



CONCEPT
ARCHITECTURE

MARCHON, Cumbria
Design and Access Statement

PERSIMMON
19 NOVEMBER 2019

DEVELOPMENT BRIEF

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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 using the site's existing features and surrounding influences and how these have shaped the development through its 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 intention of the design is to create a sense of place within new vibrant development and make a positive contribution in enhancing the character of the locality.

1.2 VISION AND OBJECTIVES

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

Majority of the site will be accessed to the public offering a 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.

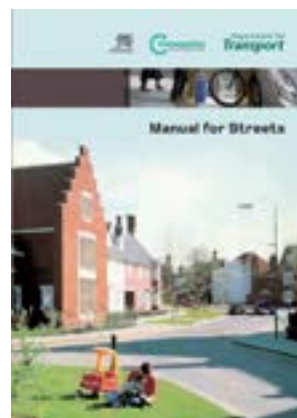
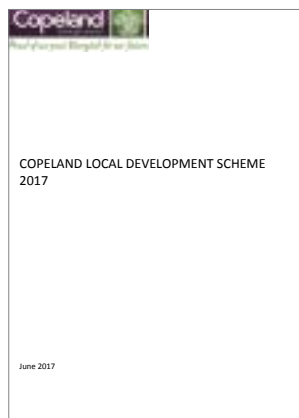
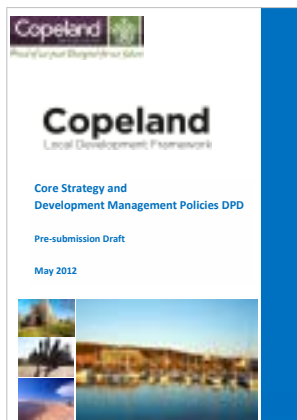
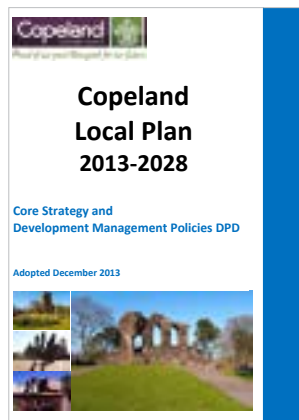
The development will have a strong sense of belonging to Marchon prompted by a clear hierarchy of memorable spaces, landscape features and buildings.

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.

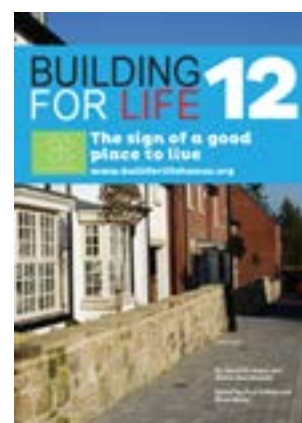
2.0 DESIGN CONTEXT

2.1 PLANNING CONTEXT



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

PLANNING OBJECTIVES



2.2 SITE LOCATION



LOCATION

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

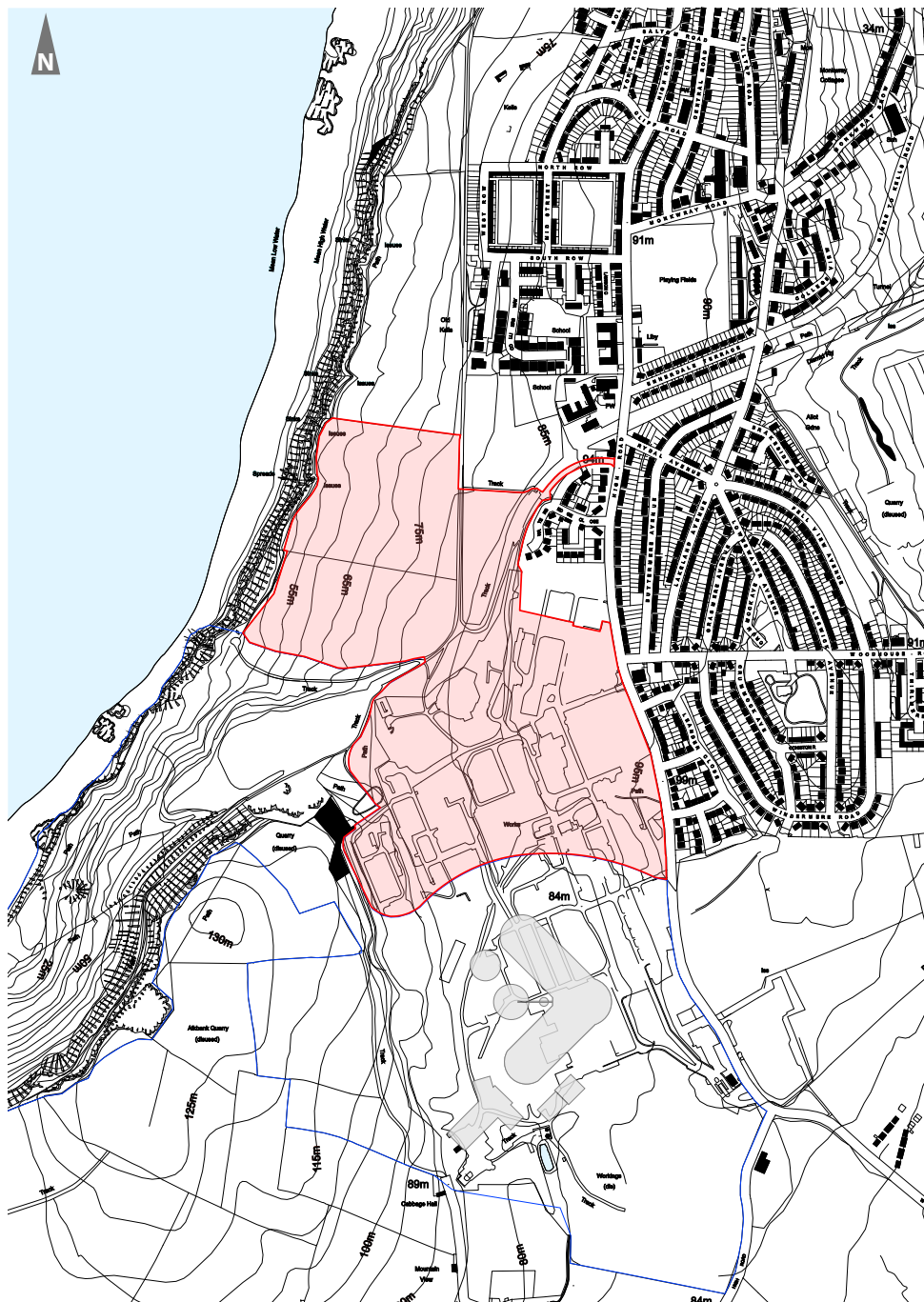
The town lies 38 miles (61 km) south-west of Carlisle.

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 element 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



LOCAL AMENITIES

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



The Lion



Local shop and Post Office



Bed & Breakfast



Library



St Mary's Catholic Church



Community Church



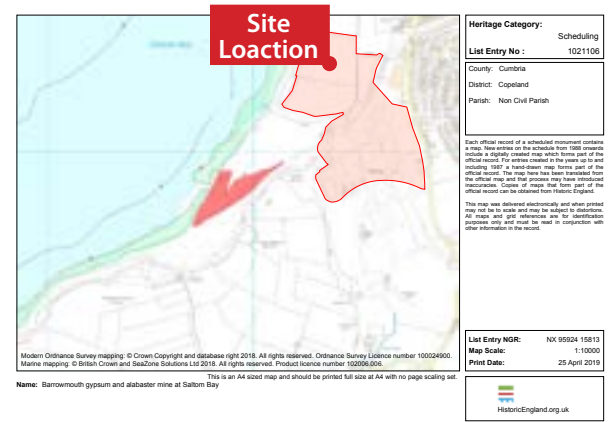
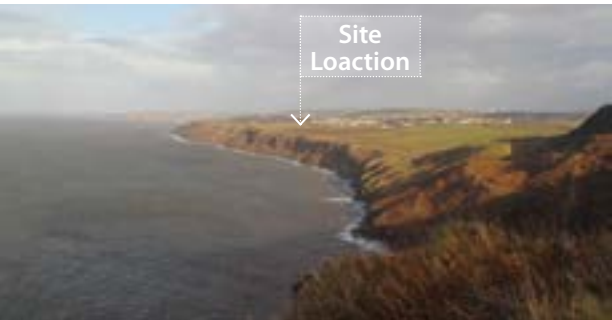
Community Hall

