



CONCEPT
ARCHITECTURE

MARCHON, Cumbria
Design and Access Statement

PERSIMMON HOMES
9 SEPTEMBER 2021

DESIGN AND ACCESS STATEMENT

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1.0 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This Development Brief has been prepared by Concept Architecture on behalf of Persimmon Homes in support of a Hybrid submission for a residential development comprising of 550 dwellings and Local Centre, including affordable housing, open space with children's play areas and an equipped play area, structural landscaping and associated access

This Brief explains how the basic design parameters have been established based on the sites existing features and surrounding influences and how these have shaped the development through the early design process.

A considered approach for this development has been achieved while demonstrating the scale, appearance, layout and landscaping associated with the proposed layout.

This brief should be read in conjunction with other supporting reports available at the current time.

This Development brief has been influenced by Copeland Borough requirements and the emerging Local Plan. In this regard, the document develops and establishes the principles behind the masterplan and explains how this will be phased and served by infrastructure.

This proposal aims to deliver a residential scheme that is of an appropriate good quality design, maximising the development potential of the site whilst respecting the existing site characteristics and to integrate it with the immediate environment.

The design is intended to create sense of place within a new vibrant development and make a positive contribution to enhancing the overall character of the locality.

1.2 VISION AND OBJECTIVES

The development at Marchon provides the opportunity to create a new, distinctive, high quality and sustainable neighbourhood set within a spectacular sea side landscape.

The majority of the site will be accessible to the public, offering new residential housing and local centre.

A sensitive approach to development has been adopted, fitting in with the existing valuable structure of natural topography, features, landscape.

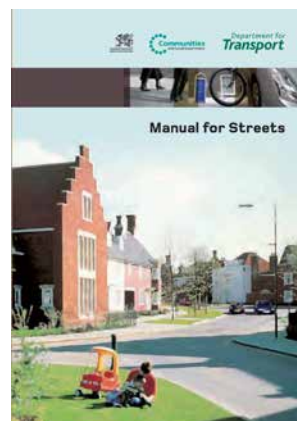
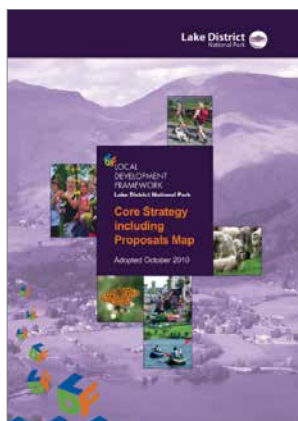
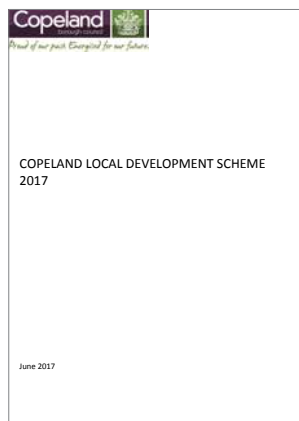
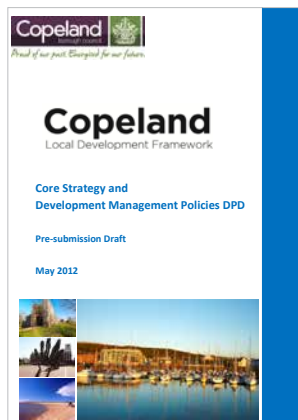
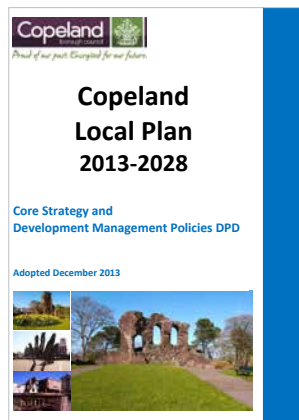
The development will have strong sense of belonging to Marchon prompted by a clear hierarchy of memorable spaces, landscape features and buildings.

The development will seek to provide much needed accessible, affordable market housing for new households and existing families.

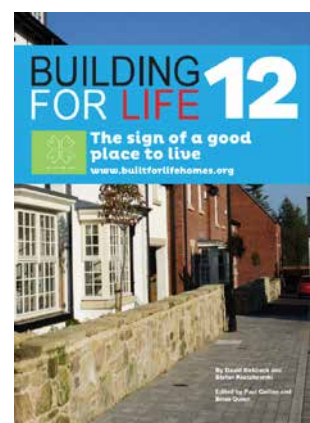
One of the key aims for the development is to support a sustainable and accessible town, stimulating economic growth while providing new social infrastructure.

2.0 DESIGN CONTEXT

2.1 PLANNING CONTEXT



The above documents will be used to guide principles in place making and design to reflect local and national guidelines.



2.2 SITE LOCATION



LOCATION

The site is located 1.6 miles south from the coastal town of Whitehaven, Cumbria

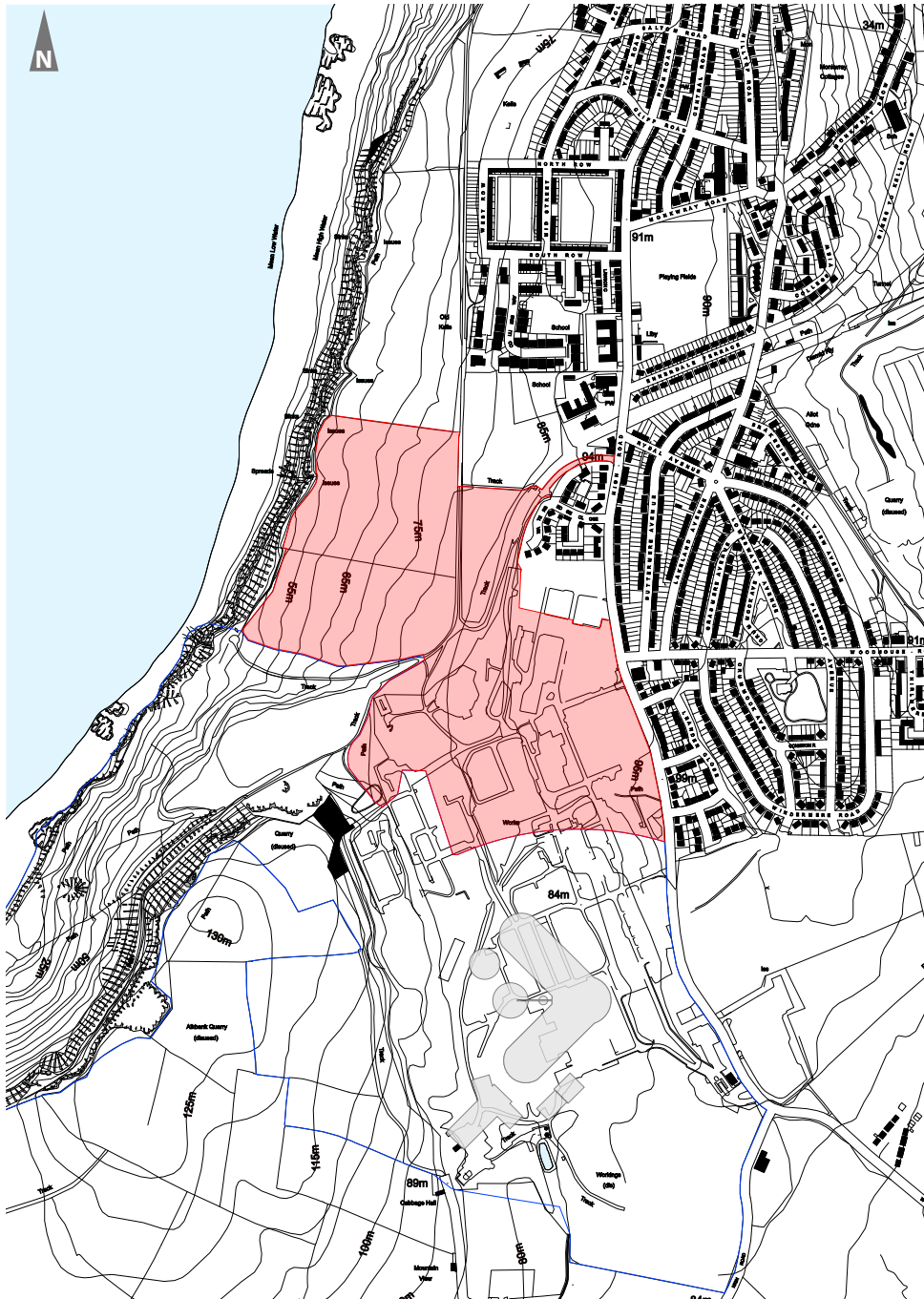
The town lies 38 miles (61 km) south-west of Carlisle.

The site is located within the settlement boundary and is allocated as an employment opportunity. This is to provide some flexibility to achieve residential development including mixed use that includes employment following the industrial legacy of the site.

The site is currently undeveloped and it is a part of the Core Development Strategy Plan for Copeland Borough Council.

The site is split into two distinct areas. The Brownfield section lying to the Southern portion of the site, the former Marchon works bounded by the West Cumbrian Mining proposal and the Greenfield plot to the northern area between the existing residential element and the coastline. Both have distinct characteristics that can provide a positive influence.

2.3 APPLICATION SITE BOUNDARY



Key:

Land Proposed for Residential Development

Land Proposed for West Cumbria Mining Ltd.

Red Line Application Boundary and landownership Blue Line

2.4 SITE CONTEXT

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LOCAL AMENITIES

The site lies in close proximity to local amenities including a post office, community hall and a number of public houses. Existing Bus services are accessible within walking distance of the site boundary.



