

An aerial architectural rendering of a residential development, overlaid on a solid orange background. The rendering shows a grid-like layout of houses with varying rooflines, interspersed with trees and winding paths. The overall style is clean and modern, typical of architectural visualization.

COMPLIANCE STATEMENT PHASES 1-2

Prepared for Persimmon Homes & Whitehaven Developments Limited
FORMER MARCHON SITE, CUMBRIA
AUGUST 2025

COMPLIANCE STATEMENT

1.1	Introduction	3	1.7	Strategic Landscape	20
1.2	Design Principles	4	1.8	Proposed Masterplan	22
1.3	Access And Movement.....	6	1.9	Conclusion.....	24
1.4	Block Structure	8			
1.5	Building Heights	10			
1.6	Character Areas.....	12			
1.6.1.	Coastal contemporary	14			
1.6.2.	contemporary rural	16			
1.6.3.	standard rural.....	18			

1.1 INTRODUCTION

This document has been prepared in support of a hybrid planning application seeking full planning permission for the erection of 139 residential dwellings (C3), new vehicular accesses off High Road, public open space and ancillary infrastructure and outline planning permission for residential development, retail (E(a,b,c,e,f), F2(a) and ancillary infrastructure with all matters reserved other than access at the former Marchon Chemical Factory, High Road, Whitehaven.

The purpose of this Compliance Statement is to demonstrate that the detailed proposals for Phase 1 and 2 remain consistent with the design objectives and spatial parameters set out in the original Development Brief and Masterplan Framework for the wider Marchon site. These documents establish the guiding principles for movement, built form, character areas, density, and the integration of green infrastructure.

The content of this statement sets out how the revised layout and form of Phase 1 and 2 continues to align with those principles. It explains how key aspects such as access and movement, block structure, green space provision, landscape strategy, and architectural character have been interpreted and applied within this initial phase of development. Where appropriate, it also identifies areas of refinement made in response to updated environmental and technical information, ensuring a sensitive and sustainable approach that respects the site's coastal context and legacy constraints.

1.2 DESIGN PRINCIPLES

The layout and form of Phase 1 and 2 has been carefully developed in accordance with the overarching design principles set out in the approved Design and Access Statement for the Marchon site. These principles seek to establish a strong and legible urban structure, reinforce the identity of individual development parcels, and ensure a coherent and high-quality residential environment that is both visually engaging and functionally robust.

A key aspect of this approach is the use of significant buildings and landmark plots—particularly at corners and key junctions—to articulate the edges of development cells. These prominent buildings help define the rhythm and structure of the street network and act as visual markers, reinforcing the site's hierarchy and aiding wayfinding.

The scheme incorporates a series of green corridors, forming the backbone of the development's landscape and movement strategy. A north-south green link, aligned with the historic Wagon Way, runs through the heart of the development, providing a continuous ecological and recreational spine. This is complemented by an east-west green route that follows the alignment of the new primary street, creating further opportunities for visual connectivity, amenity, and habitat enhancement.

To the west of the site, the substantial area of existing coastal habitat will be retained and sensitively enhanced to support biodiversity and provide accessible, naturalistic open space. This area also preserves long-distance views across the coastline, which are a defining feature of the site and a key component of its visual character and sense of place.



Indicative Sketch Perspective

The design of each development cell has been reinforced by the strategic placement of:

Corner-turning dwellings, which turn the edge of the block with dual frontages and create active elevations.

Vista-stopping units, which terminate key view corridors and frame important spaces within the layout.

Active frontages, particularly along the perimeter of development parcels and key landscape routes, ensuring natural surveillance, engagement with the public realm, and a cohesive built edge.

Collectively, these elements work together to enhance the legibility of the development, establish a clear spatial hierarchy, and foster a strong sense of identity across the site. The result is a distinctive and walkable neighbourhood that integrates sensitively with its setting while delivering a well-structured and attractive residential environment. In addition, the integration of sustainable drainage features within the green infrastructure network has been carefully considered. These elements not only provide essential surface water management but also contribute positively to the landscape character of the site.

The phased approach to delivery will also ensure that key structural elements, including primary movement routes, strategic landscaping, and landmark buildings, are implemented early, establishing a strong framework that future phases can build upon. This approach will help create a sense of place from the outset, ensuring that Phase 1 and Phase 2 deliver a cohesive and legible environment that sets a high benchmark for the remainder of the Marchon site.