3.0 SITE ANALYSIS

3.1 HERITAGE COAST



Heritage coastal designation and expansion



Scheduled Monument
Barrowmouth Gypsum and Alabaster mine at Saltom Bay

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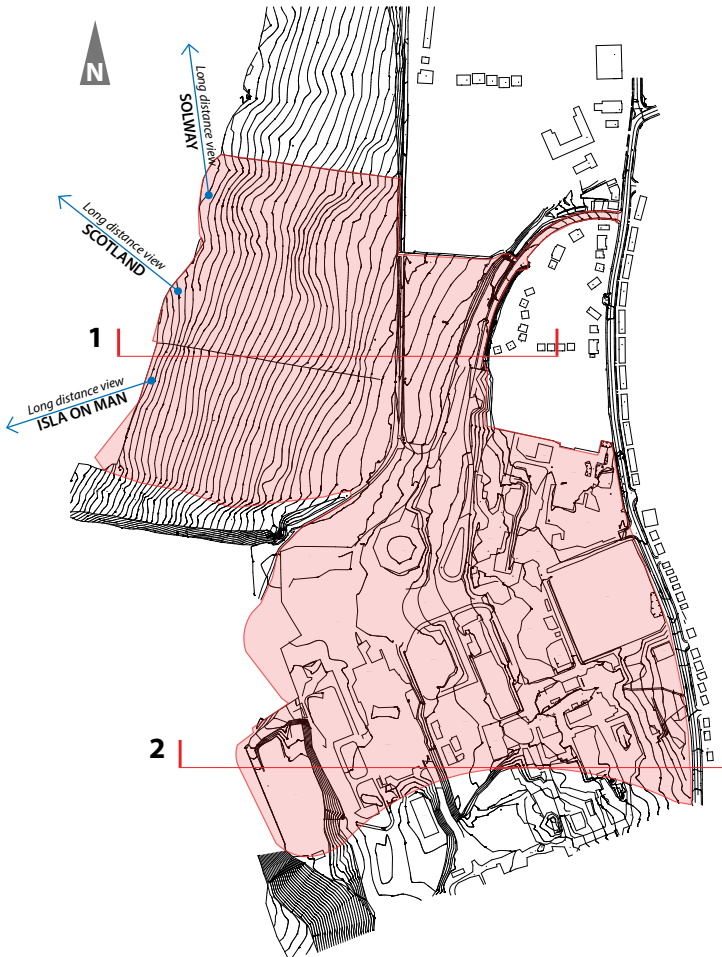
DEVELOPMENT BRIEF



3.3 GEO - ENVIRONMENTAL

3.4 TRANSPORT ASSESSMENT

3.5 TOPOGRAPHY



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.

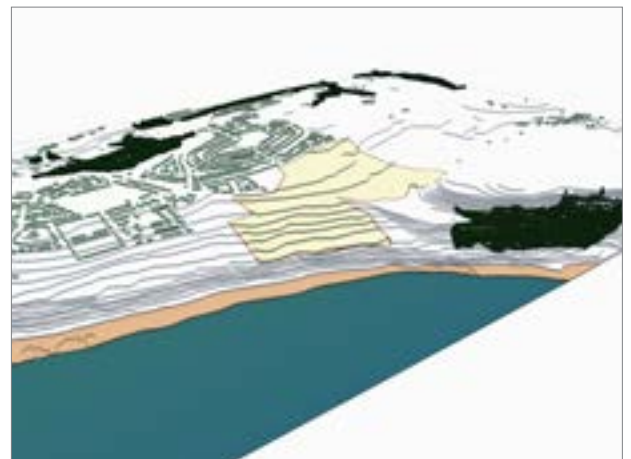
The site generally runs with the contours north to south allowing for any proposed block structure to follow the contours where possible and create a layered architectural composition against the backdrop of the existing edge of Whitehaven. This will allow the long-stop views to be retained by some sea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

The site opens to long distance views of Solway, Scotland and Isla os Man.

Topographic Survey



View looking South West

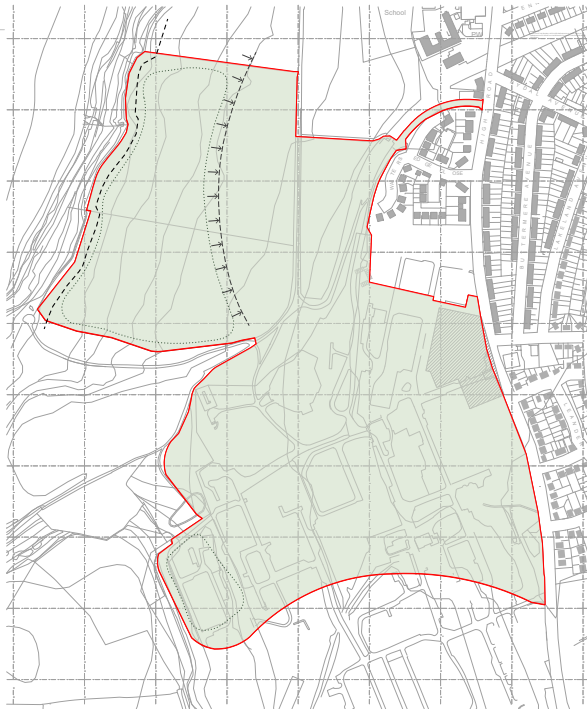


View looking South West



View looking North East

3.6 ECOLOGY

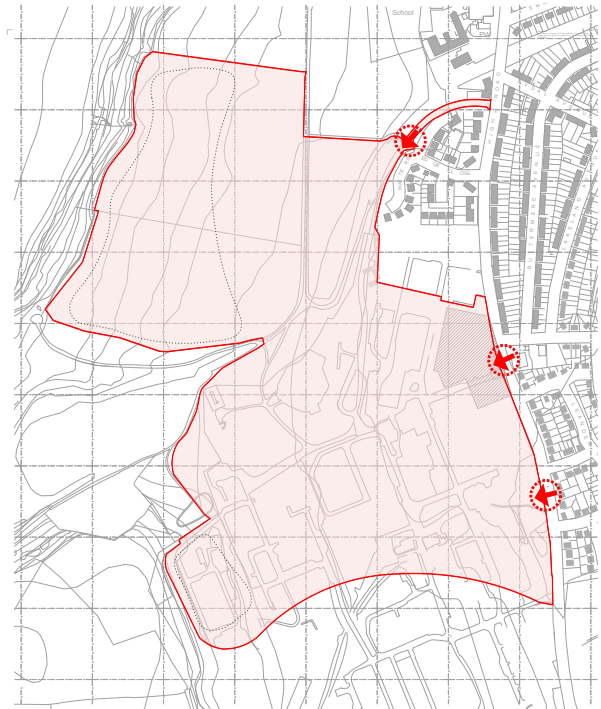


Key:

Red Line Boundary

Awaiting ecology summary

3.7 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 proposed to the site. 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

OPPORTUNITY AND CONSTRAINTS

The opportunity and constraints plan (left) 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.

Providing the opportunity to develop 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 contributes towards the Councils affordable housing targets.

Care will be taken to retain the existing landscape character to the northern extents of the site, whilst mitigating the loss of any habitat found 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 .