The Lion



Local shop and Post Office



Bed & Breakfast



Library



St Mary's Catholic Church



Community Church



Community Hall

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3.2 LOCAL VISUAL IMPACT ASSESSMENT



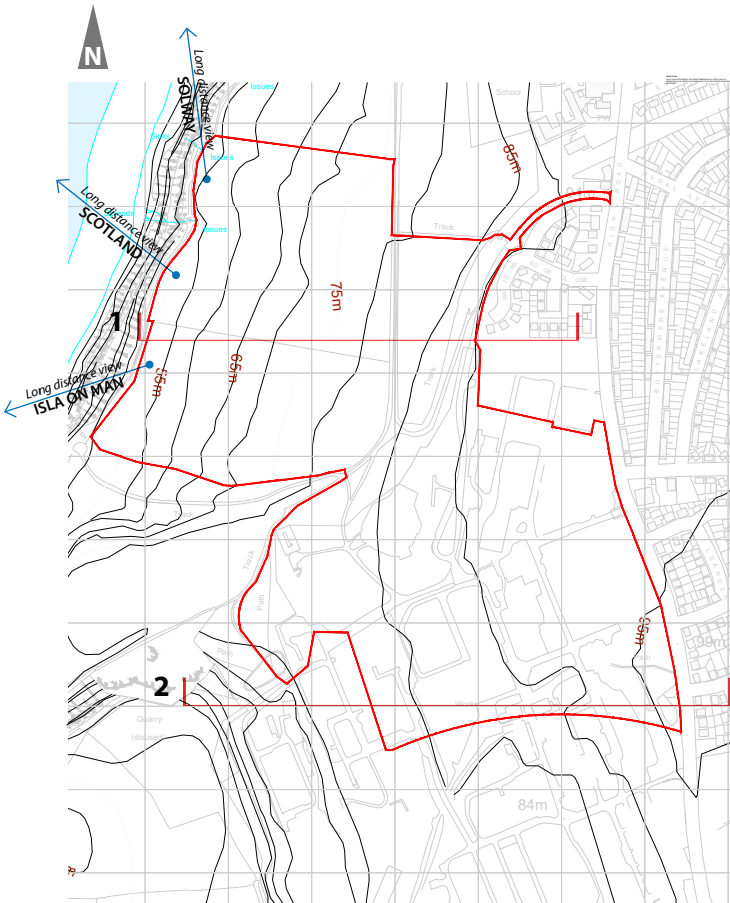
The LVA report has been carried out and considered the landscape and visual effects of a proposed housing development based on an indicative site layout.

The site has been assessed as having medium-low landscape sensitivity to the proposed development.



Significant Viewpoints - for Details Refer to Landscape and Visual Appraisal Report by Westwood Landscape

3.3 TOPOGRAPHY



Topographic Survey

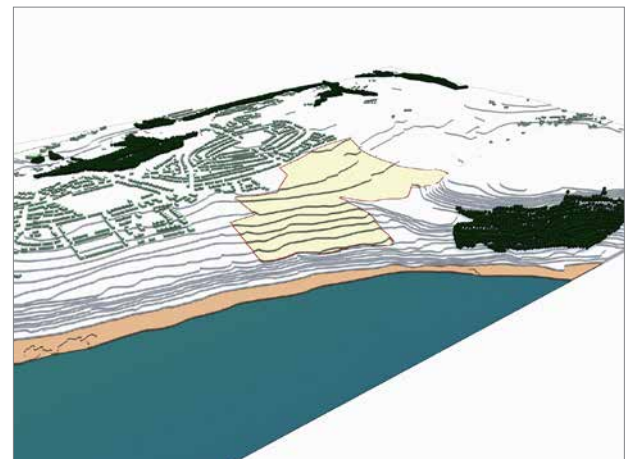
Key:

Red Line Boundary

The site rises from the western boundary at 53m AOD to the Eastern boundary 89m AOD rising some 36 meters across its width. Landforms to the South West of the site rise up and provide a dramatic backdrop interwoven with trails providing vantage points looking up and down the coastline.. below are a number of images showing the contours of the site and surrounding landscape.

The site generally runs with the contours north to south allowing for any proposed block structure to follow the contours where possible and create a layered architectural composition against the backdrop of the existing edge of Whitehaven. This will allow the long-stop views to be retained by some sea front properties from Woodhouse Estate and Waters Edge Close.

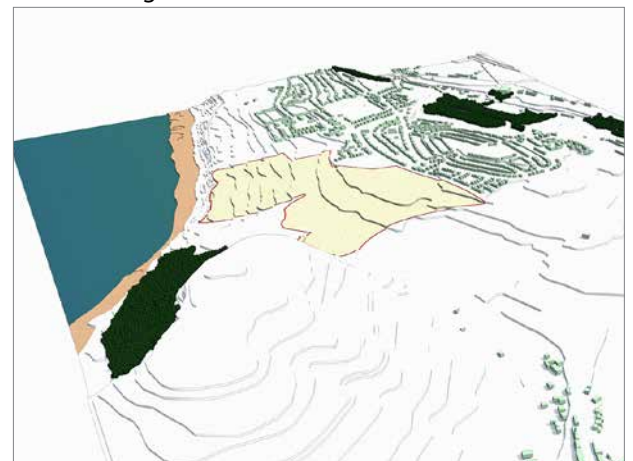
The site affords long distance views of the Solway Coast AONB, south west Scotland and the Isle of Man.



View looking South West

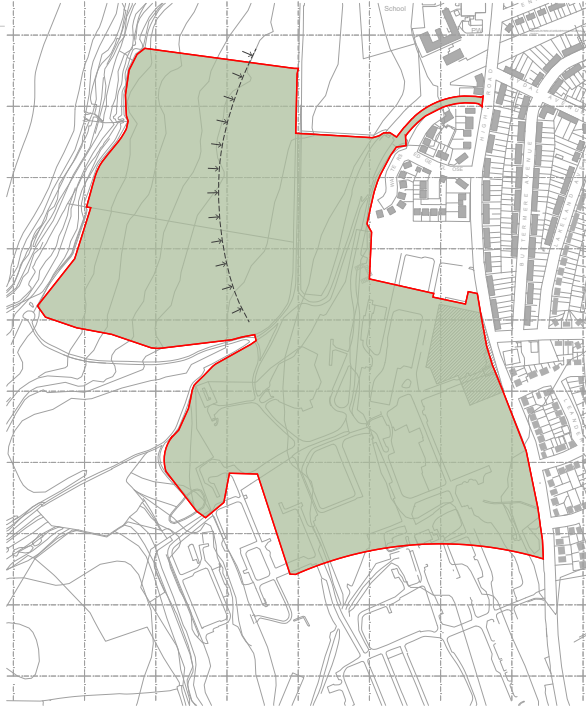


View looking South West



View looking North East

3.4 ECOLOGY

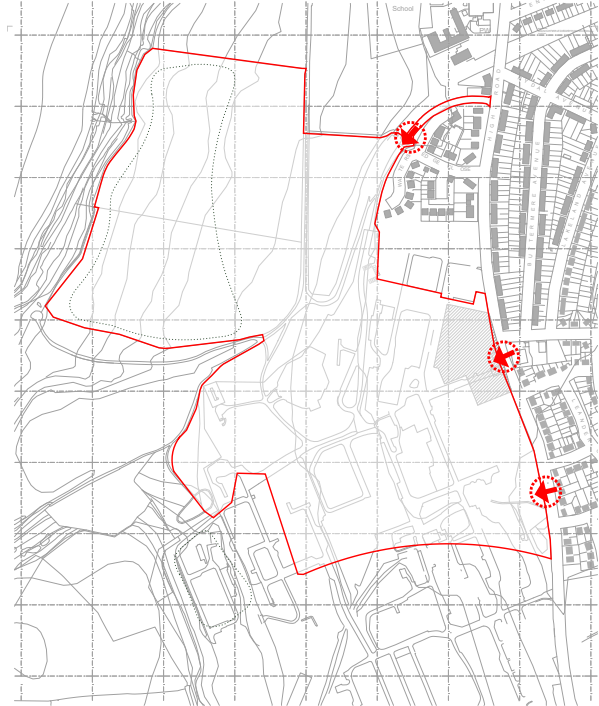


Key:

Red Line Boundary

An Ecological Survey and Assessment report has been prepared to record ecological, biodiversity and nature conservation status and to allocate areas of potential influence.

3.5 PROPOSED ACCESS



Key:

Red Line Boundary

Proposed Site Access

The above plan illustrates the proposed points of access to the residential and commercial development parcels, accessed from High Road.

There will be three primary accesses points into the proposed development. One to the northern parcel to access Phase 1 and two accesses points to the southern parcel.

4.0 WORKING WITH SITE AND CONTEXT

4.1 OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES AND CONSTRAINTS

The opportunities and constraints plan shows the drivers which need to be considered to deliver a sustainable residential scheme to address Local Council requirements and provide a quality housing development integrated with the existing settlement.

The proposed development will provide new housing in an attractive coastal location, with good access to facilities, by foot and cycle, located in the near-by town and proposed local centre.

The proposal will provide a mix of housing types and sizes, to meet the housing needs of the area and contribute towards the Councils affordable housing targets.

Care will be taken to retain the existing landscape character to the northern extent of the site, whilst mitigating the loss of any habitat within the Brown Field Marchon Site.

The undeveloped part of the site has been assessed and is of high ecological importance for existing wildlife and it will be enhanced within the current proposal

A positive enhancement to the sites existing ecological status will be achieved through the creation of bio diverse habitats throughout the sites green infrastructure.

The provision of new public amenities, green infrastructure and species rich habitat will be integrated into the development, and derive access from the existing public footpath and cycleway network. Making a positive contribution to the character of the surrounding area.

CONTEXT

The proposed site is located on the South Western Edge of Whitehaven close to a small number of existing local amenities, shops and facilities.

Other amenities, such as the playing fields and open spaces are easily accessible from the existing network of public footpaths which currently cut through and around the site .

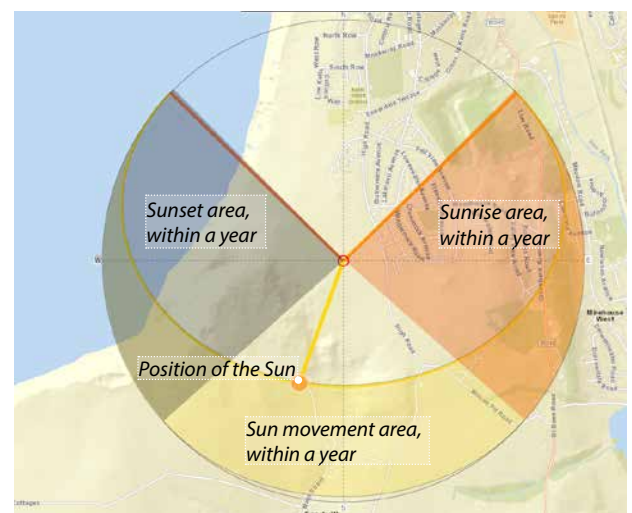
Recently consented Residential developments lie to the north east and south east of the site. As part of the larger South Whitehaven area, provision has been made for Parkland, Green infrastructure routes and a potential School site. Safe routes linking both the South Whitehaven Masterplan and the proposed Masterplan need to be considered.

The site has a long frontage to High Road which provides the ability to create multiple access points into the site, with attractive, unrestricted sea views to the west.

