



CONCEPT
ARCHITECTURE

COMPLIANCE STATEMENT

MARCHON, CUMBRIA

19 NOVEMBER 2019

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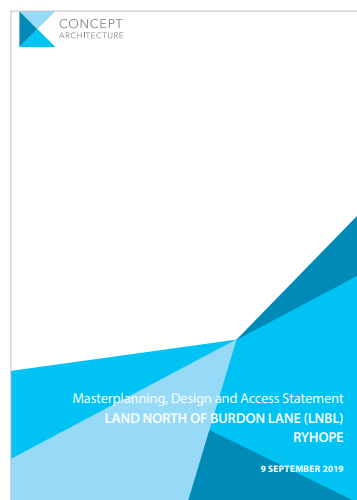
1.1 INTRODUCTION

This document supports the Hybrid Application for Planning Permission for residential development in Marchon, Cumbria.

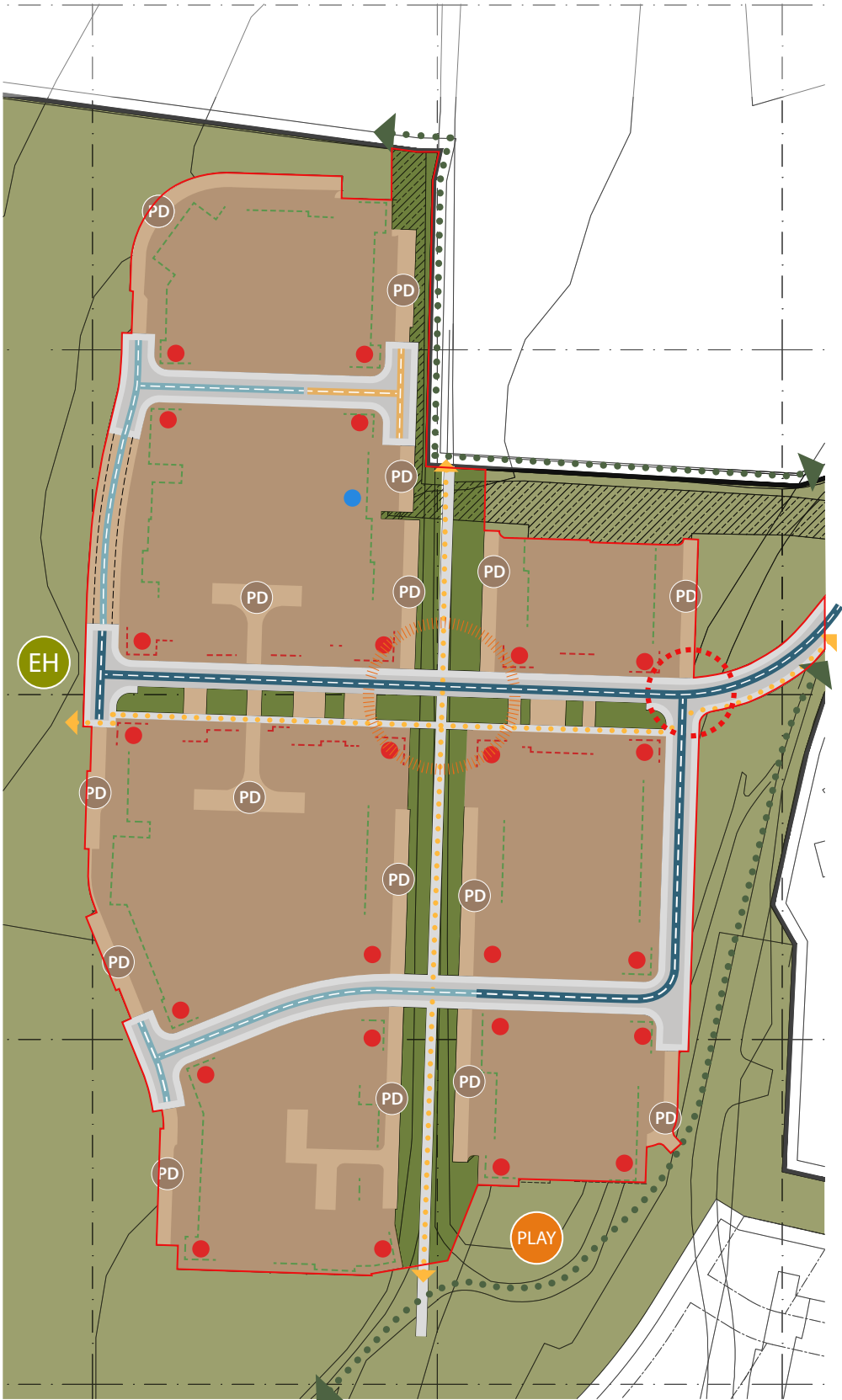
This document forms a compliance statement in respect to the Phase 1 of the detailed planning application for Persimmon Homes comprising of 134 new homes and associated works.