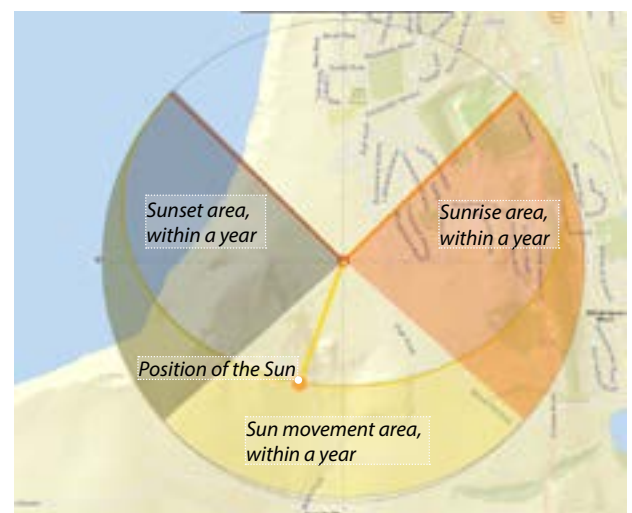
Recently consented Residential developments lie to the north east and south east of the site. As part of the larger South Whitehaven area provision has been made for Parkland, Green infrastructure routes and a potential School site. Safe routes linking both South Whitehaven Masterplan and the proposed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

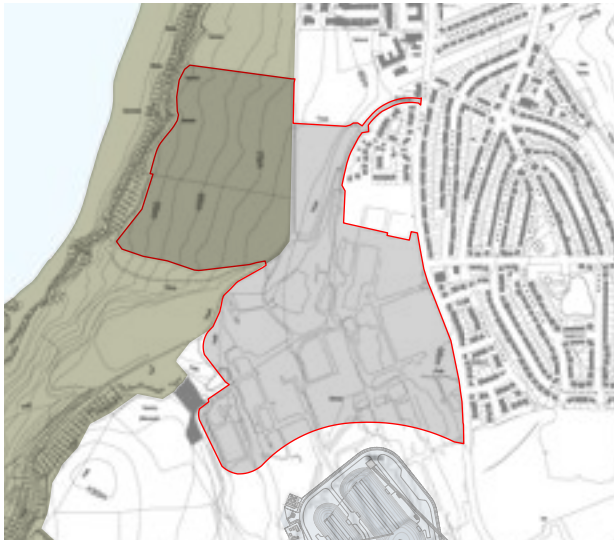
The location creates an opportunity for a vibrant residential development of good quality design, maximising the developments potential, whilst respecting the opportunity and constraints of the sites location and integrating into the sub urban edge of Whitehaven.

The historic wagon way and hedgerow runs north - southwards in a northern part of the site which will form part of the green structure proposal for the site

West Cumbria Mining's (WCM) to the south boundary will be screen off with a 25m green landscape buffer protecting the new development as well as providing additional green open space.



4.2 CONSTRAINTS

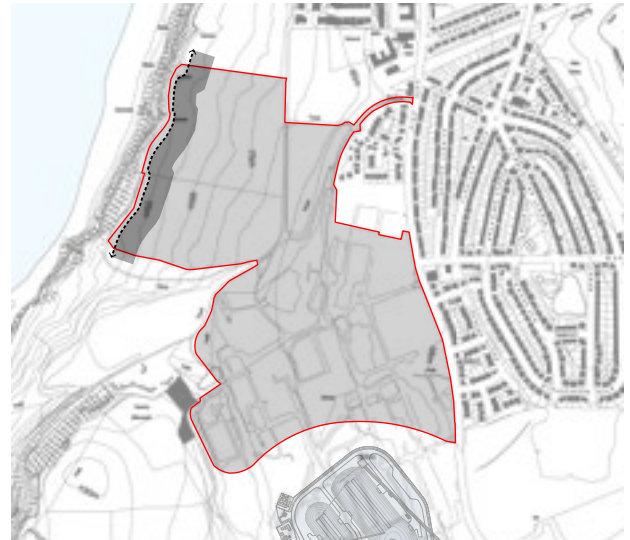


COASTAL HERITAGE STRIP

Description

Description

Description

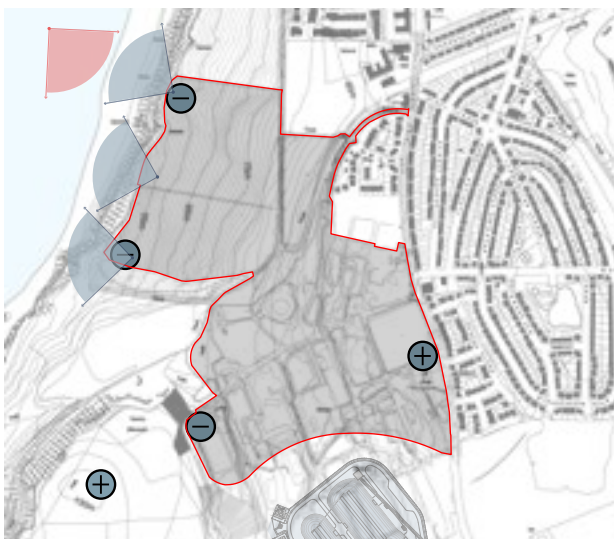


EROSION

Description

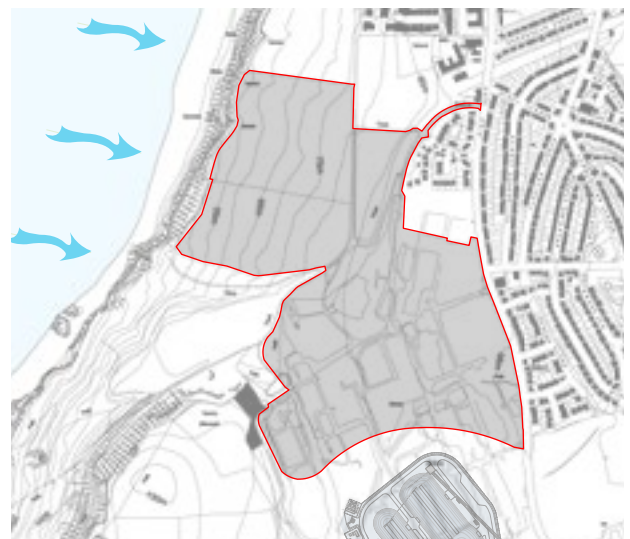
Description

Description



TOPOGRAPHY, HEIGHTS, VIEWS

Description



WIND

Description

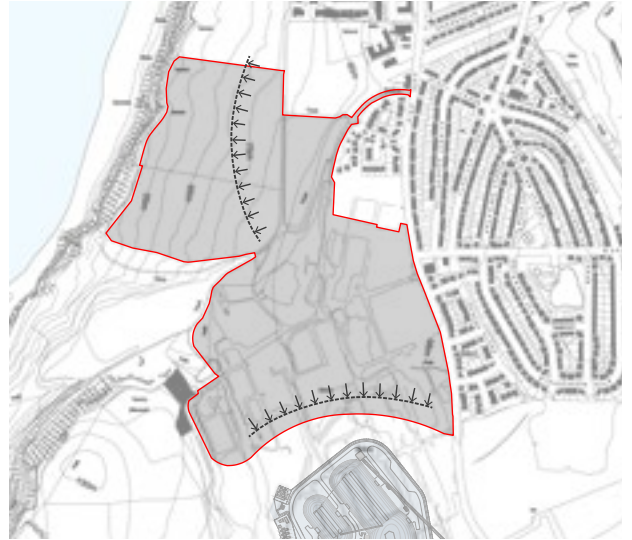
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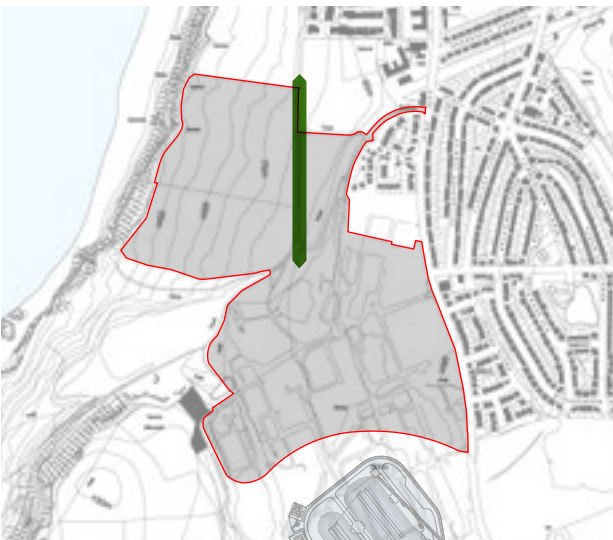
ROAD NOISE

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.