The location creates an opportunity for a vibrant residential development of good quality design, maximising the developments potential, whilst respecting the opportunity and constraints of the sites location and integrating into the sub urban edge of Whitehaven.

The historic wagon way with the adjacent hedgerow which will form integral part of the landscape structure proposal for the site.

West Cumbria Mining's (WCM) to the south boundary will be screened off with dense 25m landscape buffer which will protecting the new development and provide additional green open space.

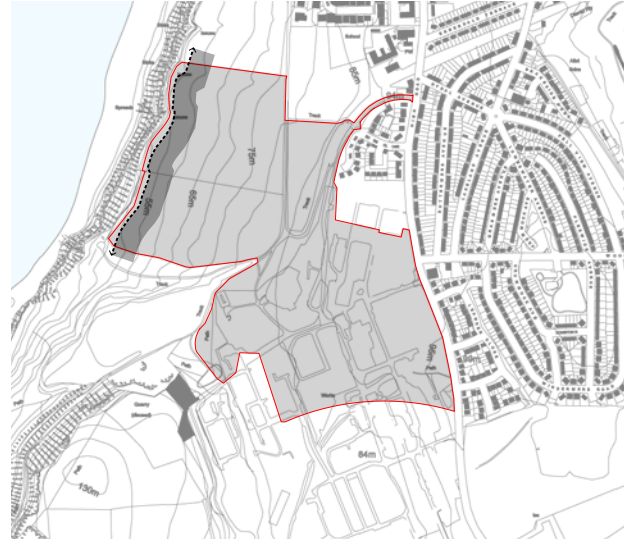


4.2 CONSTRAINTS



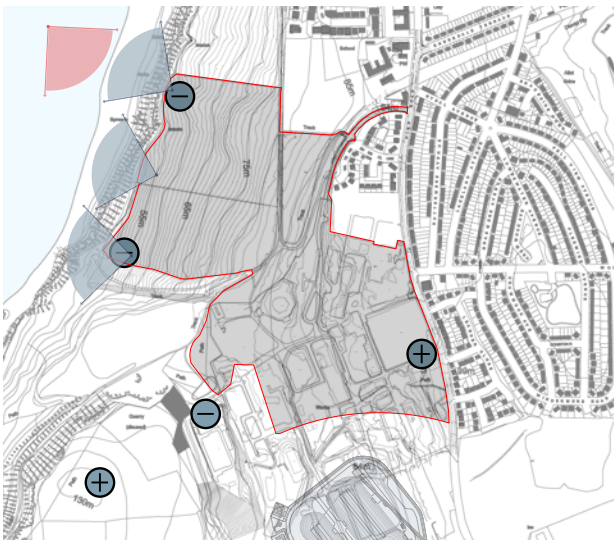
COASTAL HERITAGE STRIP

The site partly lies within the Heritage Strip running North- South along the Western Coastline.



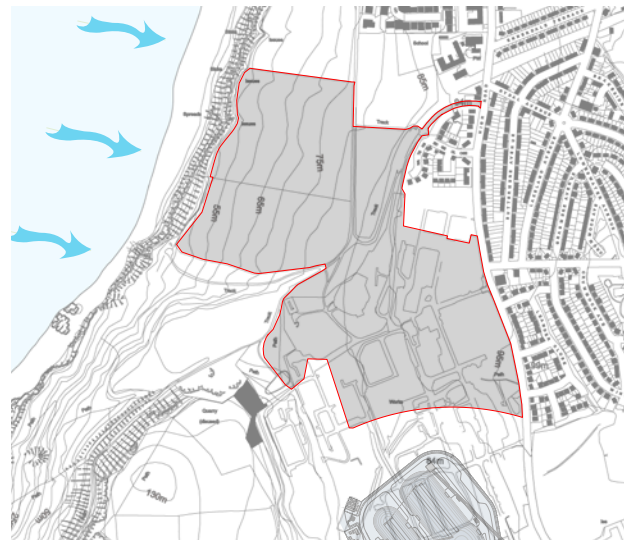
EROSION

Area of the erosion



TOPOGRAPHY, HEIGHTS, VIEWS

The site offers long distance Western views.



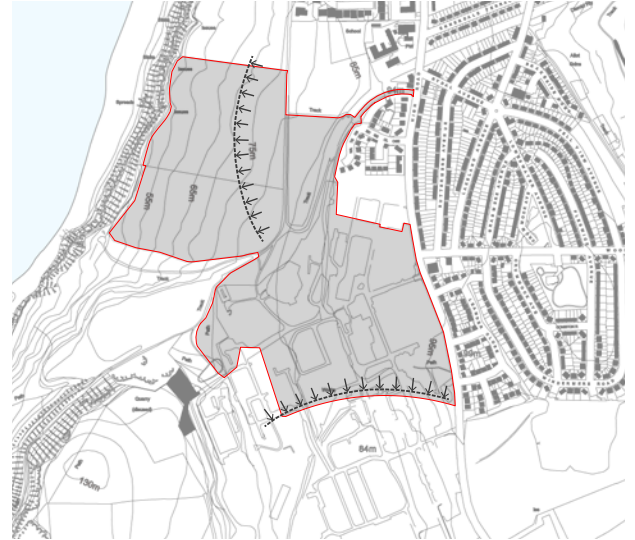
WIND

The site is predominantly exposed to the North-Western wind.



ROAD NOISE

There is a noticeable noise pollution along the High Road.



DEFINED BUILT LINE

25m green landscape buffer will be created to protect and screen the existing West Cumbria Mining's (WCM) works and the new residential development.



WAGONWAY

The historic wagon way and hedgerow runs north - southwards



CONTAMINATION

There is a legacy of industrial Site contamination

4.3 OPPORTUNITY



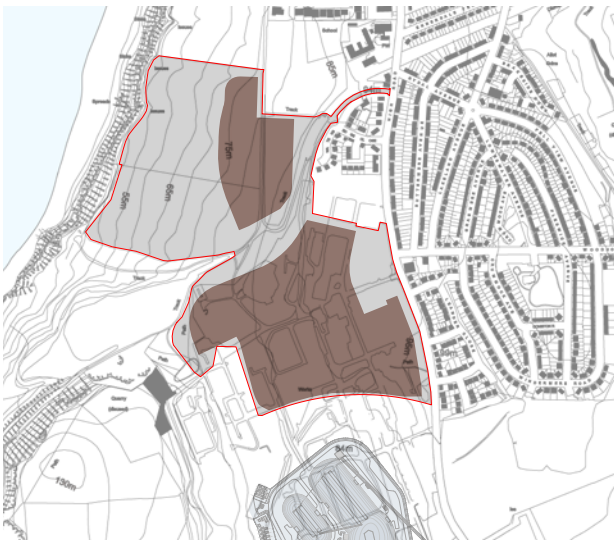
NEW SPINE ROAD AND LINK TO THE TOWN CENTRE

There is an opportunity to introduce three access points along the site of the existing High Road. The northern access point will provide a route to the phase 1 of residential site and the southern loop road will serve residential and employment cells.



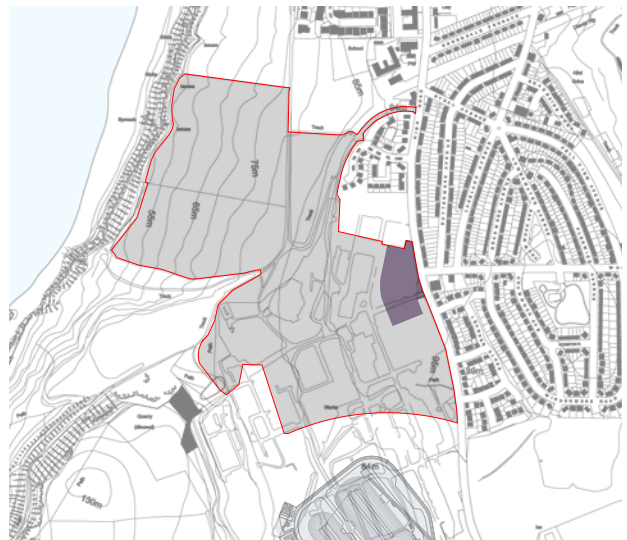
PEDESTRIAN LINKS

There is an opportunity to link with the existing local and national pedestrian and cycle network.



RESIDENTIAL DEVELOPMENT

A range of housing types will be provided to meet local needs and respond to the market



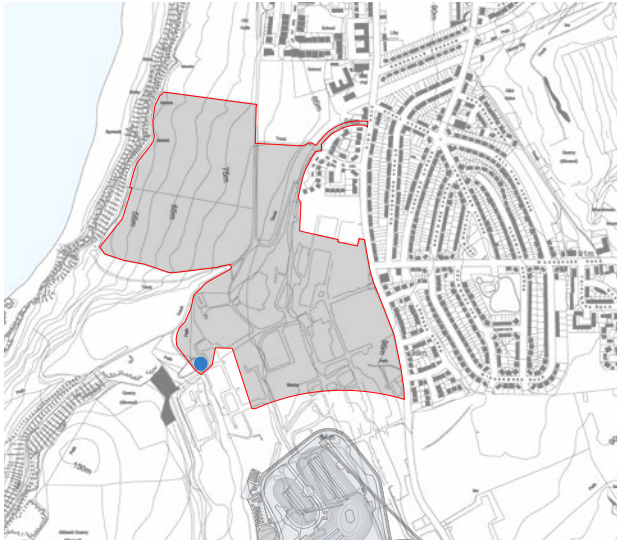
LOCAL CENTRE - EMPLOYMENT

The site is allocated as an employment opportunity site. The Local Centre will provide employment opportunity to the residential site.

















STRATEGIC GREEN INFRASTRUCTURE

Green fingers through the site with habitat enhancement measures.