This Compliance Statement seeks to confirm that the original design parameters and principles, set out in the Development Brief and supporting Masterplan documents for Marchon, Cumbria, have been adhered to.

This document will provide evidence regarding the design approach that has been adopted in terms of movement, built form and green open space in order to set out where the scheme is in compliance.



1.2 DESIGN PRINCIPLES



As set out within the development principles in the Design and Access Statement document, significant buildings and corner turning units within development parcels will articulate a development cell.

There will be a green corridor running north - south through the site and east - west along the new proposed primary route.

The large green open space area of the existing coastal habitat to the west of the site will be enhanced and it will allow for the far reaching coastal views.

The development cells will be articulated by the landmark corner turning units, active frontages to the perimeter and vista stopping units. Those design elements will provide interest to the streets, termination of the prominent vistas, it will ensure legibility of the site and provide sense of place.

Phase 1 - Detailed Application Area



Design Principles Plan - Extract from Development Brief document

Key:

-  Site Access
-  Existing Roads
-  Primary Route / Bus Route
-  Secondary Route
-  Shared Surface
-  Strategic Pedestrian Routes
-  Strategic Pedestrian Route
-  Enhance Habitat
-  Private Car park
-  Private Drive
-  Active Frontages
-  Green Interface
-  Proposed Development Cells
-  Strategic Green
-  Corner Turning Unites
-  Vista Stopping Units
-  Urban Squares

1.3 PROPOSED MASTERPLAN



The proposed development form a part of the wider design for Marchon.

The design of the masterplan enhances the ecological and economical value of the site by responding to the needs of the housing market as well as reinforcing the importance of the habitat.

The proposal utilises the potential of the site to create a new thriving residential settlement with green open space connections which will integrate proposed landscape with existing wildlife habitat on the coastal edge.

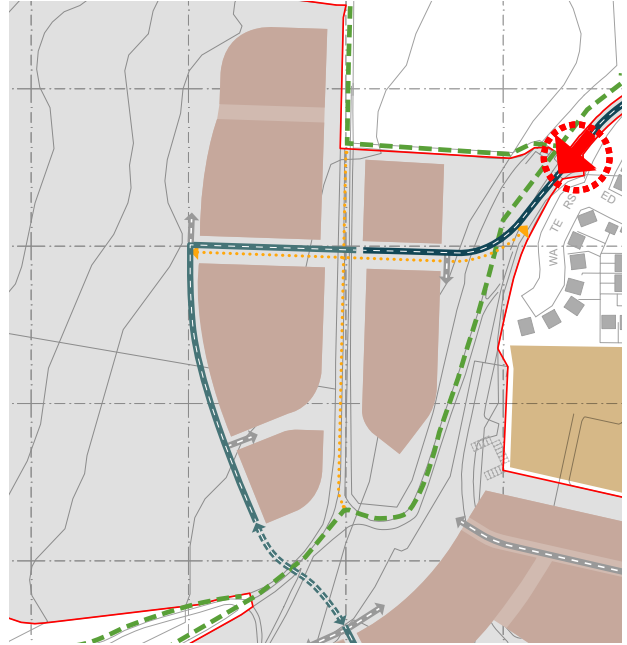
1.4 ACCESS AND MOVEMENT



As indicated in the Design and Access Statement document the site is accessed through the existing road of High Road to the north east. The route will then turn towards the coast and it will form the primary route to the site.

In line with the Design and Access Statement the site is well connected with the existing, strategic footpath running south along the eastern boundary of the development and then turning south west towards the coast.

The proposed pedestrian routes cut through the site north - south along historical wagon way and east - west to ensure permeability through the site and to promote coastal enhanced habitat area for recreational use.



Access and Movement Plan - Extract from Development Brief document

Key:



Site Access



Primary Route / Bus Route



Secondary Route



Tertiary Route



Shared Surface



Proposed Pedestrian Route



Strategic Pedestrian Route



Private Drive



Development Blocks



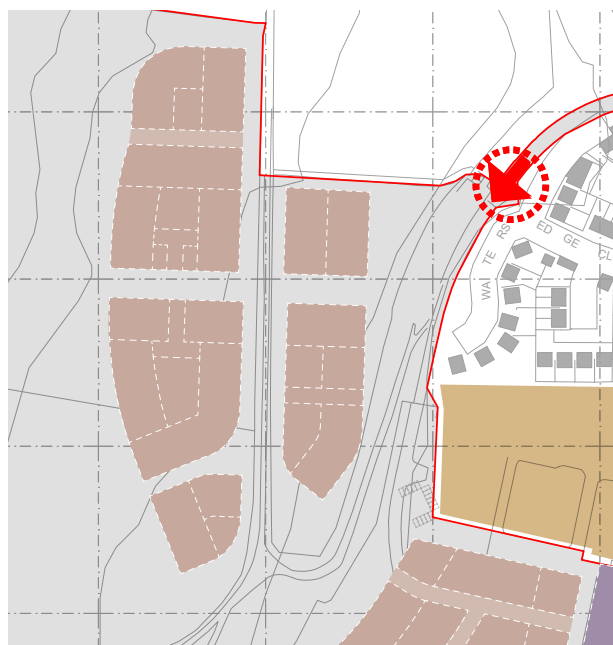
Development Cells

1.5 BLOCK STRUCTURE








The built form for the development cell is based on the principles as set out in the Design and Access Statement document and has evolved following the establishment of the main hierarchy of streets for the overall masterplan.