Indicative Sketch Perspective



1.3 ACCESS AND MOVEMENT

Street Typologies

This section establishes the street typologies that will form the movement network for the proposed development site at Marchon. The framework sets out the principles for street hierarchy, widths, pedestrian and cycle access, parking solutions, and street tree planting to create a coherent, navigable, and characterful place.

The approach responds to the coastal setting, its topography, and its legacy of industrial use, while integrating new residential neighbourhoods within a clear and legible structure. Each typology contributes to a hierarchy of movement routes that will aid wayfinding, provide variety, and strengthen the identity of the development.

Character differentiation is achieved through variation in street scale, landscape treatment, building setbacks, and parking arrangements, ensuring that each street type is appropriate to its location within the site and complements adjacent open spaces. This approach will also support placemaking, create a safe and walkable environment, and help deliver a distinctive new neighbourhood for Whitehaven.

Primary Streets

Primary streets will connect development parcels, and existing residential areas, offering a slightly less formal but still structured character. They will include:

- A single verge with street trees to one side.
- Footways and cycleways where appropriate.
- Mixed parking solutions, including frontage and side parking, supported by boundary treatments such as hedgerows or low walls.

These streets will accommodate medium-density housing (generally 2–2.5 storeys) and will balance structure with flexibility, allowing variation in building lines and plot landscaping. They will form an important transitional element connecting to the more intimate secondary and tertiary streets.

Secondary Streets

Secondary streets will provide a more intimate, residential character. They will:

- Exclude formal verges, instead relying on on-plot tree planting to create a green, domestic scale.
- Include variations in building line, with occasional forward plots to create interest and support natural surveillance.
- Provide a mix of parking arrangements, including frontage and side parking.

These streets will primarily serve medium-density housing at 2–2.5 storeys and will feature strong front boundary treatments and landscaping to reinforce a sense of enclosure and community.



Access and Movement- Indicative Sketch

Tertiary Streets

Tertiary streets will provide the most local level of access, serving smaller groups of homes and creating a calm, residential environment. They will:

- Feature narrower carriageways with shared surfaces where appropriate.
- Include on-plot tree planting and landscape elements to soften the streetscape.
- Accommodate varied building lines, allowing flexibility in response to topography and plot arrangement.

These streets will be characterised by 2-storey homes in a more informal layout, supporting a sense of neighbourhood identity and providing a transition to the edges of the site.

Shared Drives

Shared drives will serve the outer edges of the development and provide a softer, more informal environment, well-suited to the site's sensitive edges. They will:

- Incorporate organic building lines, allowing homes to follow the contours of the site and take advantage of views.
- Include a mix of on-plot planting and trees within adjoining open spaces, helping to blend the development into its landscape context.
- Primarily serve lower-density, 2-storey detached homes, reinforcing a sensitive edge condition and a sense of spaciousness.

Parking on shared drives will be integrated using shared materials, minimising visual clutter and reinforcing a cohesive, high-quality public realm.

Key:

-  Site Access
-  Primary Streets / Bus Route
-  Secondary Streets
-  Tertiary Streets
-  Shared Drives
-  Proposed Pedestrian Route
-  Strategic Pedestrian Route
-  Private Drive
-  Development Blocks
-  Play



1.4 BLOCK STRUCTURE

The design of the built form within Phase 1 is underpinned by the key principles established in the approved Design and Access Statement, and has evolved in response to the site's topography, movement hierarchy, and surrounding landscape context. The layout has been carefully configured to create a legible, permeable, and contextually responsive block structure, reinforcing a sense of place while making the most of the natural assets of the site.

Development blocks are organised in relation to the primary and secondary street network, which forms the structural framework for the wider masterplan. This hierarchy supports both vehicular and pedestrian movement, while shaping the configuration of individual development parcels. The block layout promotes a coherent urban grain, encouraging walkability, clarity of navigation, and strong connections to open space.

Each block has been orientated to maximise the visual and amenity value of the site. Dwellings are generally positioned to front onto areas of green infrastructure. This approach creates active frontages, fosters natural surveillance, and ensures that the landscape plays a central role in shaping the character of the streets and spaces.

To the west of the site, blocks are specifically designed to take advantage of the spectacular long-distance views across the coastal edge, with outward-facing homes positioned to frame and enjoy the coastal setting. These frontages help to define a clear and attractive built edge to the development, while reinforcing its relationship with the adjacent natural landscape.