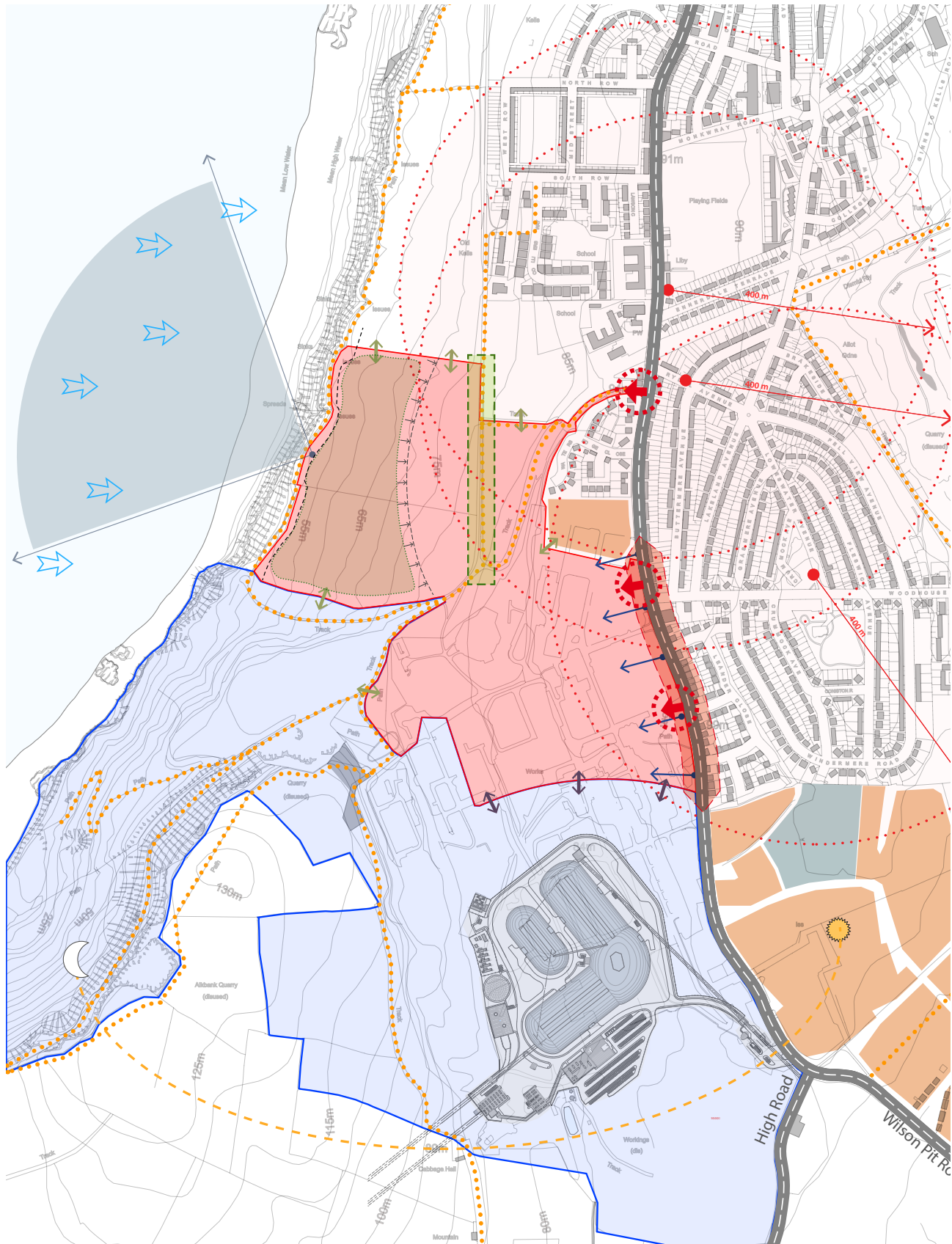


SUDS

The SuDS pond will be located at the lowest point of the site.

- Key:
-  Red Line Boundary
 -  Proposed Access to the Site
 -  Blue Line Boundary
 -  Mining Interface
 -  Interface With Existing Landscape
 -  Pedestrian Routes
 -  Direction Of The Wind
 -  Sea View
 -  Views Into The Site
 -  Buffer - No Development Zone - Mine Design
 -  Potential Noise Source
 -  Existing Wagonway Exclusion Strip
 -  Bus Stop and 400 m Walking Distance
 -  Ecological mitigation

4.4 SUMMARY - OPPORTUNITIES AND CONSTRAINTS



4.5 DESIGN DEVELOPMENT - CONCEPT PROGRESSION



1. VEHICLE AND PEDESTRIAN ACCESS

The above plan illustrates the principle vehicular entry points and residential streets. The proposed southern loop road can deliver bus services which can provide public transport links to the proposed and existing residential areas. New pedestrian and cycle route system will be designed and linked with existing network to allow easy access to the coastal paths.



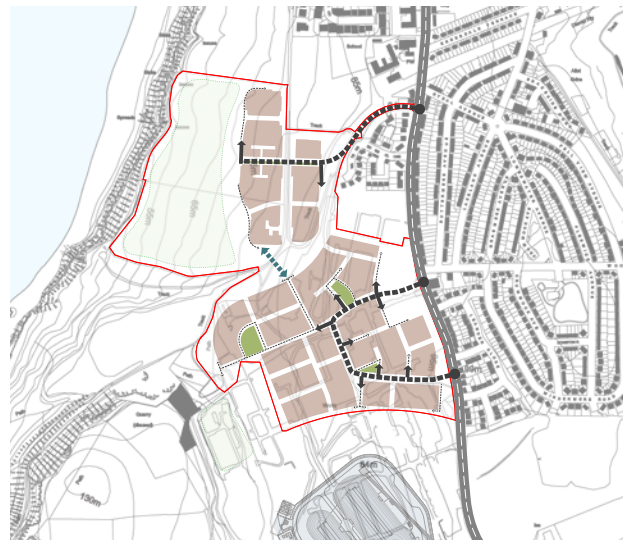
2. EMERGING DEVELOPMENT CELLS

The northern parcel will be entered through a single access point running west from the High Road. The residential loop road to the southern parcel of the development forms the principle route which facilitates access to secondary, tertiary streets and private drives creating a legible road hierarchy.



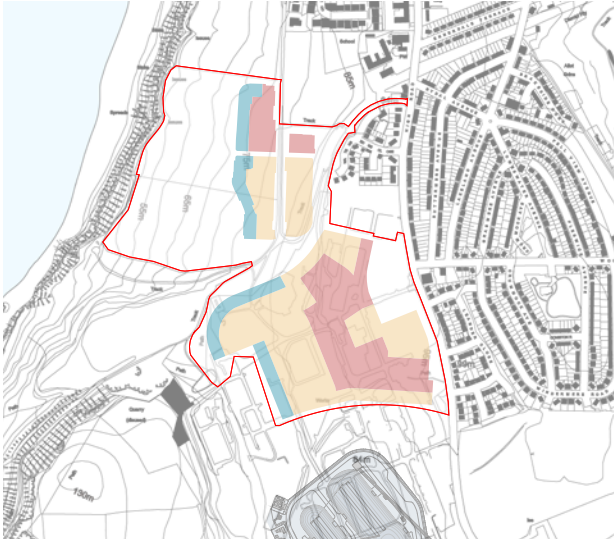
3. GREEN INFRASTRUCTURE

Landscape corridor runs through the development as well as large green area of protected coastal heritage site provides large recreations space.



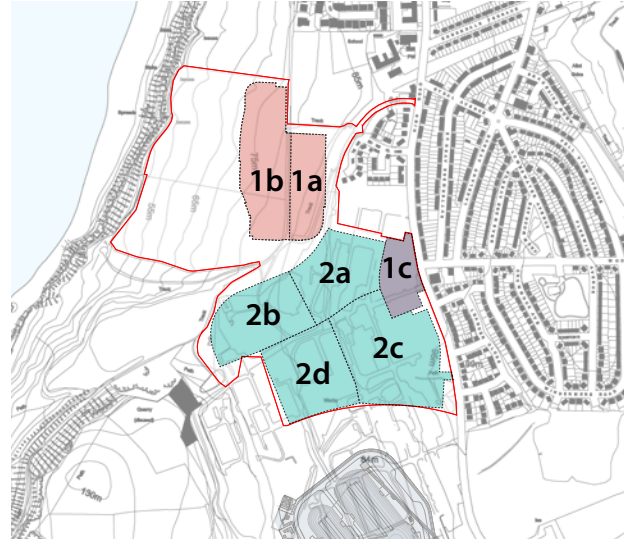
4. URBAN SPACES

The main carriageway will be punctuated by urban squares, which will create visual points of interest. Those nodal points will ensure the legibility of the overall site.



5. DEVELOPMENT CELLS-CHARACTER AREAS

Once the main accesses and primary routes has been established the nature of the character area can then be developed in respond to its location within the site.

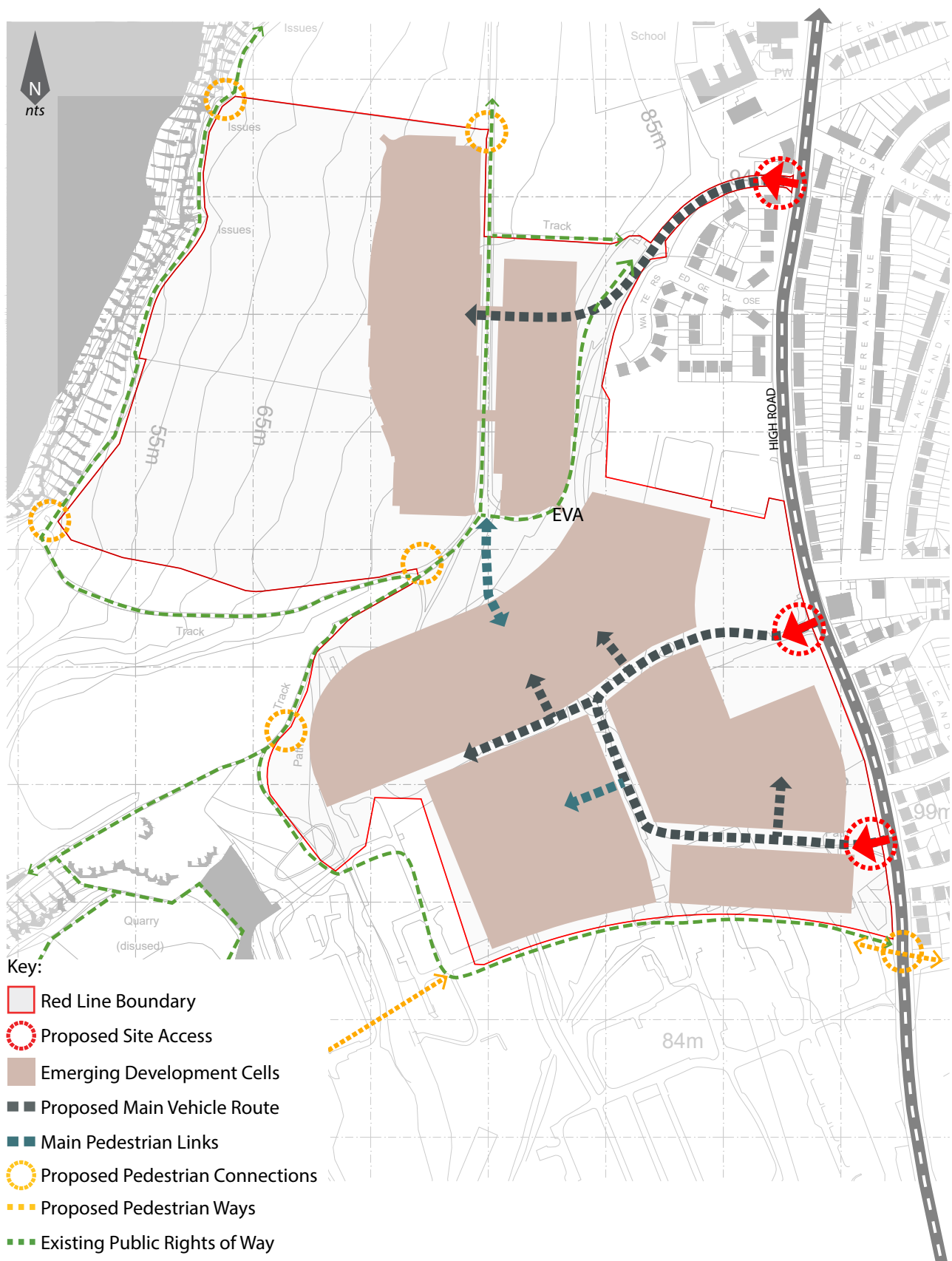


6. PHASING

The plan above demonstrates the intended phasing of the development which connects the new site with an existing planning framework.