The development blocks are orientated to maximise the value of the site by fronting on to the green space areas and to the sea front to provide attractive long distance views of the coastal edge.



Block Structure Plan - Extract from Development Brief document

Key:

-  Site Access
-  Built Form
-  Proposed Dwellings
-  Development Cells
-  Green Spaces

1.6 STRATEGIC LANDSCAPE



As set out in the development principles for the site a green buffer zone will be created to the north west, west and west south coastal boundary line to accommodate ecological habitat and mitigation.

The site will be cut through with linear green strips along historical wagon way and west- east to soften the built form, and to create long distance views of the coast to the west.

To avoid ecological impact of the development the landscape west of the site boundary will be retained and enhanced as part of the proposed landscape strategy.



Block Structure Plan - Extract from Development Brief document

Key:



Site Access



Proposed Dwellings



Development Cells



Strategic Green Spaces



Strategic Trees



Back Gardens



Front Gardens



Proposed Pedestrian Paths



Existing Pedestrian Paths

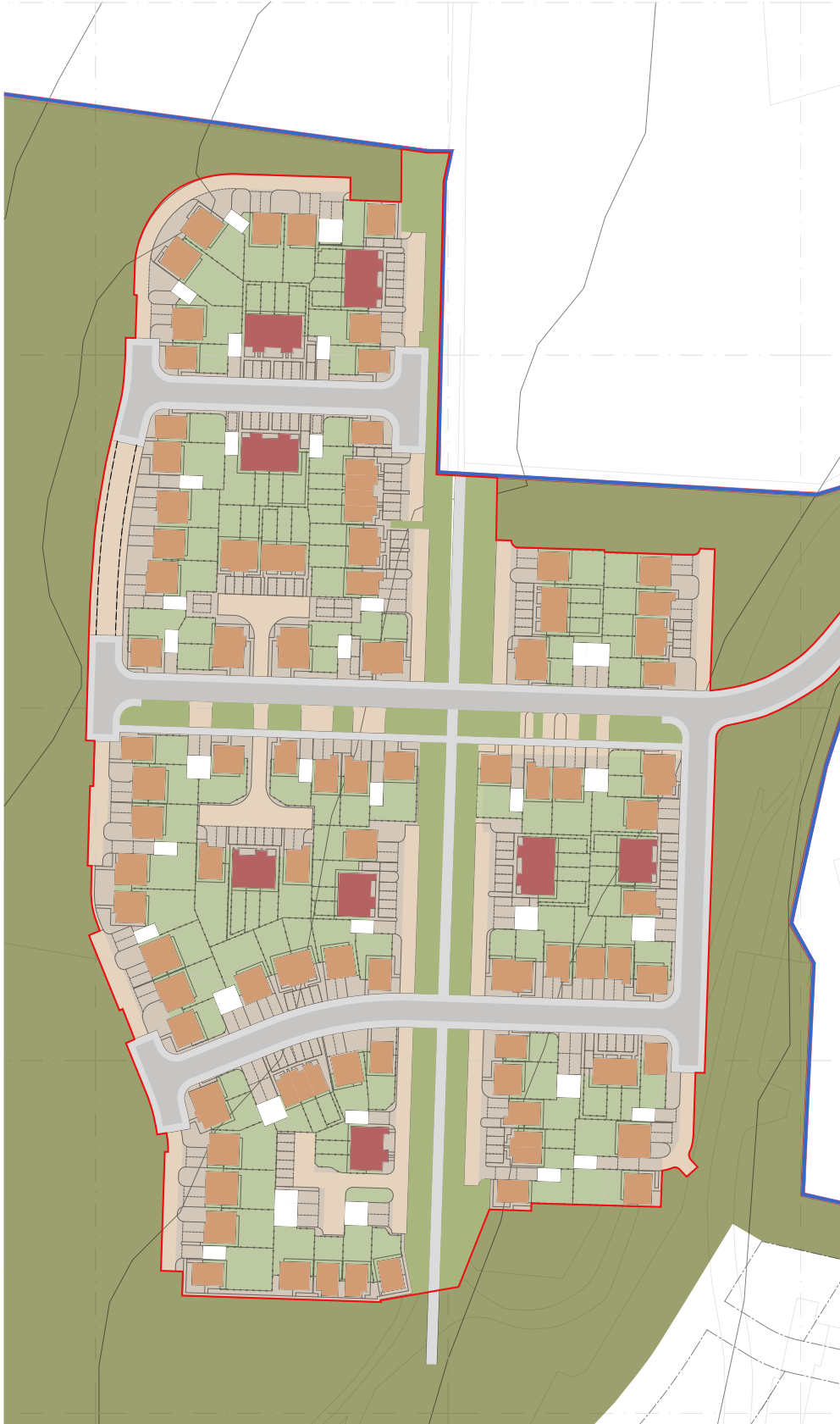
1.7 AFFORDABLE HOUSING PLAN

Description



Block Structure Plan - Extract from Development Brief document

1.8 BUILDING HEIGHTS

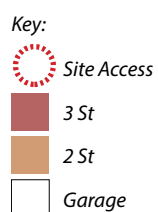


The plan to the left shows density and building heights range across the development site.

