



CONCEPT
ARCHITECTURE

COMPLIANCE STATEMENT PHASE 1

**MARCHON, CUMBRIA
16 APRIL 2024**

COMPLIANCE STATEMENT

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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.

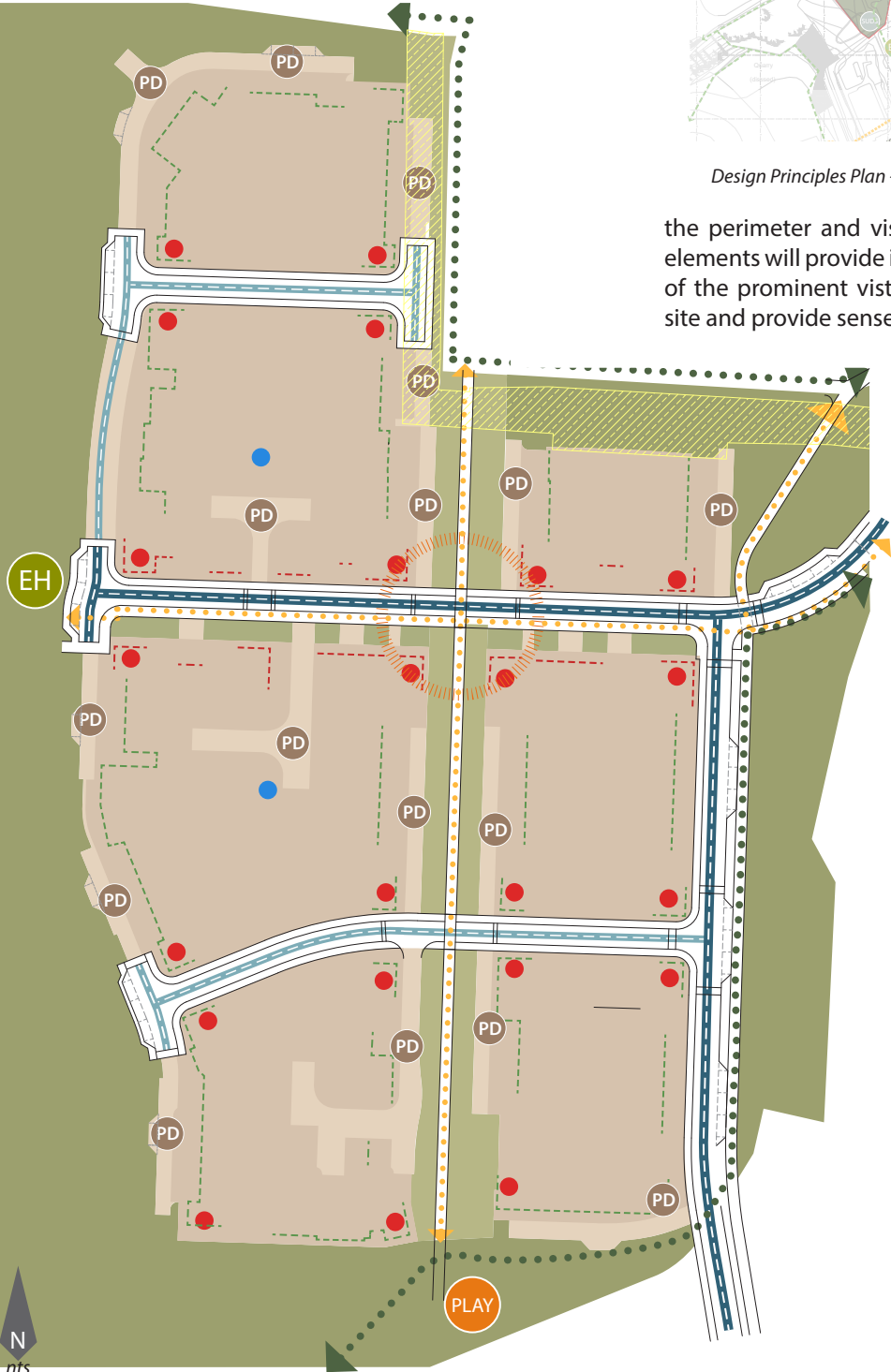
The large green open space area of the existing coastal habitat to the west of the site will be enhanced and it will allow for the far reaching coastal views.