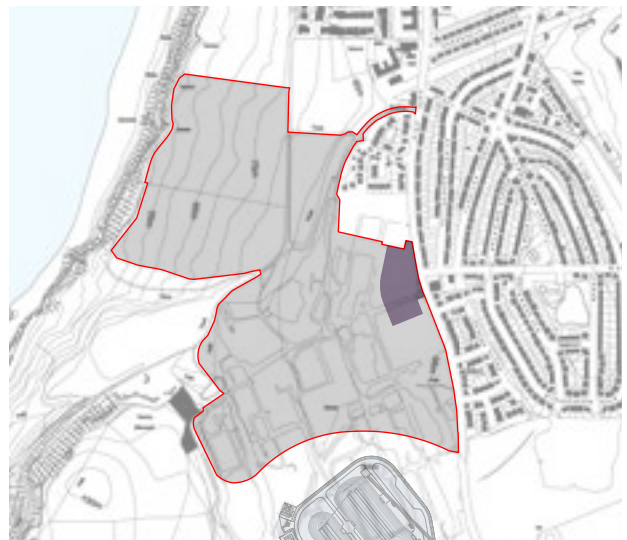
PEDESTRIAN LINKS

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



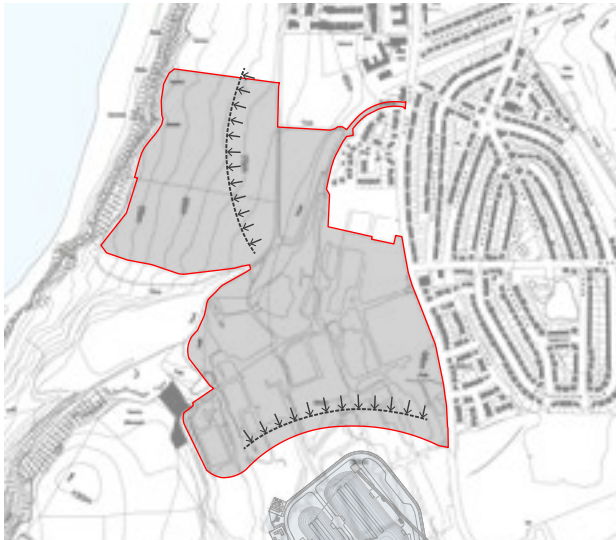
LOCAL CENTRE - EMPLOYMENT

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



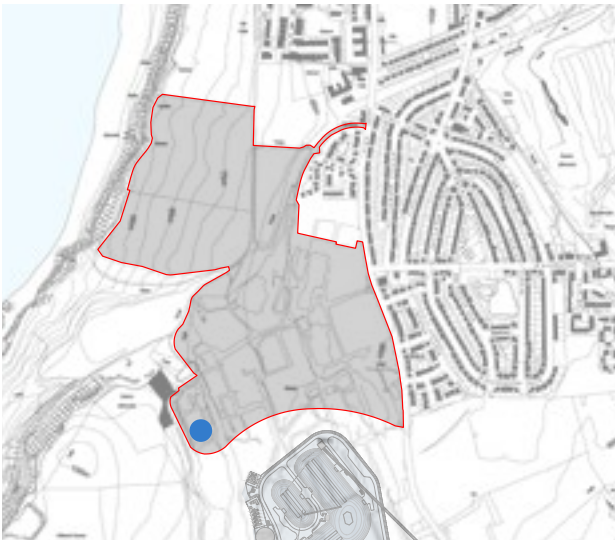
STRATEGIC GREEN INFRASTRUCTURE

Green fingers through the site with habitat enhancement measures



DEFINED EDGE OF DEVELOPMENT

Text

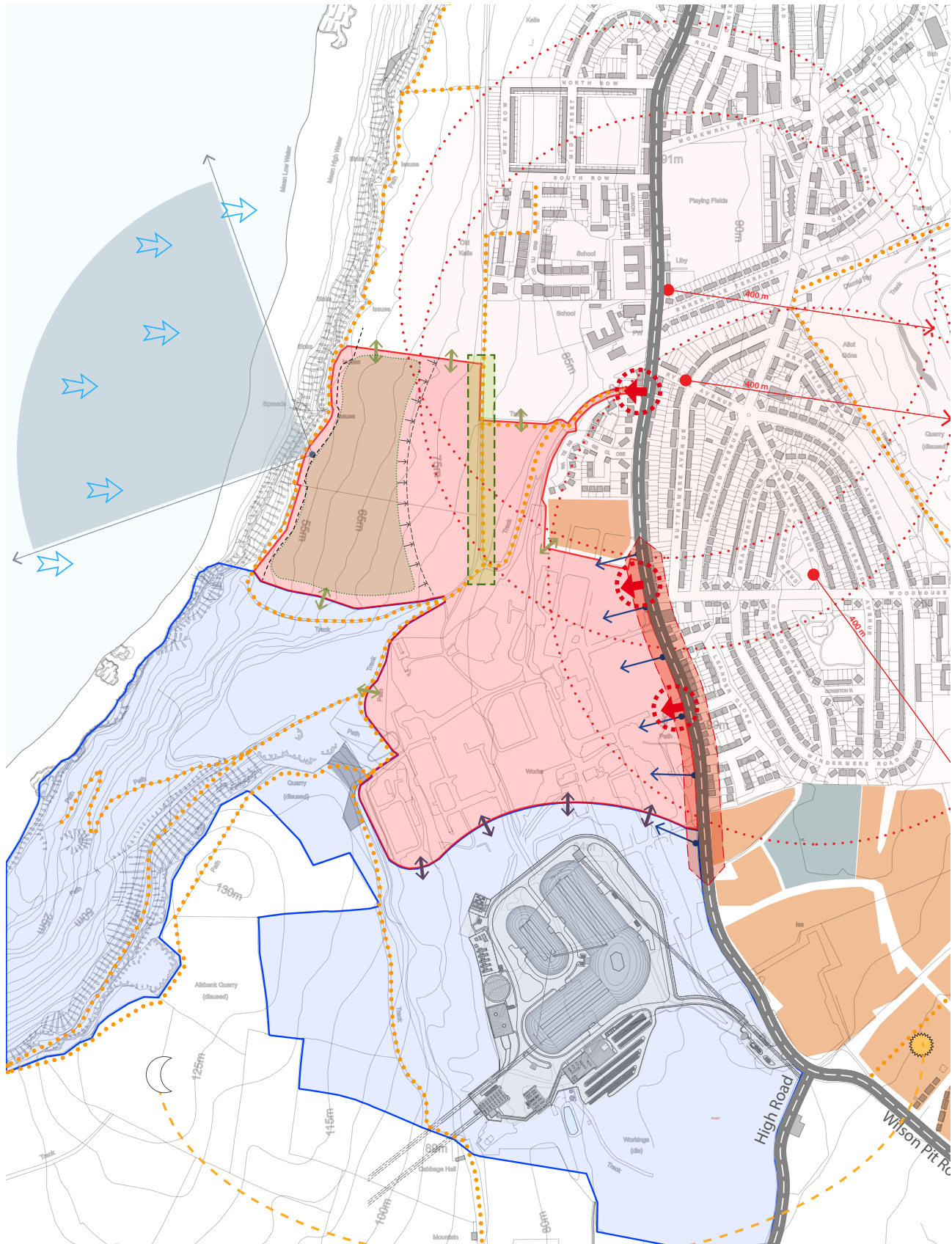


SUDS

Text

- 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

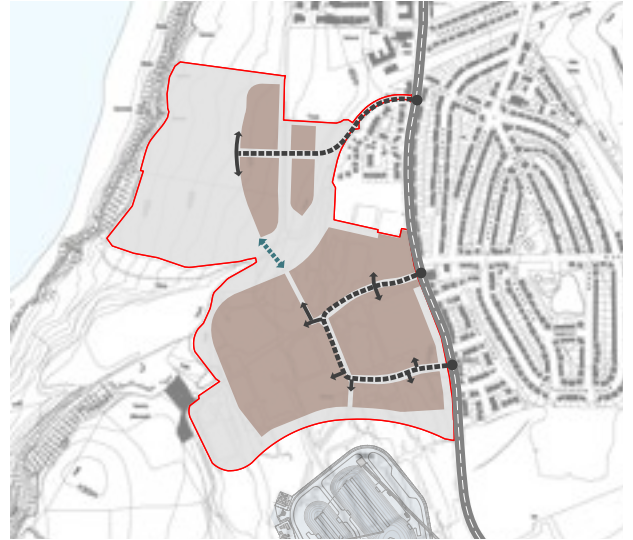


4.5 DESIGN DEVELOPMENT - CONCEPT PROGRESSION



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.