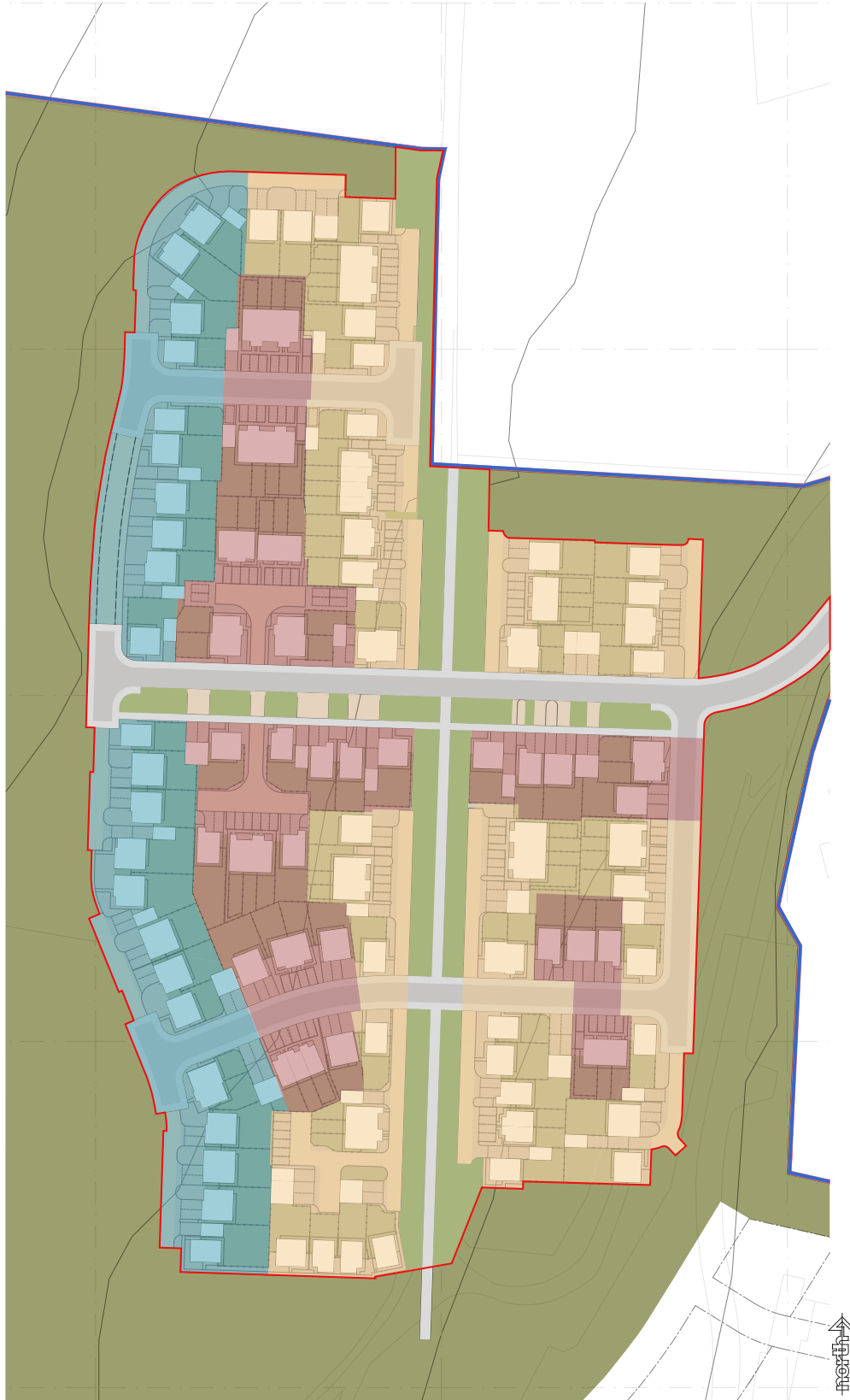
Variation in building heights and massing provides visual interest within each character area.



Density and Height Plan - Extract from Development Brief document



1.9 CHARACTER AREAS





Block Structure Plan - Extract from Development Brief document

Successful development has unique characteristics formed by the relationship between design elements such as built form, landscape, existing context and residents need.

In accordance with the design principles set out in the Design and Access Statement document three distinctive character areas has been identified.