4.6 CONNECTIONS AND INTEGRATION

ACCESS AND MOVEMENT



The adjacent plan illustrates the proposed primary routes through the site.

The northern access road will terminate within the northern parcel however an EVA link will provide a connection with southern parcel for emergency access only.

The southern parcel will be accessed via a primary loop road providing good circulation and distribution of traffic through the residential and commercial areas. This primary route will provide opportunity to create looped movement networks within the sub development cells

The alignment of the Road Hierarchy within the site helps define the character of the principle development cells within the masterplan..



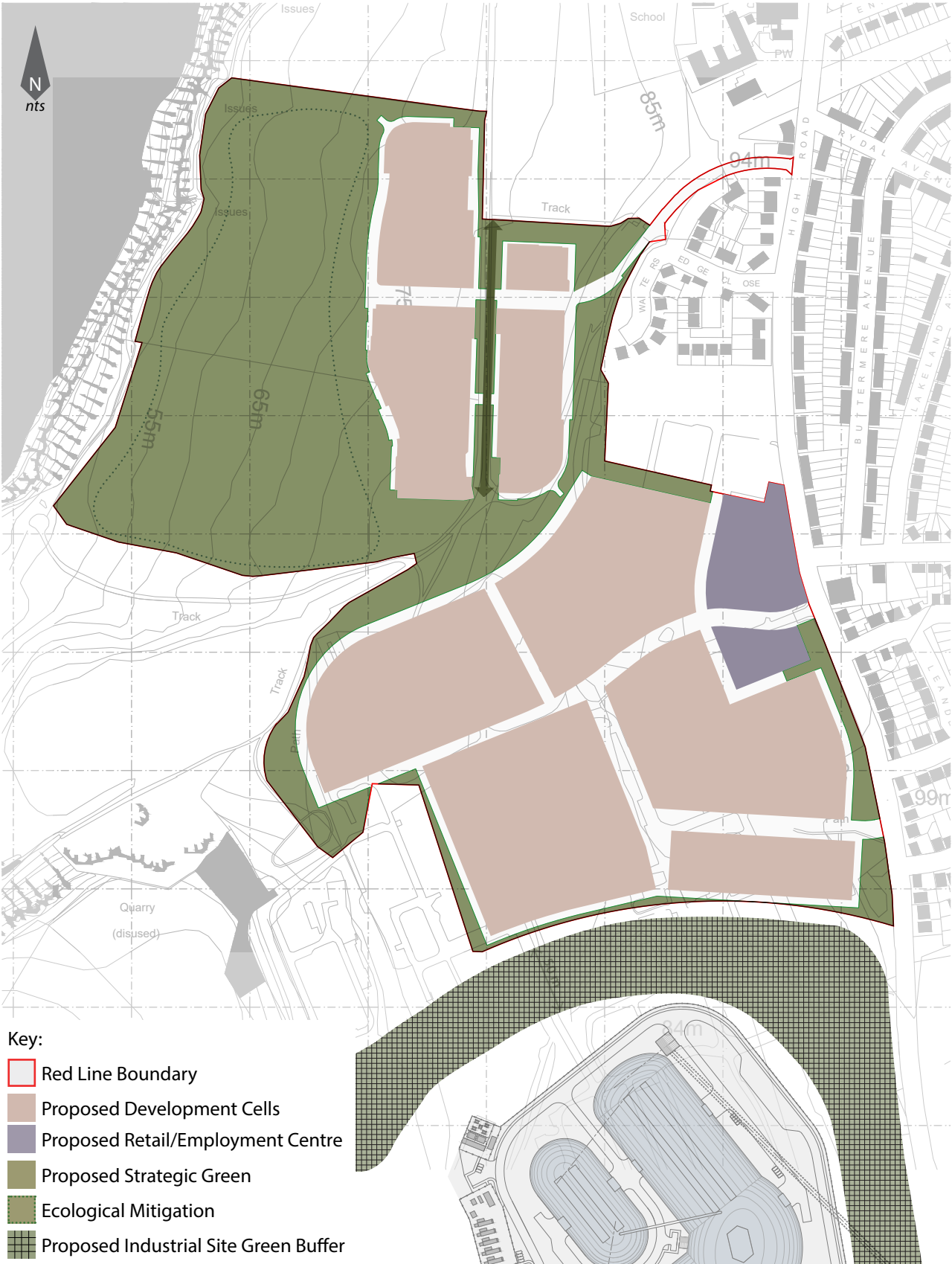
Integration of hard landscape feature at key junctions within site



Reduction in formality of highway

4.7 LAND USE AND DEVELOPMENT CELLS

LAND USE AND DEVELOPMENT CELLS



The illustration shows the broad distribution of the land use and access to the development site.

It demonstrates how the distribution of the residential land use has been offset by the significant amount of green space.

The proposed retail/employment centre will be adjacent to the residential development forming an integral part of the scheme as a whole.

The illustration opposite shows how the hierarchy of routes inform the overall design of the development cells.

A range of housing types will be provided to meet local needs and respond to the market and planning requirements.



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Key:

- Red Line Boundary
- Incidental Green
- Strategic Green
- Industrial Site Green Buffer
- Waggon Way
- Ecological Mitigation-Habitat Creation
Filter of landscape from managed to natural
- Proposed Suds Location
- Defined Development Edge
- Potential Coastal Erosion Line at 25m

The illustration (left) shows the distribution of green infrastructure across the development site which forms the strategic Landscape design for the site.

It shows a significant green buffer next to West Cumbria Mining site providing sufficient screening and earth bunding adjacent to the new residential site.

A further green buffer zone will be created to the north west coastal boundary line to accommodate new ecological habitat and mitigation.

The site will be punctuated with incidental green pockets to soften the build form, generally providing a node point to place built form around.



Strategic Green and Ecology Areas



Strategic Green and Local POS

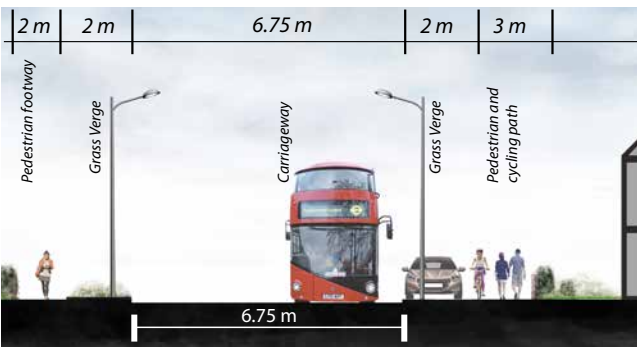
The landscaping proposal for the Marchon development has been designed to avoid ecological impacts where possible, mitigate for any impacts if required with a determination to compensate for any impacts that cannot be avoided or mitigated through the creation of new, and the enhancement of, existing habitats.

As a result, key areas of habitat to the north west of the development will be retained and enhanced as part of the proposals.

4.9 STREET HIERARCHY

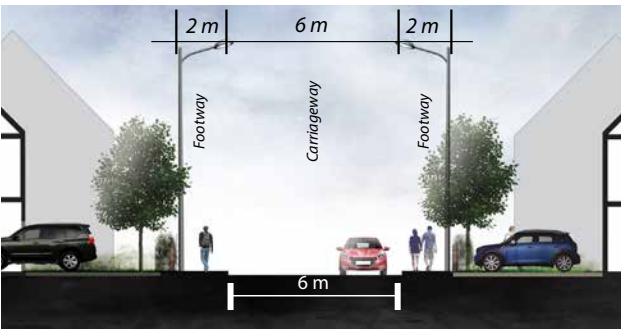
The following series of cross sections illustrate how the masterplan has developed a hierarchy of vehicular and pedestrian routes, diminishing in formality, in order to help create a sense of place.