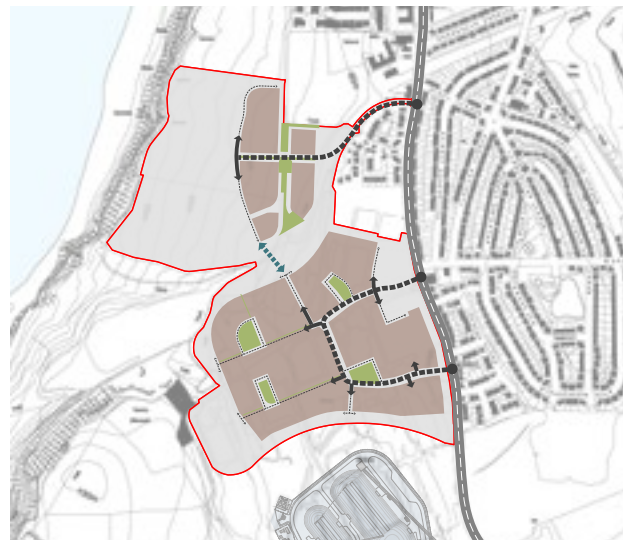
2. EMERGING DEVELOPMENT CELLS

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.



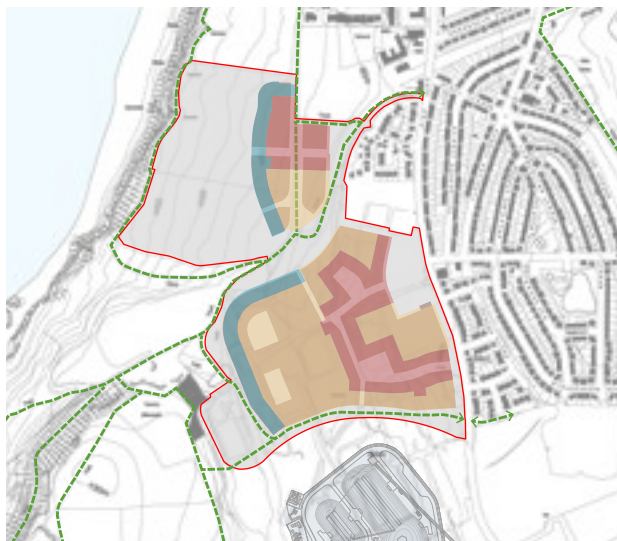
3. GREEN INFRASTRUCTURE

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



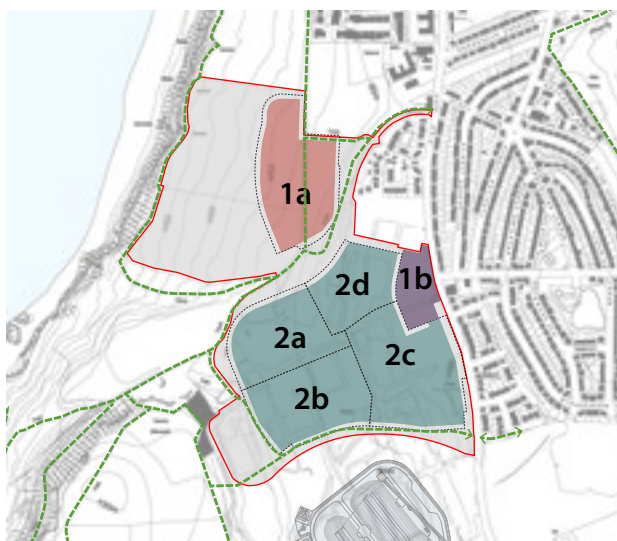
4. URBAN SPACES

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.

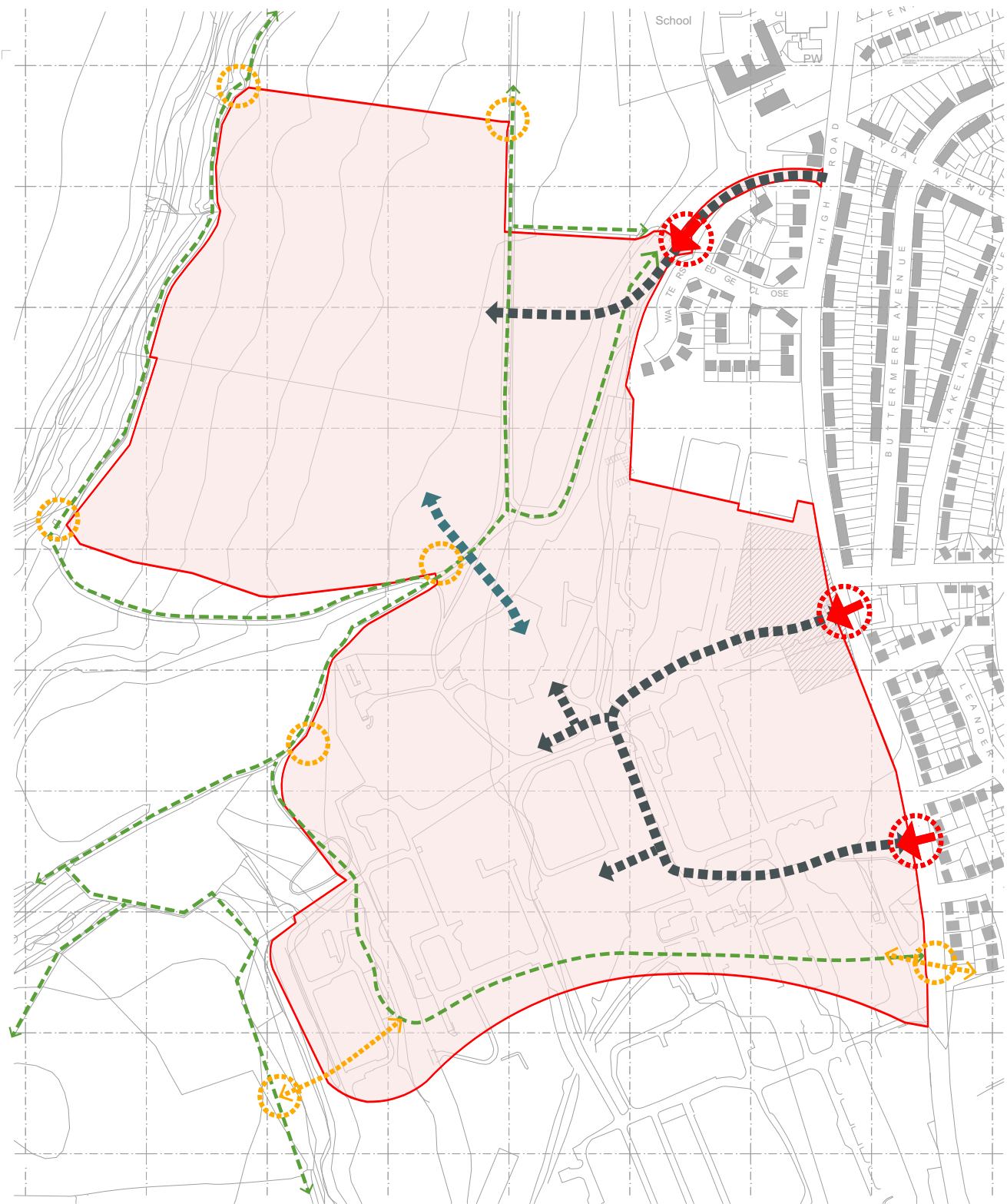


6. PHASING

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 the EVA link will be indicated to provide 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