Coast

Heart

Rural Edge

Key:



Site Access



Rural Edge

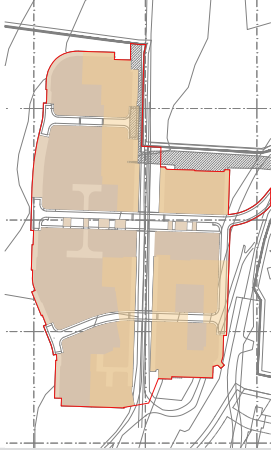
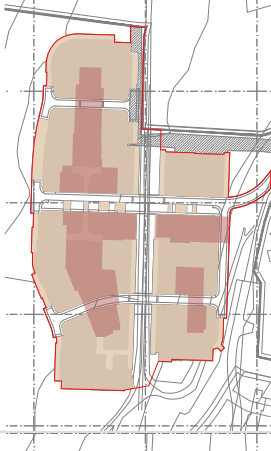
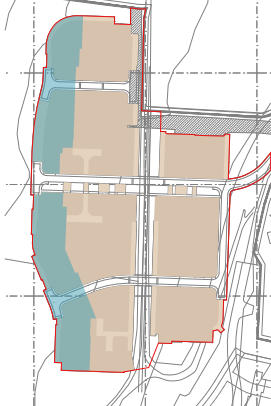



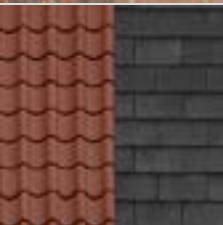


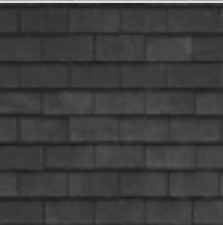


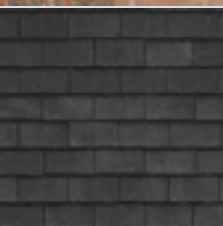
Heart



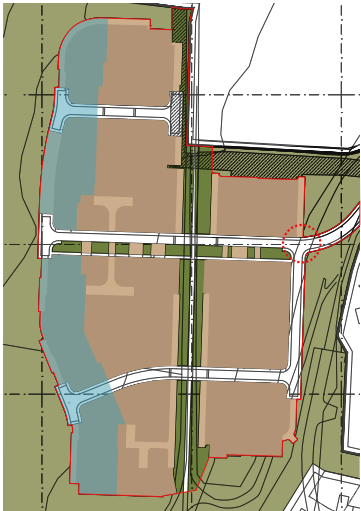
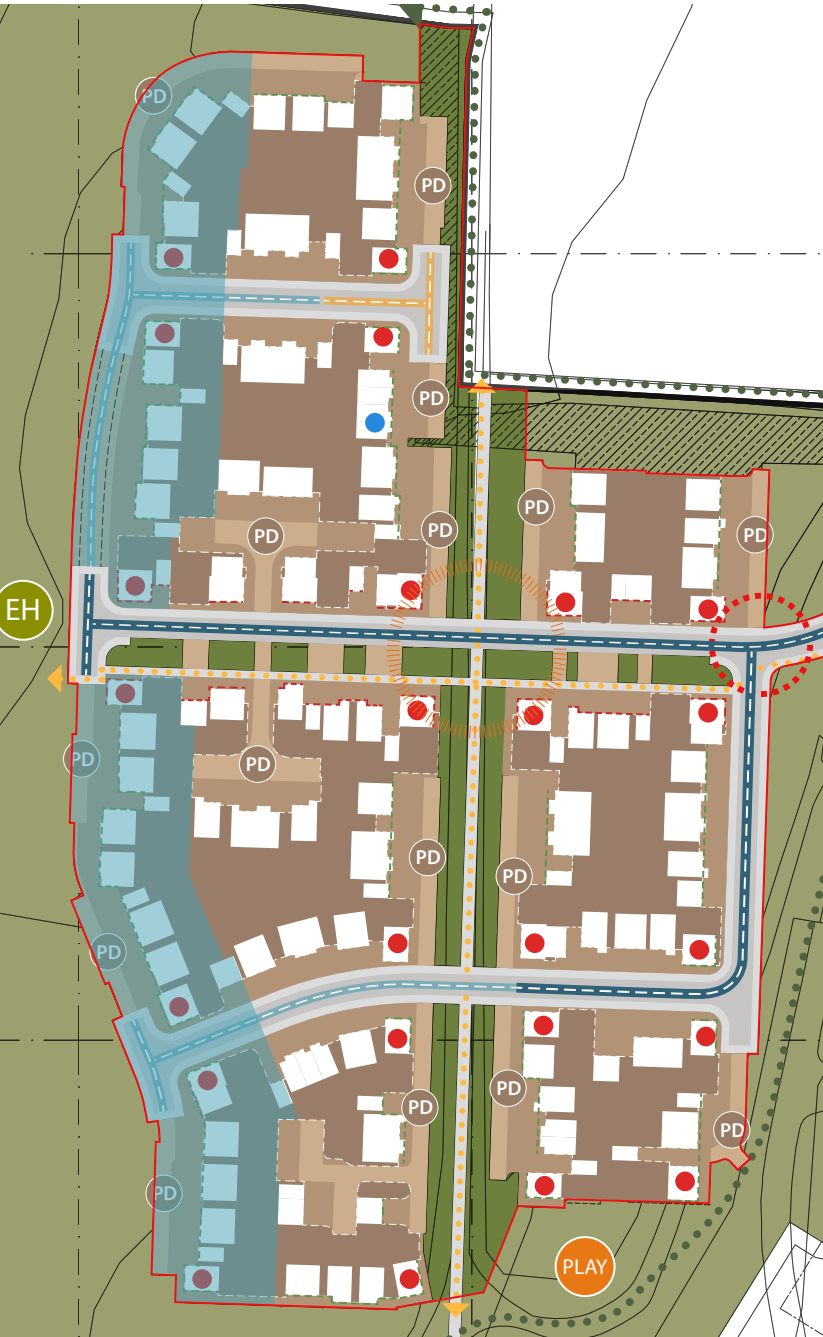
Coastal