RESIDENTIAL STREET WITH BUS ROUTE



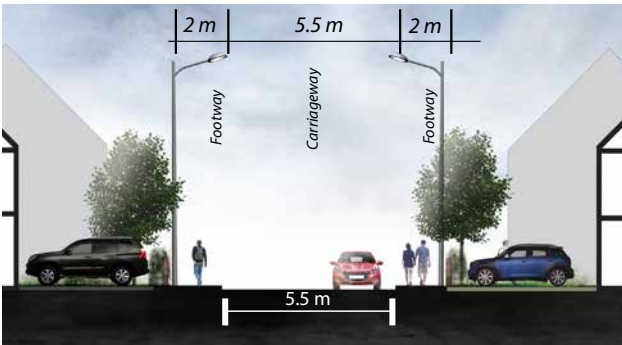
ROAD TYPE	Residential Street with Bus Route Features (Table 2.4)
CHARACTER AREAS	All character areas
PARKING	In curtilage
MATERIALS	Carriageway: Bituminous Footpath: Flagstones / Bituminous
VERGE	Hard / Soft Landscape

PRIMARY RESIDENTIAL STREET



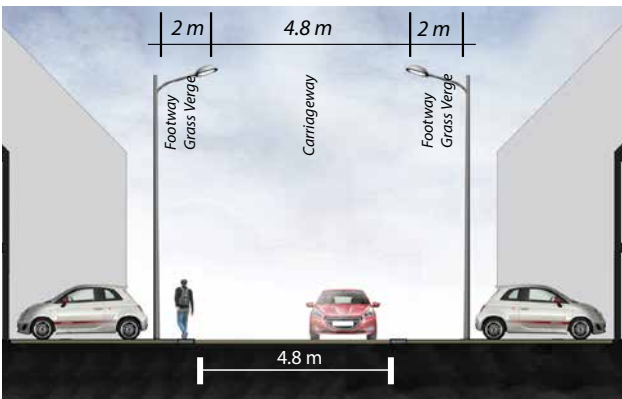
ROAD TYPE	Primary Residential Street Features (Table 2.5)
CHARACTER AREAS	All character areas
PARKING	In curtilage
MATERIALS	Carriageway: Bituminous Footpath: Flagstones / Bituminous

SECONDARY RESIDENTIAL STREET



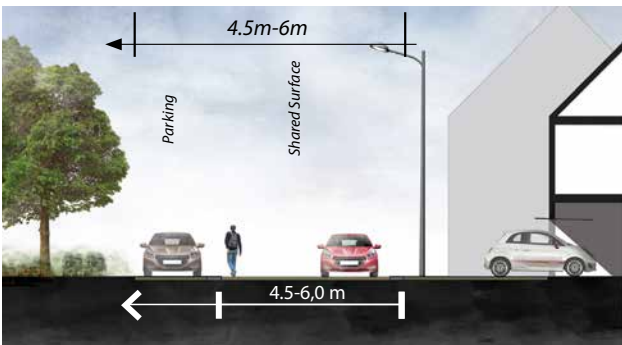
ROAD TYPE	Secondary Residential Street (Table 2.5)
CHARACTER AREAS	All character areas
PARKING	In curtilage
MATERIALS	Carriageway: Bituminous Footpath: Flagstones / Bituminous

SHARED SURFACE STREET



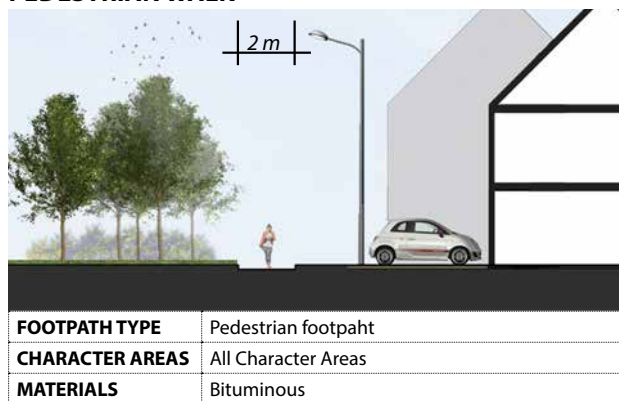
ROAD TYPE	Shared Surface Street Features (Table 2.6)
CHARACTER AREAS	All Character Areas
PARKING	In curtilage
MATERIALS	Carriageway: Bituminous/Block Paving/Setts Footpath: Bituminous/Block Paving/Setts
VERGE	Where development becomes single side. Grass verge becomes an option

PRIVATE DRIVE



ROAD TYPE	Tertiary Residential Street Features (Table 2.6)
CHARACTER AREAS	All character areas
PARKING	In curtilage
MATERIALS	Carriageway: Bituminous/Block Paving/Setts Footpath: Bituminous/Block Paving/Setts

PEDESTRIAN WALK



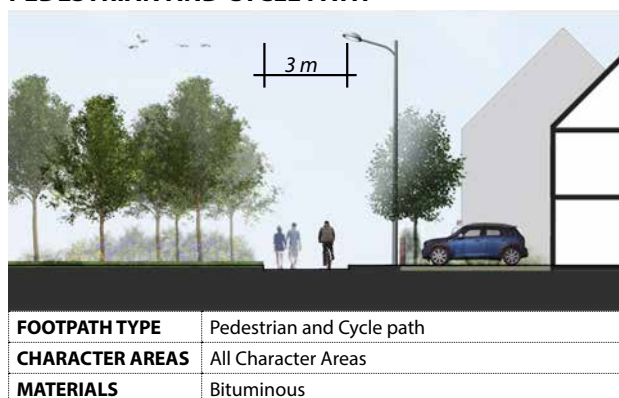
PEDESTRIAN WALKWAYS

At 2 meters wide these are pedestrian only routes, excluding all vehicular, cycle and equestrian movement. These will be set down in order to separate them from soft/hard landscaping or raised where adjacent to vehicular routes and defined by a 200mm concrete curb. They will be finished in a hard, bituminous surface material.

PEDESTRIAN AND CYCLE PATH

These are carriageways of a minimum width of 3 meters designed to be used by pedestrians and cyclists on unsegregated thoroughfares. They are required to have a hard surface.

PEDESTRIAN AND CYCLE PATH



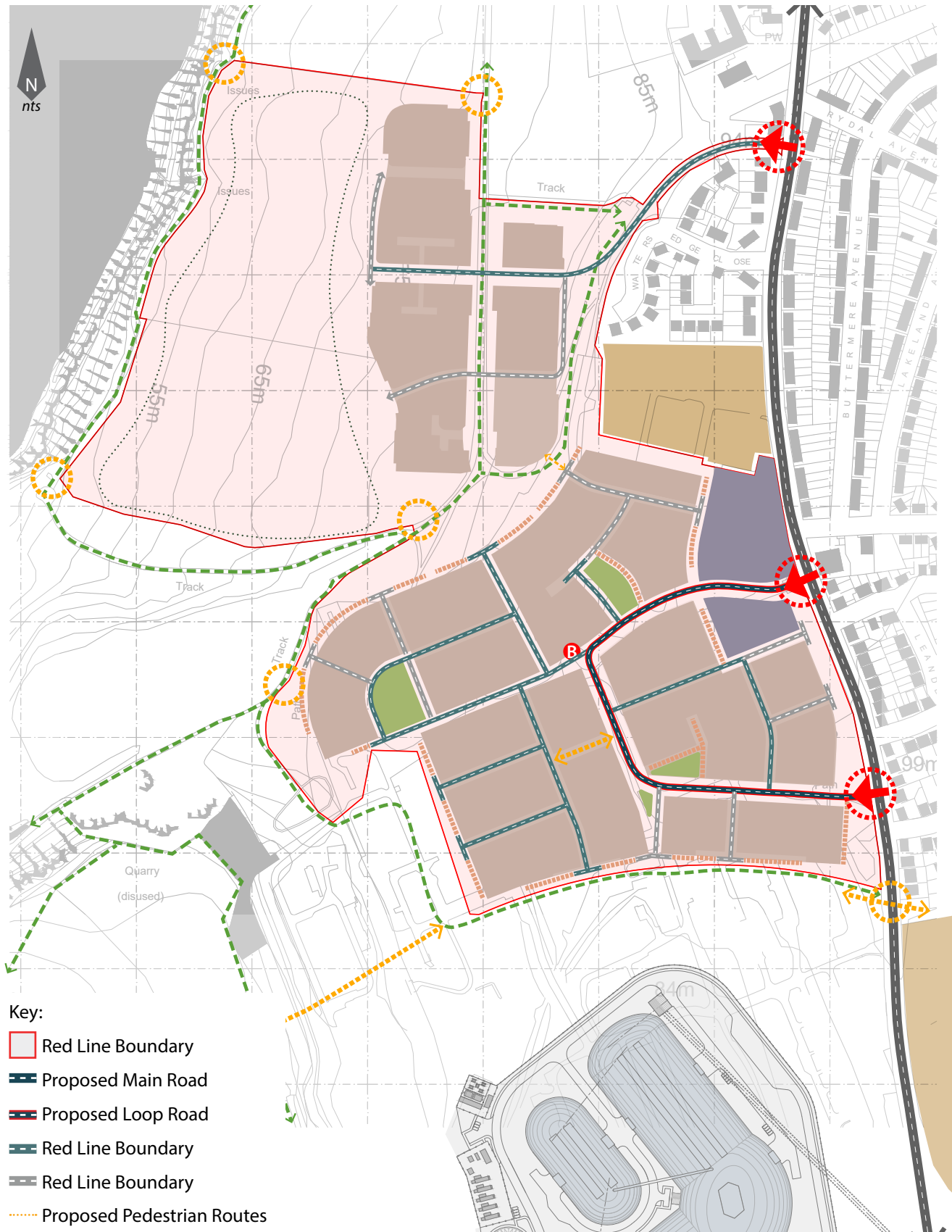
5.0 DESIGN PRINCIPLES

The inception plan shows in greater detail the overall strategy for land use through out the masterplan at Marchon, illustrating the application site boundary, hierarchy of streets and highway infrastructure , development extents for residential and commercial uses, positioning of strategic landscape and open space and vehicle and pedestrian connectivity.