The development cells will be articulated by the landmark corner turning units, active frontages to



Design Principles Plan - Extract from Development Brief document

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.



- 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.

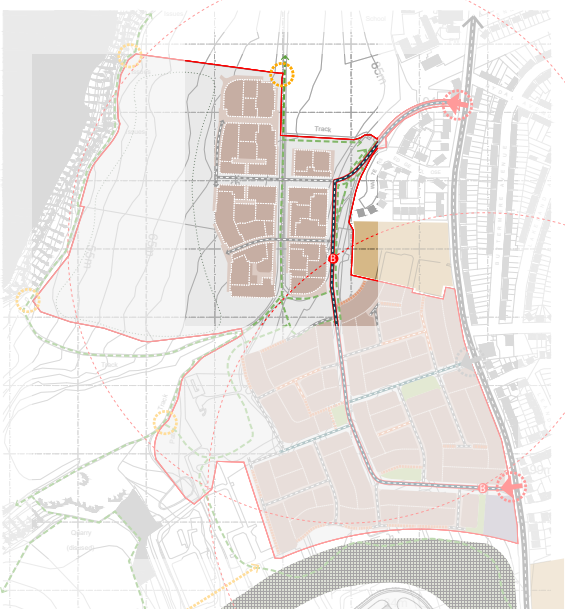


1.4 ACCESS AND MOVEMENT

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.



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.

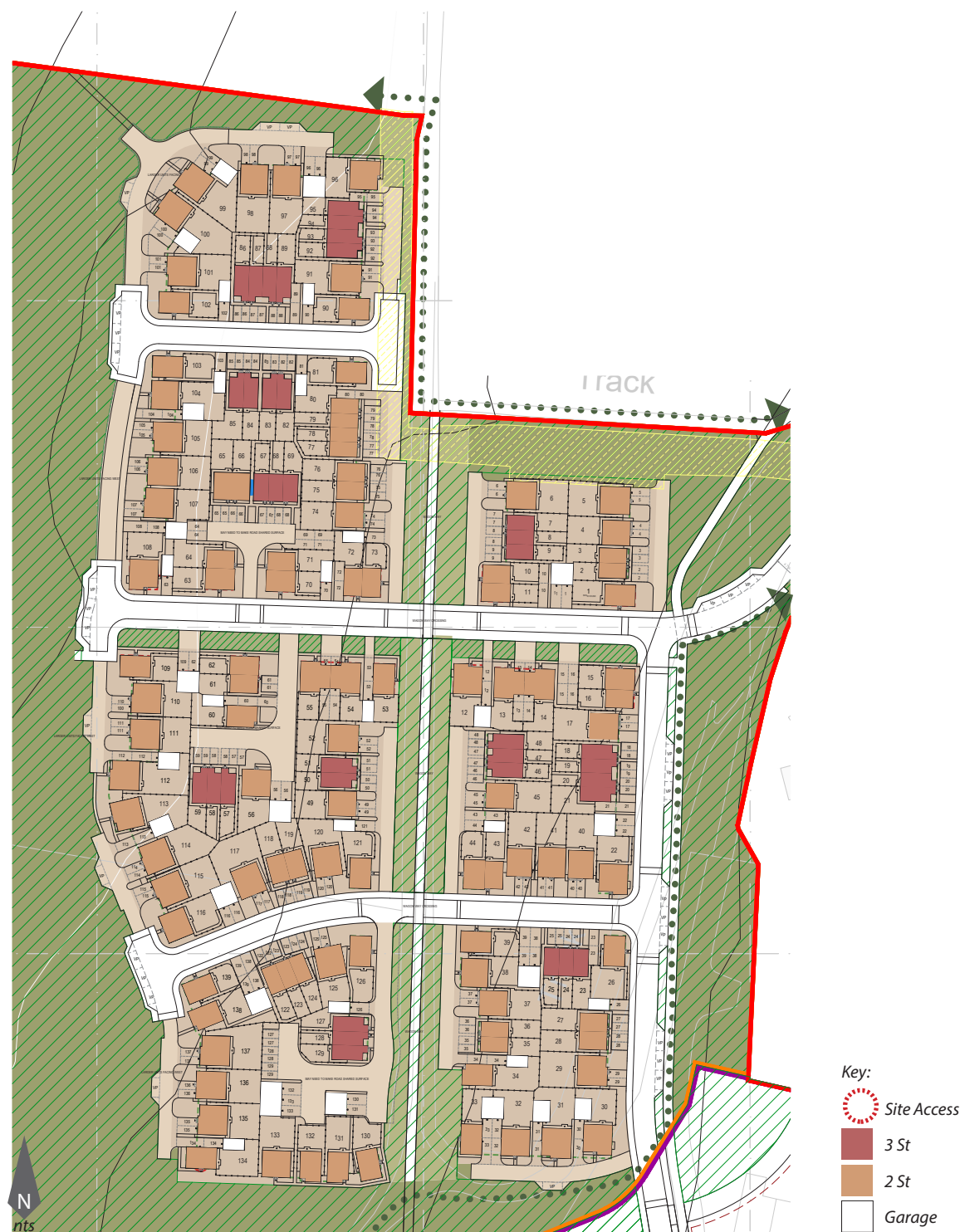
To avoid ecological impact of the development the landscape west of the site boundary will be retained and enhanced as part of the proposed landscape strategy.