1.10 MATERIAL MATRIX

CHARACTER AREA	LOCATION PLAN	CHARACTERISTICS
RURAL EDGE		STANDARD CONTEMPORARY (+) ENHANCED CORNERS <ul style="list-style-type: none"> Contemporary style windows Contemporary style doors Contemporary detailing Doors / windows - Black Garage Doors - Black Brick - Red, Multi Window Surrounds Ruff tile - Black, Red Render - White Boarding - Grey
HEART		STANDARD CONTEMPORARY <ul style="list-style-type: none"> Contemporary style windows Contemporary style doors Contemporary detailing Doors / windows - Black Garage Doors - Black Window Surrounds Ruff tile - Black Boarding - Grey
COASTAL		ENHANCED CONTEMPORARY <ul style="list-style-type: none"> Contemporary style windows Contemporary style doors Contemporary detailing Doors / windows - Black Window Surrounds Garage Doors - Black Ruff tile - Black Render - Green, Blue, White Boarding - Grey

ELEVATIONAL INSPIRATION	PREDOMINANT ROOFS & WALLS MATERIALS		BOUNDARY PRIMARY FRONTAGE
	White Render		
	Grey Boarding		
	No Render		
	Grey Boarding		
	Coloured Render		<ul style="list-style-type: none"> • Estate railing • Estate railing and hedge
	Grey Boarding		

1.11 COASTAL



Location of the Coastal Character Area

- Key:
- Site Access
 - Existing Roads
 - Primary Route
 - Secondary Route
 - Shared Surface
 - EH Enhance Habitat
 - PLAY Private Car park
 - LC Private Drive
 - Proposed Pedestrian Routes
 - Strategic Pedestrian Route
 - Active Frontages
 - Green Interface
 - Proposed Development Cells
 - Strategic Green
 - Corner Turning Unites
 - Vista Stopping Units
 - Urban Squares

Extract from Section 1.2 - Development Principles



Proposed Street Scene

1.11.1.PROPOSED LAYOUT



Proposed Masterplan - Coastal Character Area

CHARACTERISTICS

The Coastal character area is located along the western boundary of the development and comprises the built form fronting on to a coastal edge.

This area strongly reflect the opportunities and strengths of this coastal site.

The development fronts on to a large green open space of existing and enhanced ecological habitat area before it meets the coastal edge.

This area characterises with outward looking units to maximise long distance coastal views spreading from north west to south west.

The design of this area employs a combination of integrated and on plot garages and provide broken built line by use of detached units.

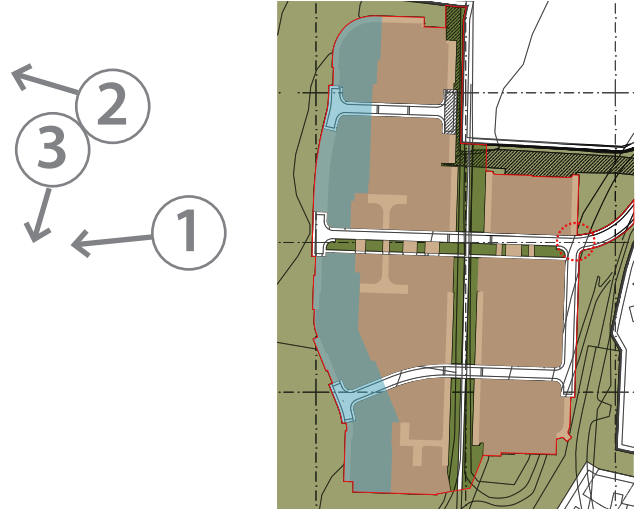
Landmark buildings are located at the corners of the parameter blocks to increase legibility of the site. Those units will be defined by a change in elevational materials or in storey height.

An informal approach to the road hierarchy has been introduced in this area by using mostly shared surfaces to access individual dwellings.