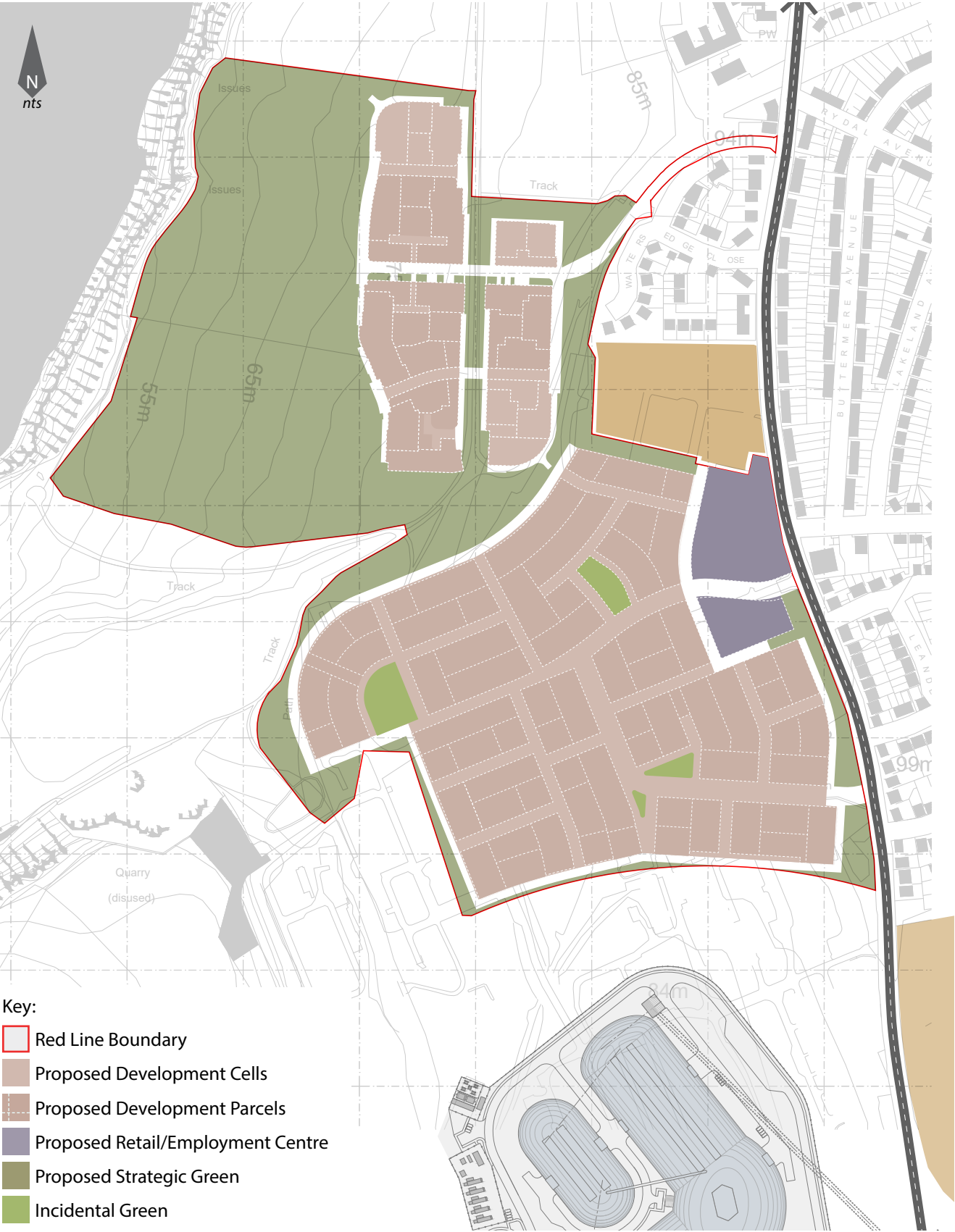
6.0 STREETS HIERARCHY

The road hierarchy has evolved from the indicative routes plan and represents a logical approach to accessing and navigating the site.



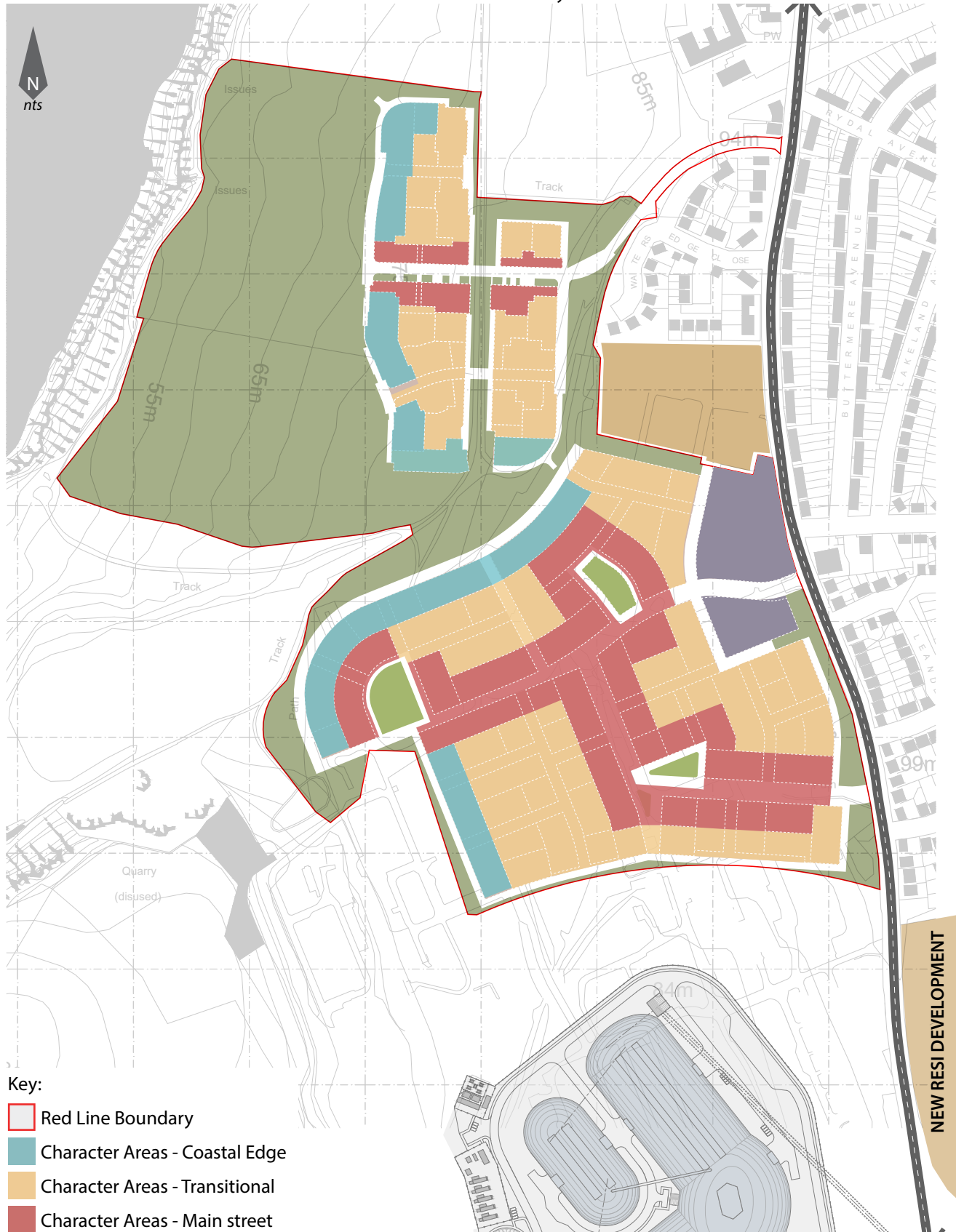
7.0 BLOCK STRUCTURE

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

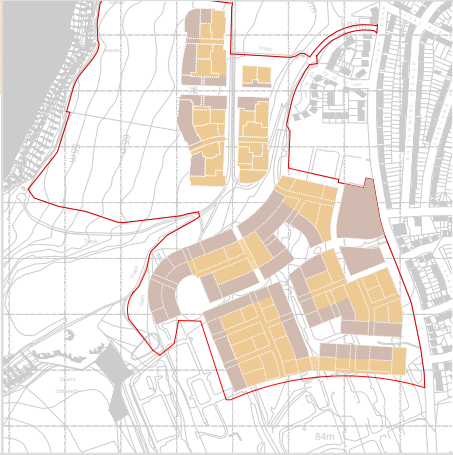
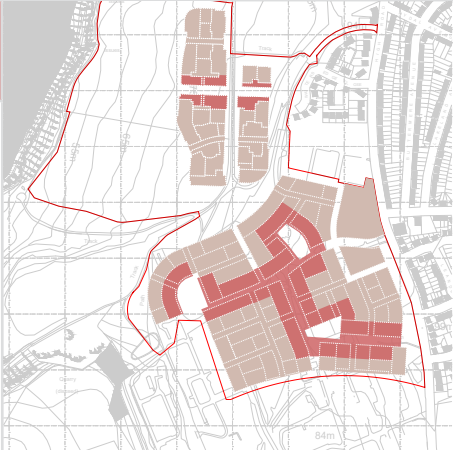
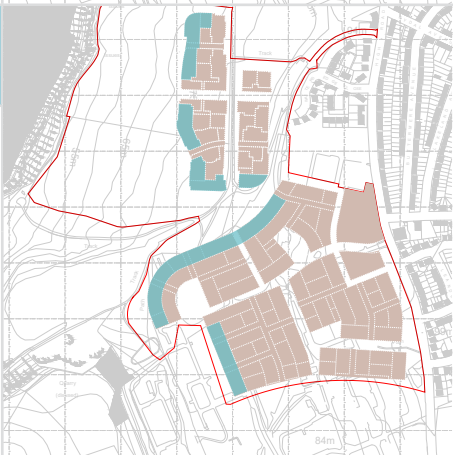



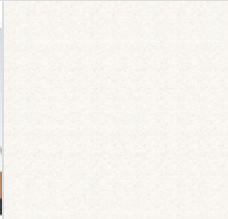






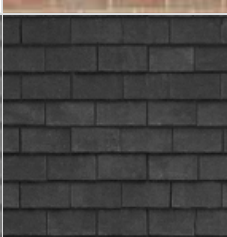

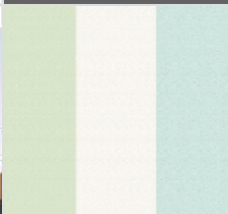


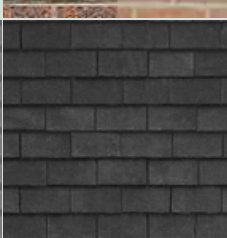
8.0 CHARACTER AREAS

Successful development has unique characteristics formed by the relationship between design elements such as landscape, built form, context and resident's needs. This can be achieved by carefully selected building materials, boundary treatments and use of carefully designed hard and soft landscaping applied throughout the site. Three distinct character areas have been developed for the Marchon scheme: Main Road, Coastal Edge and areas, contemporary and traditional in style.