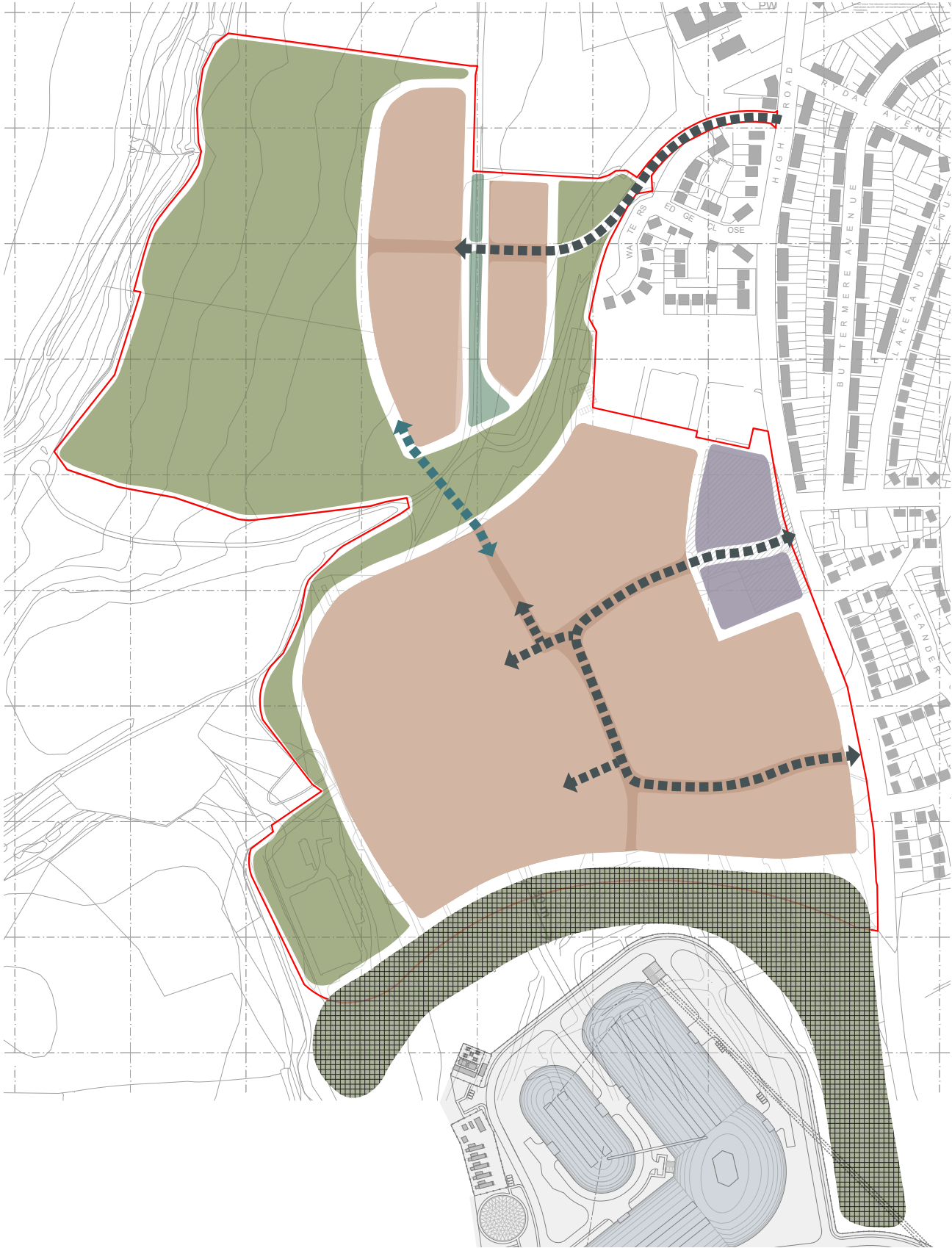
Reduction in formality of highway

Key:

-  Red Line Boundary
-  Proposed Site Access
-  Proposed Main Vehicle Route
-  EVA
-  Proposed Pedestrian Connections
-  Existing Public Rights of Way

4.7 LAND USE AND DEVELOPMENT CELLS

LAND USE AND DEVELOPMENT CELLS



The illustration shows the broad distribution of the land use access 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 to form integrated part for the development .

The illustration opposite shows how the hierarchy of routes inform the edges and shapes of the development cells as indicated.

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



Key:

-  Red Line Boundary
-  Proposed Development Cells
-  Proposed Development Parcels
-  Proposed Retail/Employment Centre
-  Proposed Strategic Green
-  Ecological Mitigation
-  Proposed Industrial Site Green Buffer

4.8 LANDSCAPE

STRATEGIC GREEN



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's (WCM) site providing sufficient screen and bunding 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

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



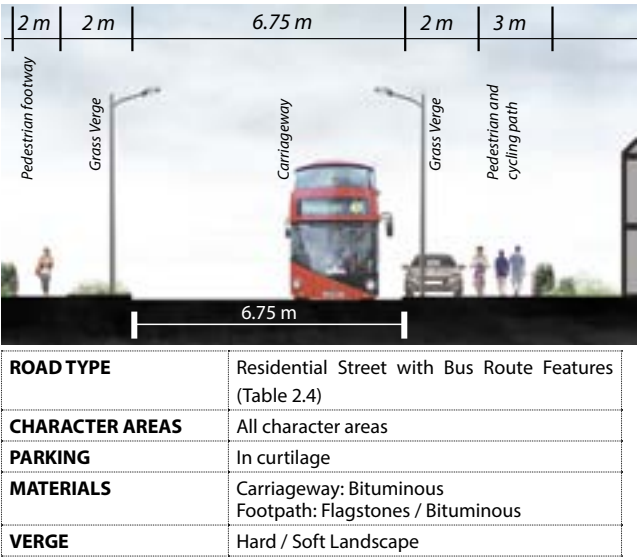
Strategic Green and Local POS

The landscaping of Marchon has been designed to avoid ecological impacts where possible, mitigate for any impacts if required and then compensate for any impacts that cannot be avoided or mitigated for through the creation and enhancement of habitats. As a result key areas of habitat within the cell, north west of the cell will be retained and enhanced as part of the proposals.

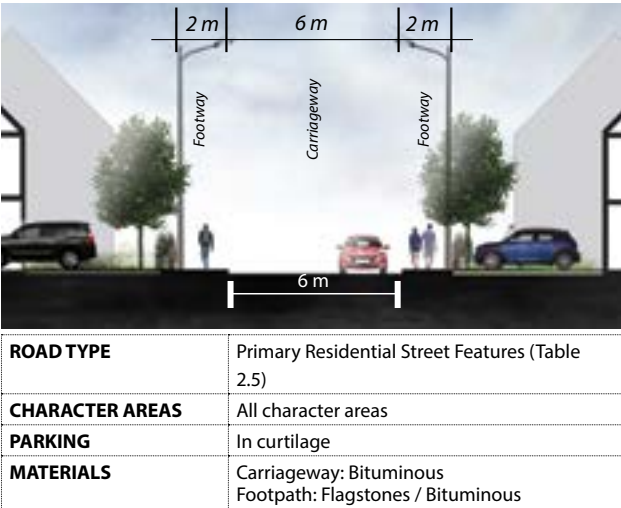
4.9 STREET HIERARCHY

The cross sections indicated in this section show how the masterplan responds to a hierarchy of vehicular and pedestrian routes, diminishing in formality to help create a sense of place.