1.7 BUILDING HEIGHTS

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

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

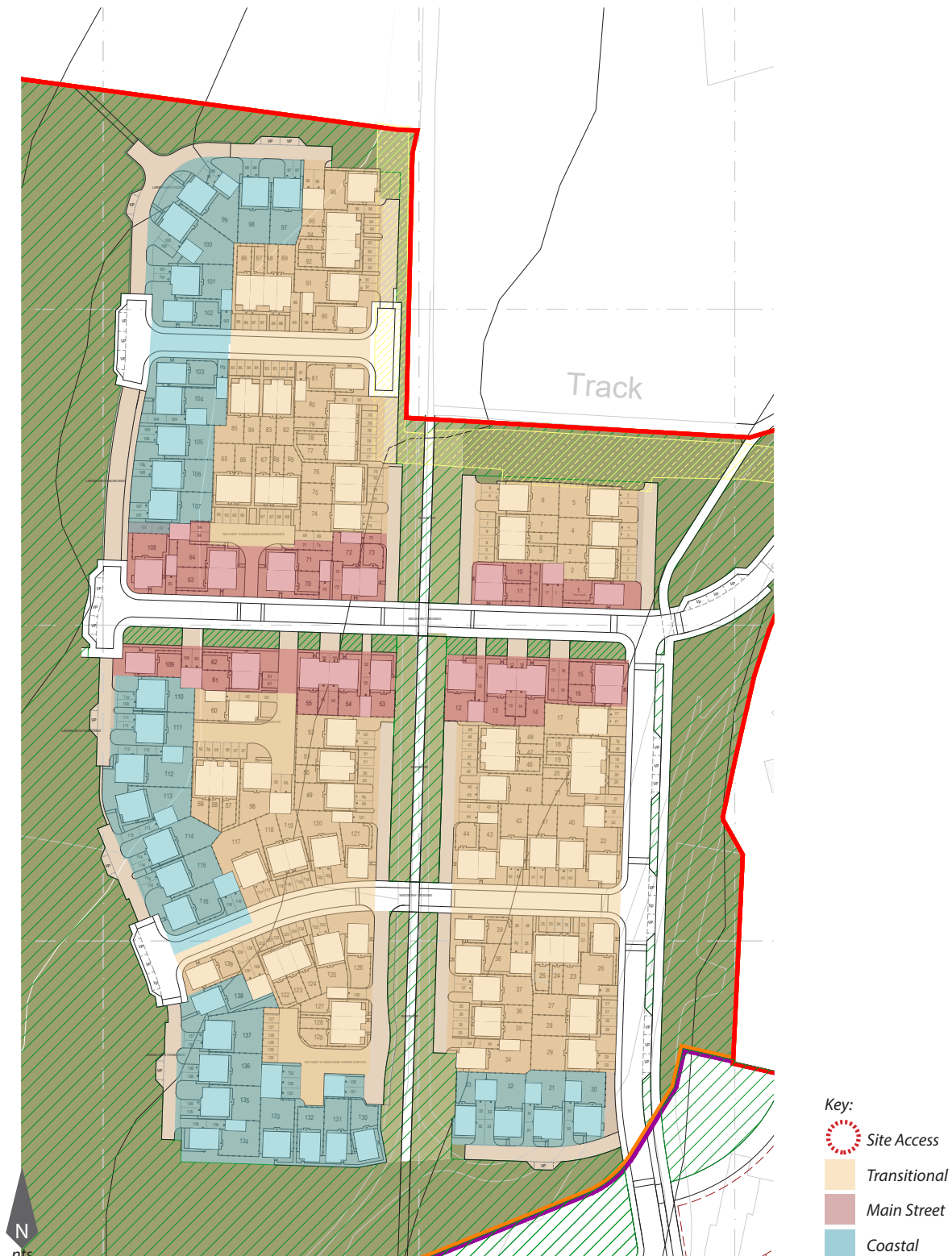


1.8 CHARACTER AREAS

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

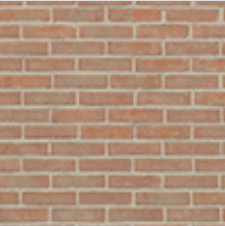
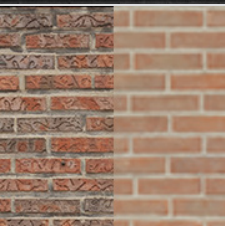
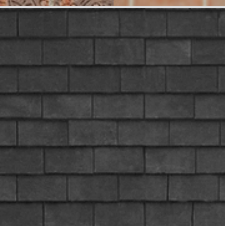
In accordance with the design principles set out in the Design and Access Statement document three distinctive character areas has been identified.

Coast, Main Street and Transitional.

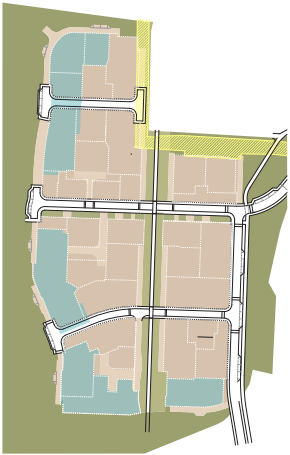


1.9 MATERIAL MATRIX

CHARACTER AREA	LOCATION PLAN	CHARACTERISTICS
TRANSITIONAL		STANDARD CONTEMPORARY (+) ENHANCED CORNERS • 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 • Contemporary style windows • Contemporary style doors • Contemporary detailing • Doors / windows - Black • Garage Doors - Black • Window Surrounds • Ruff tile - Black • Boarding - Grey
COASTAL		ENHANCED CONTEMPORARY • 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		• Estate railing • Estate railing and hedge
	Grey Boarding		

1.9.1. COASTAL



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

1.9.2. PROPOSED LOCATION



Proposed Masterplan - The 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 scene and soften this edge between the development and the existing coastal open space.



1.9.3. TRANSITIONAL



Location of the Coastal Character Area

Extract from Section 1.2 - Development Principles



Proposed Street Scene

1.9.4. PROPOSED LOCATION



Proposed Masterplan - The Transitional Character Area

CHARACTERISTICS

The Transitional character area is located in the centre of the development cells providing transition between the Coastal and Main Street 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.



1.9.5. MAIN STREET



Location of the Coastal Character Area

Extract from Section 1.2 - Development Principles



Proposed Street Scene

1.9.6. PROPOSED LOCATION



Proposed Masterplan - Main Street Character Area

CHARACTERISTICS

Main Street 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.





1.10 PRELIMINARY LANDSCAPE DESIGN

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.



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