This will create a more informal street scape and soften this edge between the development and the existing coastal open space.

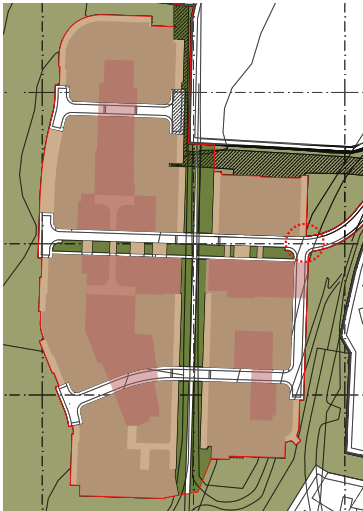
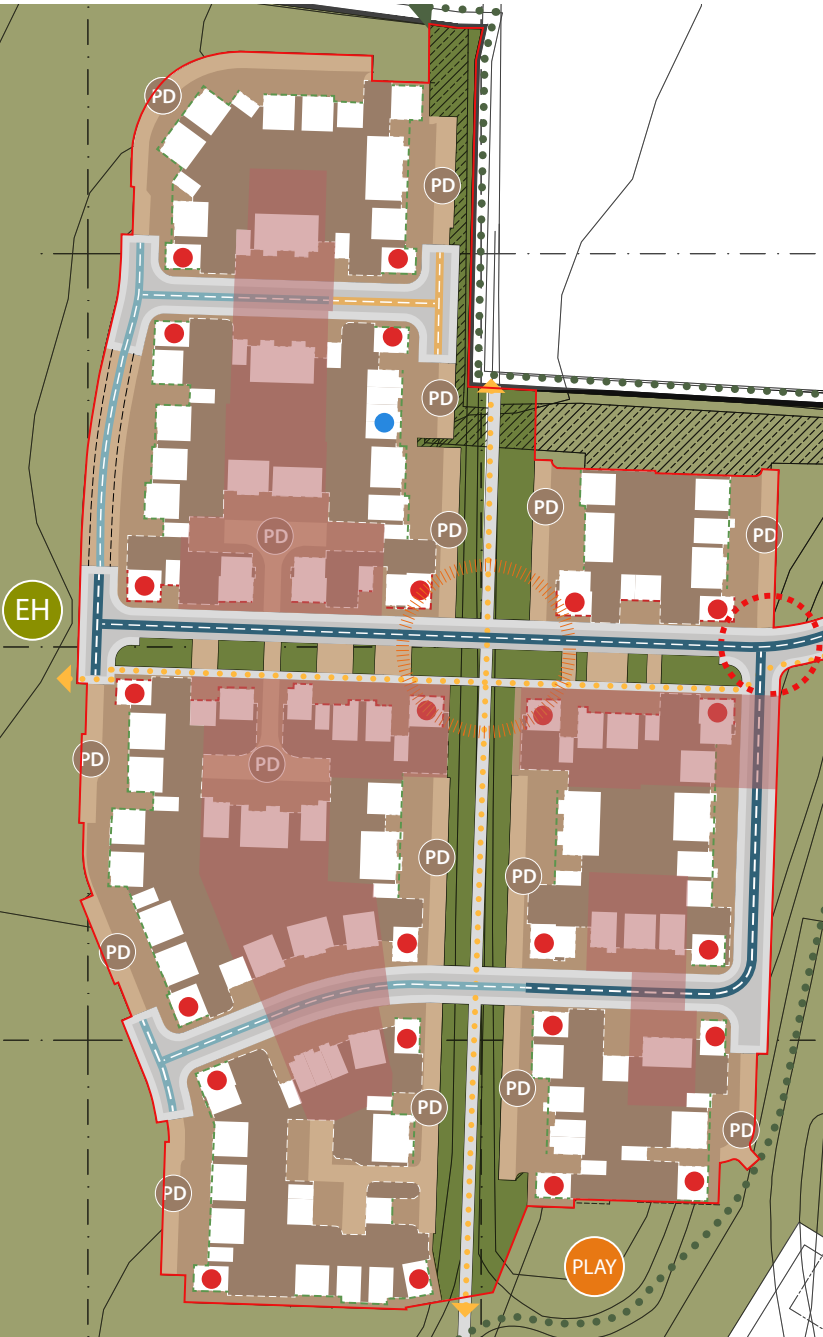


1.12 VIEWS



Location of the Coastal Character Area

1.13 HEART



Location of the Coastal Character Area

- Key:
- Site Access
 - Existing Roads
 - Primary Route
 - Secondary Route
 - Shared Surface
 - Enhance Habitat
 - Private Car park
 - Private Drive
 - Proposed Pedestrian Routes
 - Strategic Pedestrian Route
 - Active Frontages
 - Green Interface
 - Proposed Development Cells
 - Strategic Green
 - Corner Turning Unites
 - Vista Stopping Units
 - Urban Squares

Extract from Section 1.2 - Development Principles



Proposed Street Scene

1.13.1. PROPOSED LAYOUT



Proposed Masterplan - Heart Character Area

CHARACTERISTICS

The Heart character area is located in the centre of the development cells providing transition between the Coastal and Rural Edge Character area.