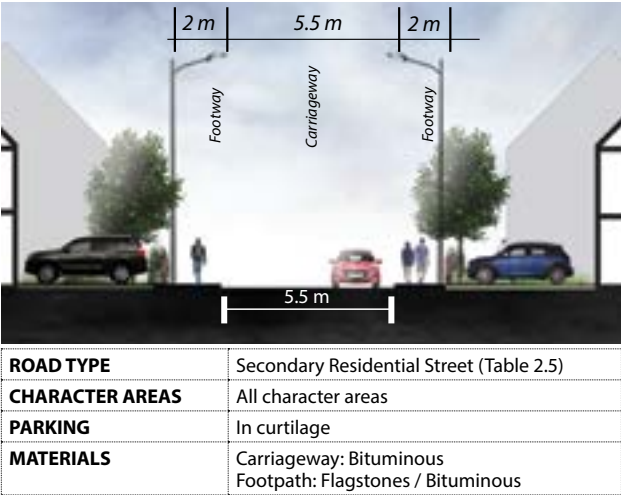
RESIDENTIAL STREET WITH BUS ROUTE



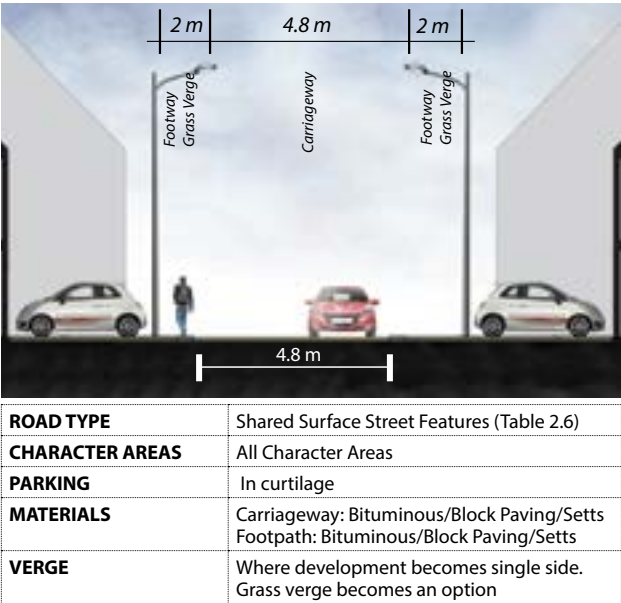
PRIMARY RESIDENTIAL STREET



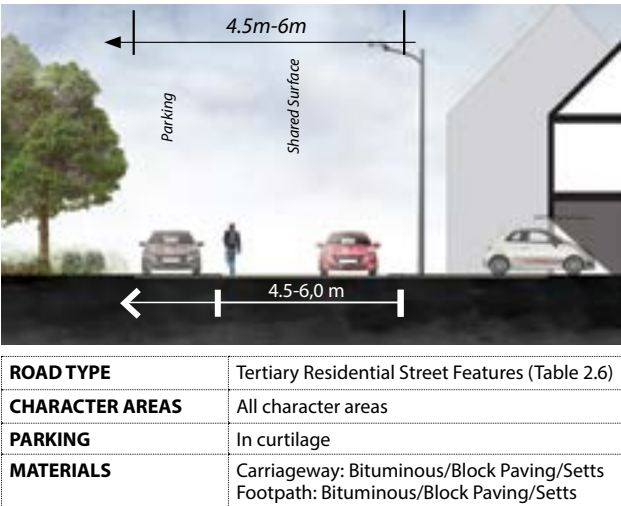
SECONDARY RESIDENTIAL STREET

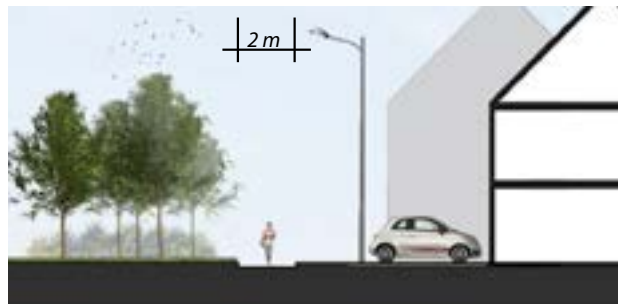


SHARED SURFACE STREET



PRIVATE DRIVE



PEDESTRIAN WALK

FOOTPATH TYPE	Pedestrian footpaht
CHARACTER AREAS	All Character Areas
MATERIALS	Bituminous

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

FOOTPATH TYPE	Pedestrian and Cycle path
CHARACTER AREAS	All Character Areas
MATERIALS	Bituminous

5.0 DESIGN PRINCIPLES

DESIGN AND ACCESS STATEMENT - MARCHON - CUMBRIA - 19 November 2019



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.

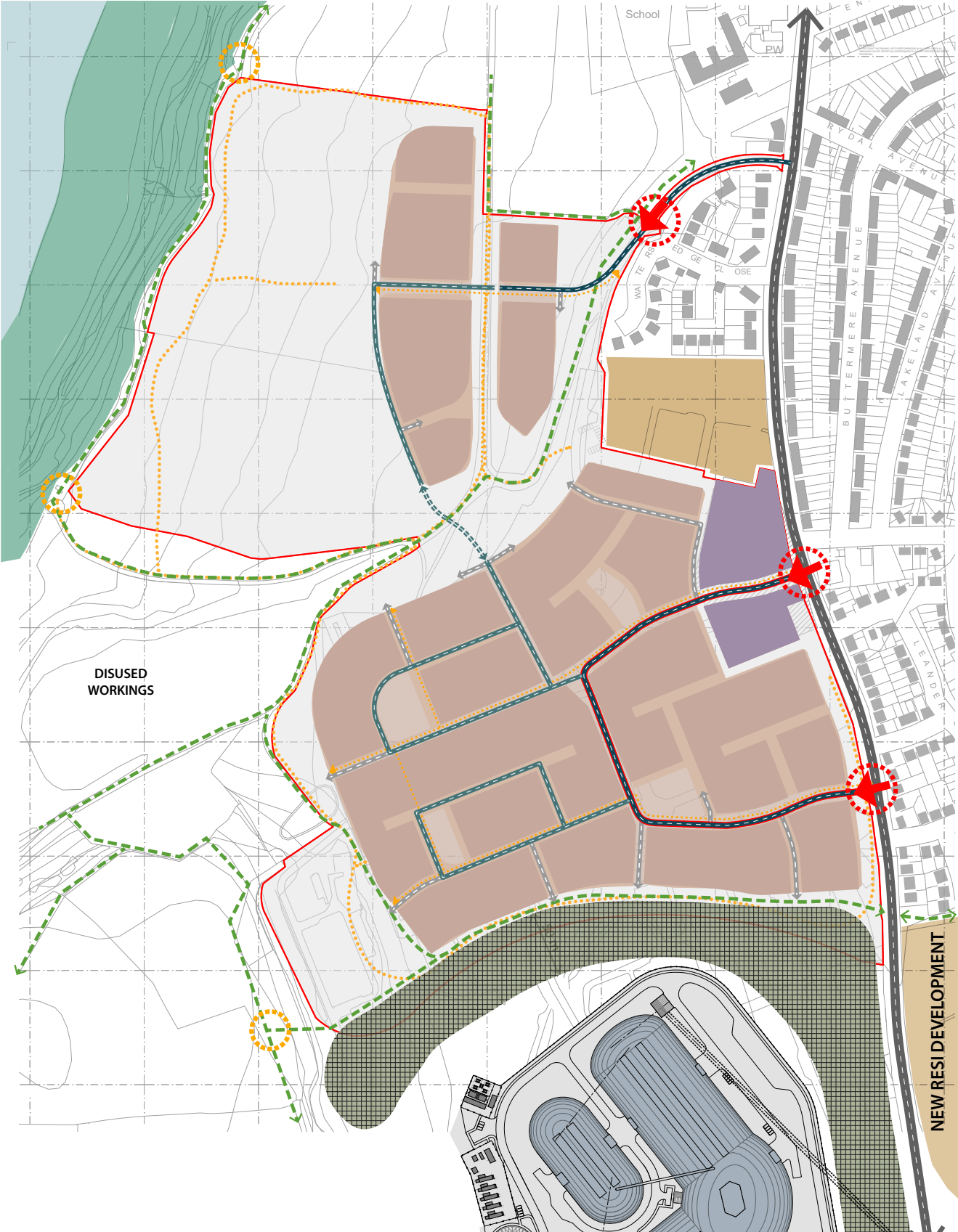


Key:

-  Red Line Boundary
-  Significant Corners - Corner Turning Buildings
-  Significant Corners - Vista Stopping Buildings
-  Active Frontage
-  Green Frontage
-  Green Verge
-  Significant Spaces
-  Sustainable Drainage System
-  Playground
-  Local Centre
-  CP
-  Enhanced Habitat

6.0 ROAD HIERARCHY

DESIGN AND ACCESS STATEMENT - MARCHON - CUMBRIA - 19 November 2019



Key:

-  Red Line Boundary
-  Proposed Main Road
-  Proposed Loop Road
-  Red Line Boundary
-  Red Line Boundary
-  Proposed Pedestrian Routes

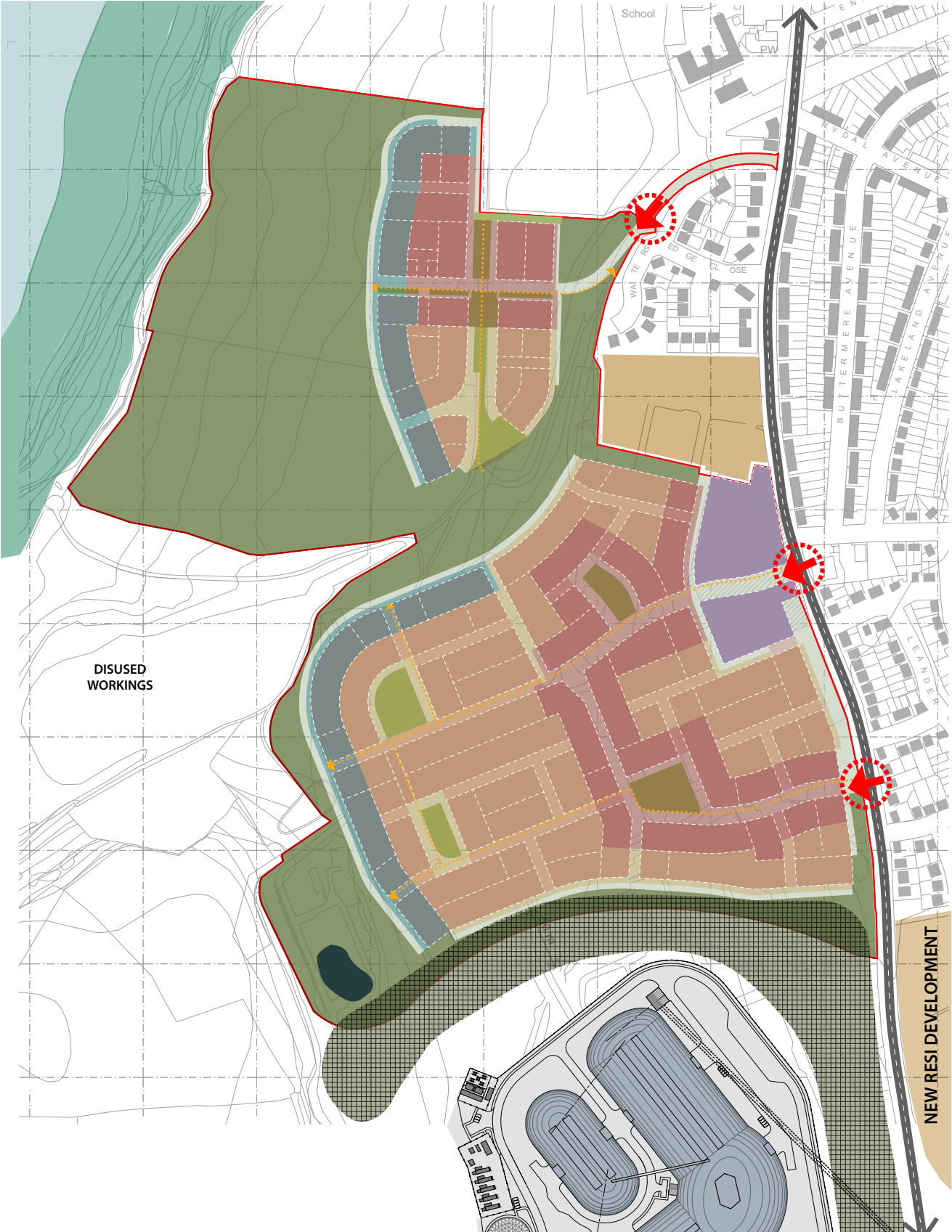
7.0 BLOCK STRUCTURE



Key:

-  Red Line Boundary
-  Proposed Development Cells
-  Proposed Development Parcels
-  Proposed Retail/Employment Centre
-  Proposed Strategic Green
-  Incidental Green
-  Proposed Industrial Site Green Buffer

8.0 CHARACTER AREAS

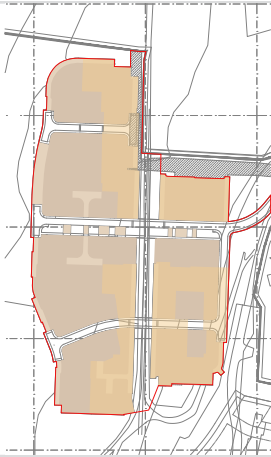
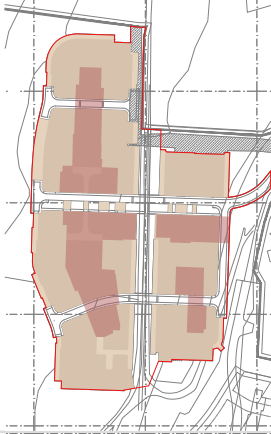
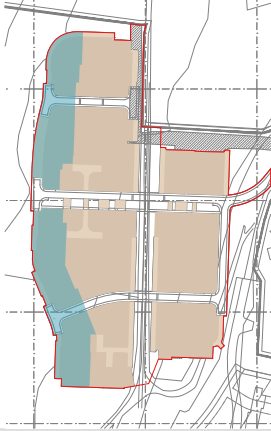


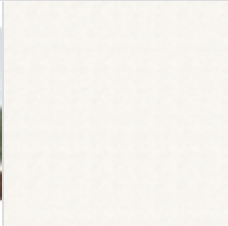
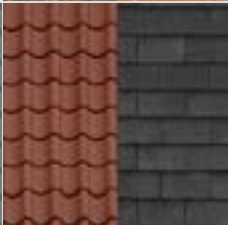
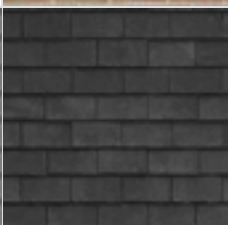
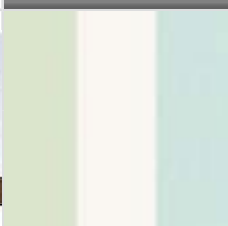
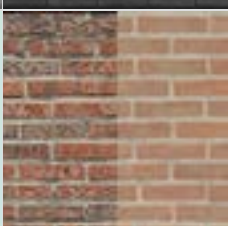
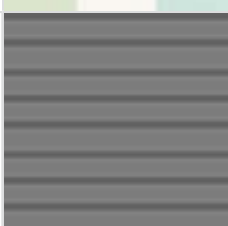
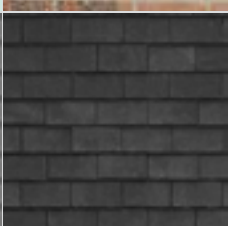


Key:

- Red Line Boundary
- Character Areas - Coastal Edge
- Character Areas - Transitional
- Character Areas - Main street

8.1 CHARACTER AREAS

CHARACTER AREA	LOCATION PLAN	CHARACTERISTICS
RURAL EDGE		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
HEART		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
			
			
			
			
			• Estate railing • Estate railing and hedge
			

DISUSED WORKINGS

NEW RESI DEVELOPMENT

RYDAL AVENUE

BUTTERMERE AVENUE

LAKE LAND AVENUE

WATER RESERVE

ED CL OSE

ENGINEER

Key:

-  Red Line Boundary
-  Low Density
-  Medium Density
-  High Density

DESIGN AND ACCESS STATEMENT - MARCHON - CUMBRIA - 19 November 2019

