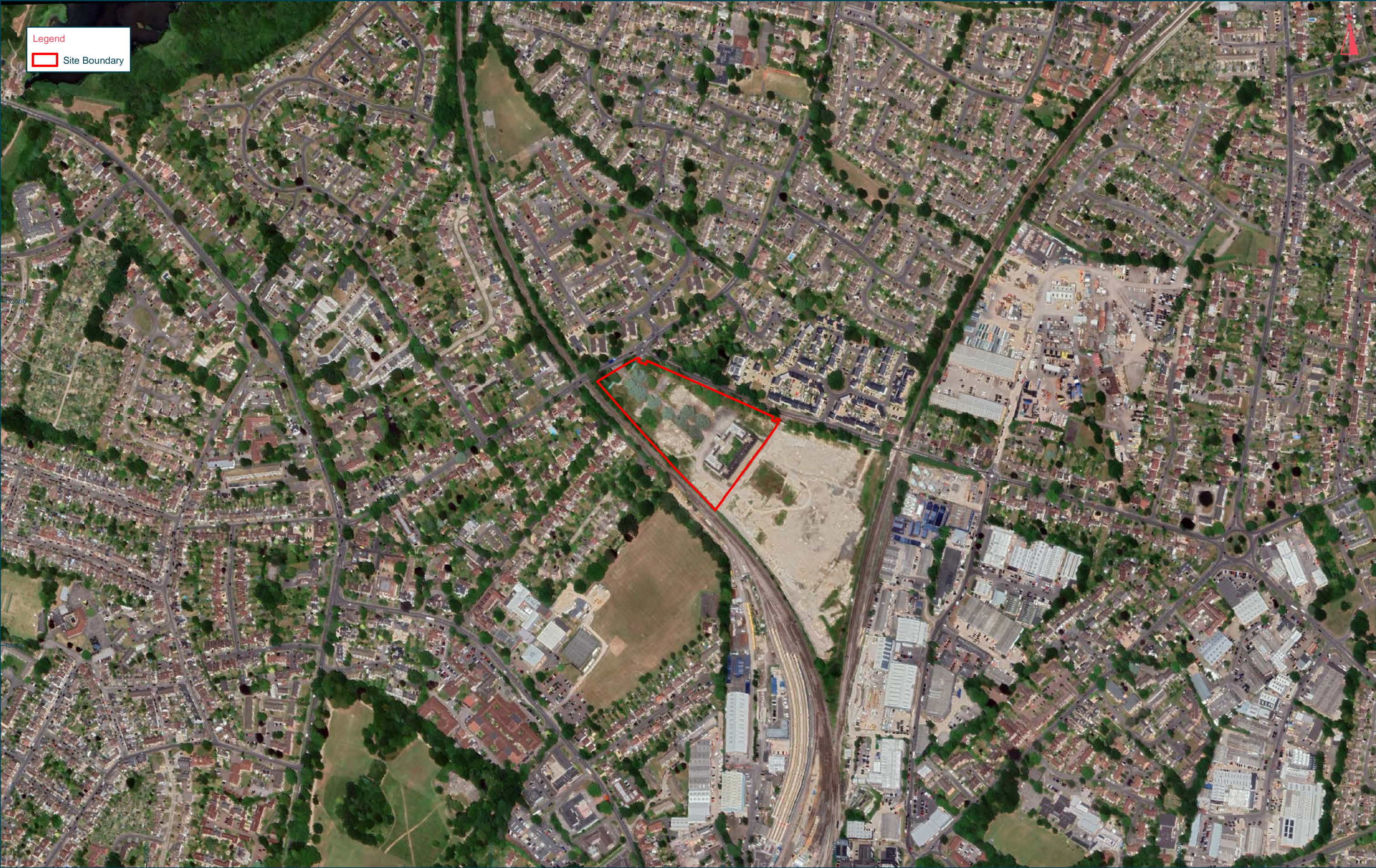




Title:
Figure 9: 2024 1:10,000 Ordnance Survey Map

Address:
Former Novartis Site, Parsonage Road, Horsham





Title:
Figure 10: Satellite Image of the Site

Address:
Former Novartis Site, Parsonage Road, Horsham

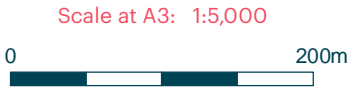




Plate 1: Tree-lined entrance driveway with Novartis Building at the end



Plate 2: Central tower to Novartis Building

<p>Address:</p> <p>Former Novartis Site, Parsonage Road, Horsham</p>	<p>Not to Scale: Illustrative Only</p>	