This area forms the core structure of the development and encompass denser built form with units up to 2.5 story height.

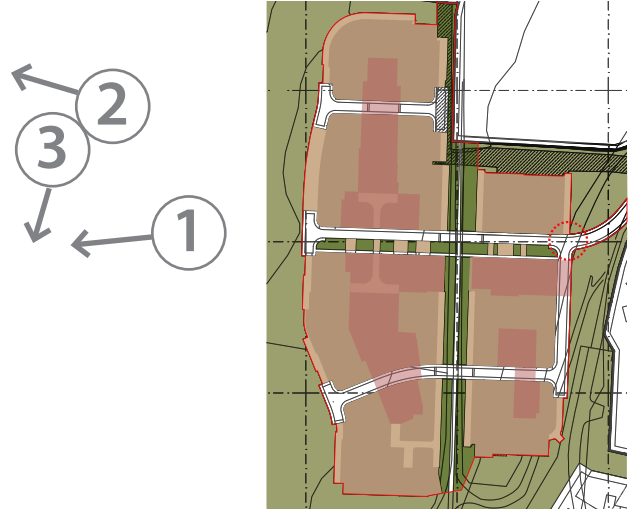
A strong frontage will be maintained by using a variety of semi-detached and terraced units.

The access to the plots will be mostly of primary and secondary routes with on street parking.

There will be tree planting along the primary route within a green strip along the historic wagon way which will provide visual interest to the site as well as it will allow for pedestrian link through the site.

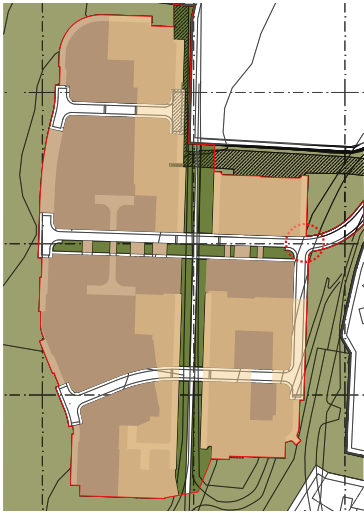


1.14 VIEWS



Location of the Coastal Character Area

1.15 RURAL EDGE



Location of the Coastal Character Area

- Key:
- Site Access
 - Existing Roads
 - Primary Route
 - Secondary Route
 - Shared Surface
 - EH Enhance Habitat
 - PLAY Private Car park
 - LC Private Drive
 - Proposed Pedestrian Routes
 - Strategic Pedestrian Route
 - Active Frontages
 - Green Interface
 - Proposed Development Cells
 - Strategic Green
 - Corner Turning Unites
 - Vista Stopping Units
 - Urban Squares

Extract from Section 1.2 - Development Principles



Proposed Street Scene

1.15.1.PROPOSED LAYOUT



Proposed Masterplan -Rural Edge Character Area

CHARACTERISTICS

Rural Edge character area is located to positively address and interact with existing and proposed landscape.

Landmark buildings are located at the corners of the parameter blocks to increase interest and legibility of the site. Those units will be defined by a change in elevational materials or in storey height.

Active frontages along green strips of landscape will be employed in order to provide a sense of enclosure. It will be maintained by using a variety of house types.

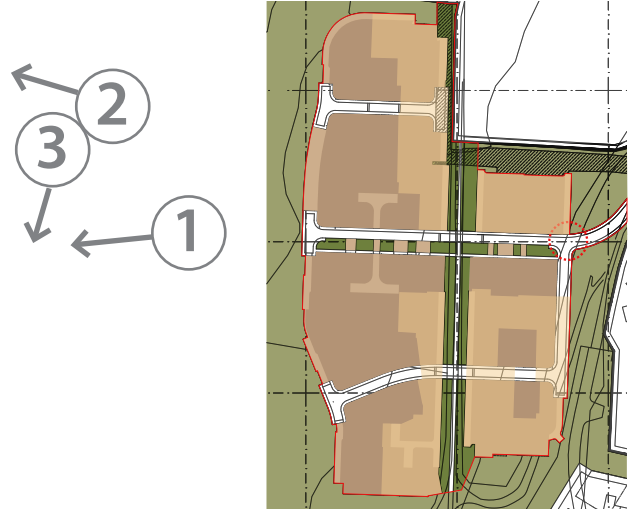
An informal approach to the road hierarchy has been introduced in this area by using tertiary roads and shared drives to create a more informal street scene and soften the interface with green edge in order to retain rural character of this area.

Combination of on plot parking, detached garages and use of integrated units will be proposed to this higher density area.

There will be tree planting within a green strip along the existing wagon way which will provide visual interest to the site as well as it will allow for pedestrian link through the site.



1.16 VIEWS



Location of the Coastal Character Area



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