8.1 CHARACTER AREAS

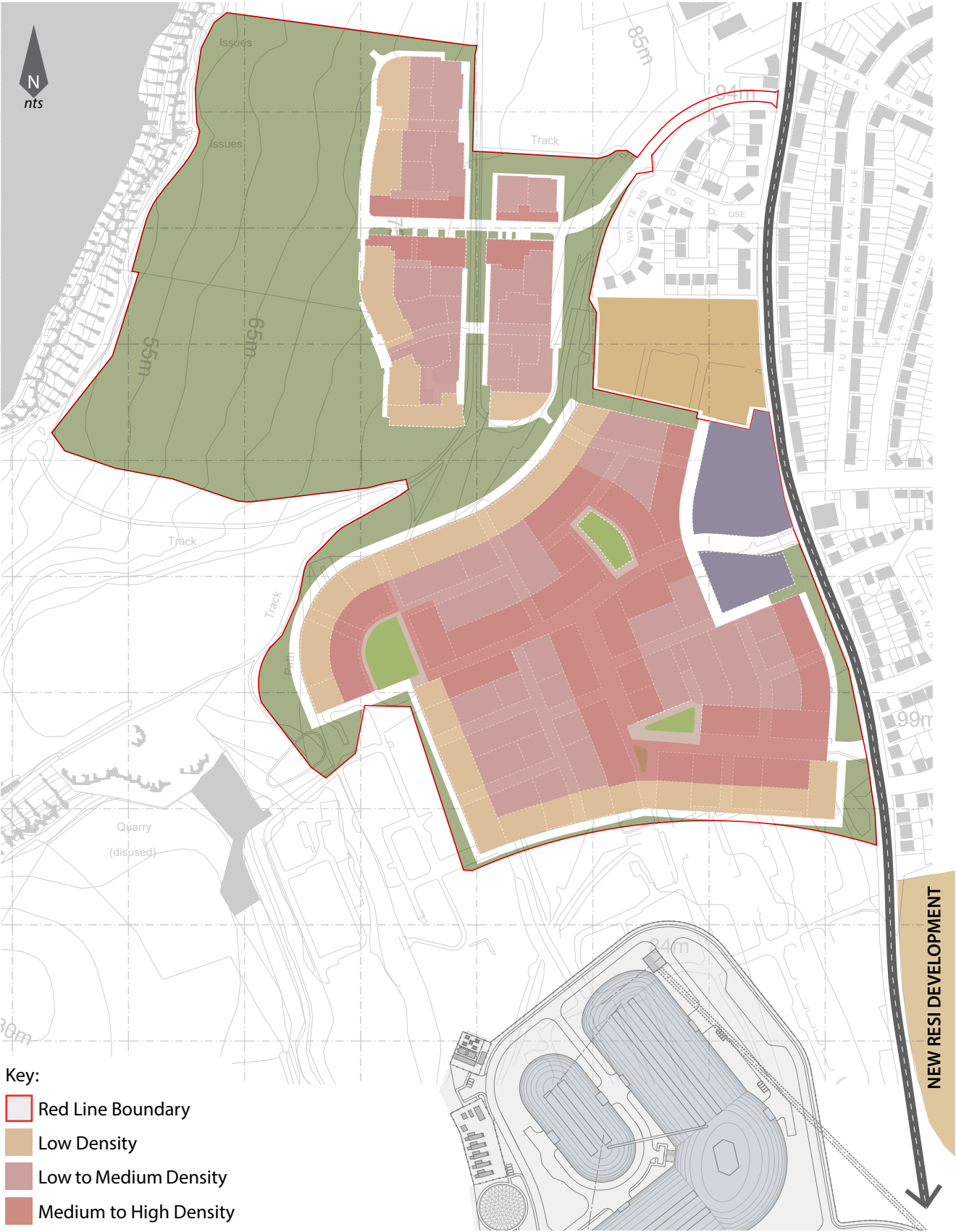
CHARACTER AREA	LOCATION PLAN	CHARACTERISTICS
TRANSITIONAL		STANDARD CONTEMPORARY (+) ENHANCED CORNERS <ul style="list-style-type: none"> Contemporary style windows Contemporary style doors Contemporary detailing Doors / windows - Black Garage Doors - Black Brick - Red, Multi Window Surrounds Ruff tile - Black, Red Render - White Boarding - Grey
MAIN STREET		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
			
			
			
			
			<ul style="list-style-type: none">• Estate railing• Estate railing and hedge
			

9.0 DENSITY

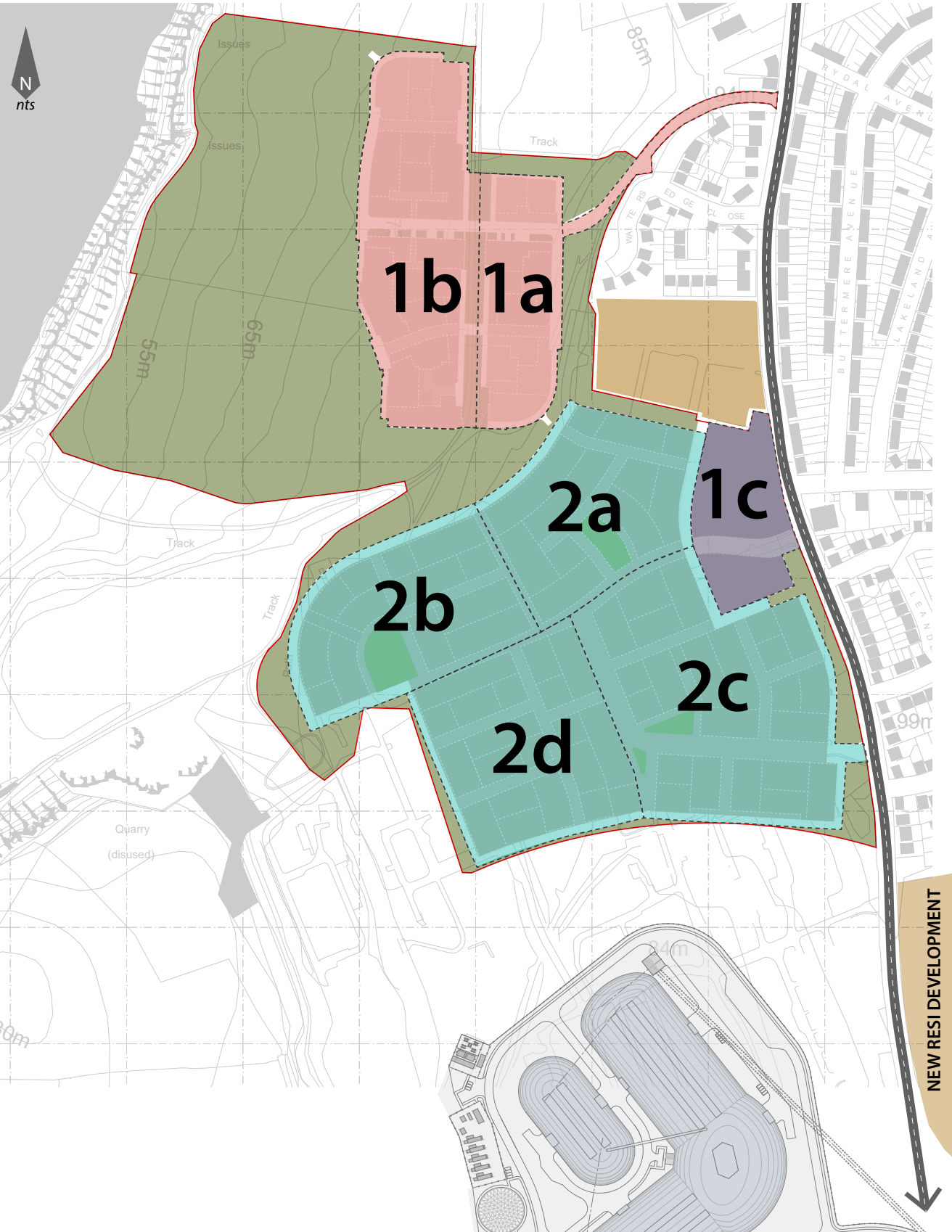
The plan shows how density and building heights range vary across the masterplan.

Variation in building heights provides visual interest within individual character areas It also responds to key site features such as the topography.



10.0 PHASING

The plan shows the proposed phasing of the site.



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The landscape and ecological objectives can be summarised as:

- Create and sustain a high quality attractive landscape setting and environment for the benefit of both residents and the wider community providing a stimulating range of landscape spaces for the enjoyment and use by the community whilst being sensitive to the existing urban edge and adjacent rural landscape characters.
- Ensure that the design respects the coastal landscape character, especially the adjacent Heritage Coast.
- Capitalise upon the views from the site, considering both the existing and proposed houses, footpaths and roads and consider the inter-visibility between properties in more localised views.
- Enhance the landscape screening planned for the mining development to the south to ensure a natural backcloth to the residential area.
- Introduce landscape features and materials which reflect the character of the local area.
- Enhance the local biodiversity and promote species diversity. Create new habitats including species rich meadows and wetland areas, kest hedge and swale.
- Maintain a safe and accessible landscape linking with the existing public and informal footpath network particularly the Cumbria Coastal Way Path and Wagon Way path.
- Establish trees, hedges and shrub areas which define and enhance private gardens and streetscapes, reinforce boundaries, provide shelter and create year-round colour displays with high evergreen content. This will include trees along the access roads to create avenues to the streetscape with low hedges and flowering shrubs to enclose and divide gardens and open spaces. Specimen shrubs will provide focal points to add some immediate localised maturity to the landscape and taller shrubs and climbers will visually soften fences and walls.
- Introduce landscape feature areas at entrances and focal points to define the localised character of each area.
- Protect the landscape proposals from the severe exposed coastal environment through the selection of robust species able to withstand salt-laden winds and the use of windbreak fencing to aid the establishment of the hedgerows.

- Create sheltered areas for seating, paths and play areas through the use of localised mounding combined with planting.
- Accommodate the requirements of the service statutory authorities keeping access and easements clear.
- Ensure that the maintenance requirements for the landscape areas are minimised through design and specification of high quality, robust materials from sustainable, energy efficient sources and appropriate plant species.

PROPOSED PLANTING

- The planting design includes boundary and plot delineation hedges, bold shrub planting, streetscape trees, tall specimen shrubs and flowering ground cover concentrated along the access roads, high-profile corners and focal points to create bold colourful displays and partially enclose some of the front gardens to give some semi-privacy and variety within the estate.
- Sensitive treatment of the west boundary includes a native hedge on a kest bank with native trees to create some low-level shelter and natural enclosure without loss of the fine views from properties. These trees and hedge combined with native shrub groups and species rich wildflower grassland will enhance the ecological value of the site through increased diversity.
- The landscape design for the informal coastal open space is simple and informal with paths crossing the coastal wildflower meadow which will be restored where disturbed by development construction. The swale to the west boundary will provide natural drainage, discharging to a shallow wetland basin which will have informal groups of native trees, shrubs and pond marginals and wet meadow grass to create a natural landscape character and enhance biodiversity. Feature shrub beds at high profile locations will form colourful displays to complement the flowering shrubs in the private gardens which have been selected to provide year-round colour and high evergreen content for winter interest.
- Rabbit damage is possible in this setting therefore guards have been specified for native hedge plants and trees. Further protection may be required if rabbit activity is significant in the ornamental shrub beds which should be monitored by the Management Company.