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Plate 3: Flanking elevation to the central tower

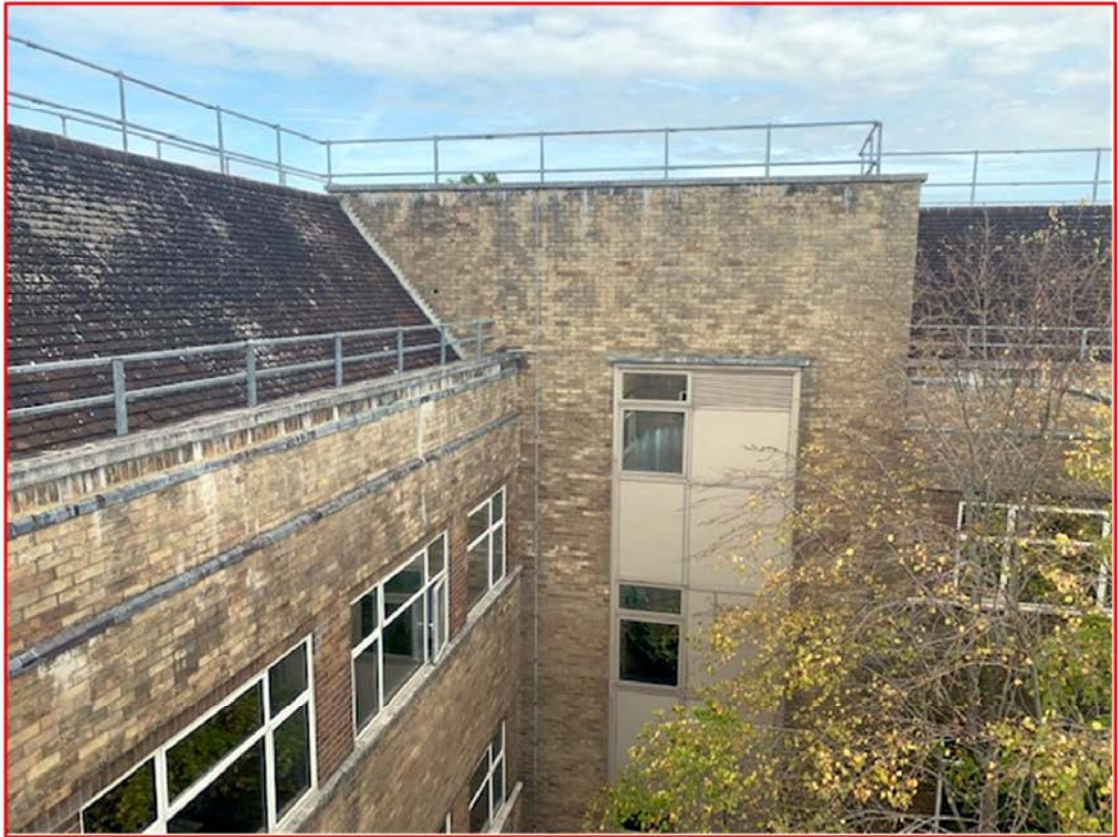


Plate 4: 1985 extension to the Novartis Building

<p>Address:</p> <p>Former Novartis Site, Parsonage Road, Horsham</p>	<p>Not to Scale: Illustrative Only</p>	
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Plate 5: Wimblehurst Lodge



Address:
Former Novartis Site, Parsonage Road, Horsham

Not to Scale:
Illustrative Only