Corner-turning units, vista-stopping plots, and varied frontages have been integrated into the block structure to provide architectural punctuation and to ensure visual interest throughout the scheme. These design strategies contribute to the legibility of the site and support the creation of distinct character areas within the broader neighbourhood.

Overall, the block structure is not only a response to the masterplan principles but also a product of the site's unique topography and coastal location, ensuring that the development is both functionally efficient and visually engaging.



Block Structure- Indicative Sketch

Furthermore, the design incorporates a clear transition in built form across the site, with density and scale responding sensitively to both the internal street hierarchy and the surrounding landscape. Higher-density elements are focused along key routes and at prominent nodes to reinforce wayfinding and create a sense of urban structure, while lower-density areas are positioned along the site's edges, ensuring a softer interface with the surrounding open space and coastal setting.

The phased delivery of this block structure will ensure that a strong framework is established early, allowing later phases to integrate seamlessly and reinforce the identity of the overall neighbourhood. This considered approach to built form, landscape, and movement will result in a distinctive, contextually rooted residential environment that enhances the unique coastal character of the Marchon site, while delivering a legible, walkable, and enduring place to live.



1.5 BUILDING HEIGHTS

The proposed development incorporates a carefully considered range of building heights and residential densities, in line with the overall spatial framework and character-led design principles set out in the Design and Access Statement. The accompanying plan illustrates the distribution of these height and density variations across the site, demonstrating how they respond to both the site's topography and its evolving urban and landscape context.

The majority of dwellings within Phase 1 and 2 are proposed at a standard two-storey height, reflecting the prevailing residential character of the area and ensuring appropriate scale and massing at the interface with neighbouring development and open space. However, in certain strategic locations, such as corners, junctions, or vista-stopping points, a limited number of 3-storey dwellings have been introduced to reinforce visual hierarchy and provide architectural emphasis.

This deliberate variation in building heights and rooflines serves several key functions:

It introduces visual interest and rhythm to the street scene, avoiding monotonous built form.

It enhances legibility by reinforcing key routes, nodal points, and character areas within the development.

It responds to the site's natural topographical gradient, particularly where the land falls westwards toward the coastal edge, allowing profiles that maximise views without dominating the skyline. It helps to differentiate between character areas, for example:

Lower, more informal forms along the Coastal Edge, where the built form recedes to maintain openness.

Stronger, denser built frontages with greater vertical articulation in areas, where enclosure and definition are desirable.

The proposed distribution of heights also supports the creation of a coherent and contextually sensitive neighbourhood, with built form that is proportionate, well-scaled, and adaptable to a range of plot sizes and house types.

Overall, the proposed height and density strategy strikes a balance between creating a visually engaging townscape and ensuring that the development respects the scale, views, and environmental sensitivity of its unique coastal location.



Indicative Sketch - Building Heights



1.6 CHARACTER AREAS

Character Areas

The Marchon development has been consciously structured around a series of distinct character areas, each of which reflects the local context, topography, and intended function within the wider masterplan. This approach ensures variety in built form, materiality, landscaping, and street design, while maintaining a cohesive and legible identity across the site.

Phase 1 and 2 incorporate three key character areas: Coastal Contemporary, Contemporary Rural, and Standard Rural. Each has been defined by the use of appropriate housing typologies, building heights, street hierarchy, and landscape treatment, and contributes to a layered, memorable, and responsive residential environment.

Coastal Contemporary

Situated along the western boundary of the site, the Coastal Contemporary character area directly interfaces with the enhanced ecological buffer and open coastal landscape. This area capitalises on its exceptional sea views and dramatic natural setting by adopting a lower-density, outward-facing built form. Detached and semi-detached dwellings are arranged with generous spacing and are orientated to maximise visibility towards the coastline.

The architectural approach here is intentionally informal, with the use of shared surfaces, varied building lines, and integrated garages helping to soften the streetscape and promote a more organic relationship between buildings and landscape. Landmark corner plots provide legibility and visual punctuation, while changes in elevational treatment or roof height are used to define key focal points and reinforce the edge condition. This area serves as a transition from the urban grain of the development to the natural openness of the coastal zone.



Indicative Sketch - Character Areas

Contemporary Rural

Centrally located within the development, the Contemporary Rural character area acts as an interface between the more formal Main Street and the informal Coastal Edge. This area features a moderate density of development, typically comprising semi-detached, detached and terraced housing arranged around secondary streets and shared surfaces.

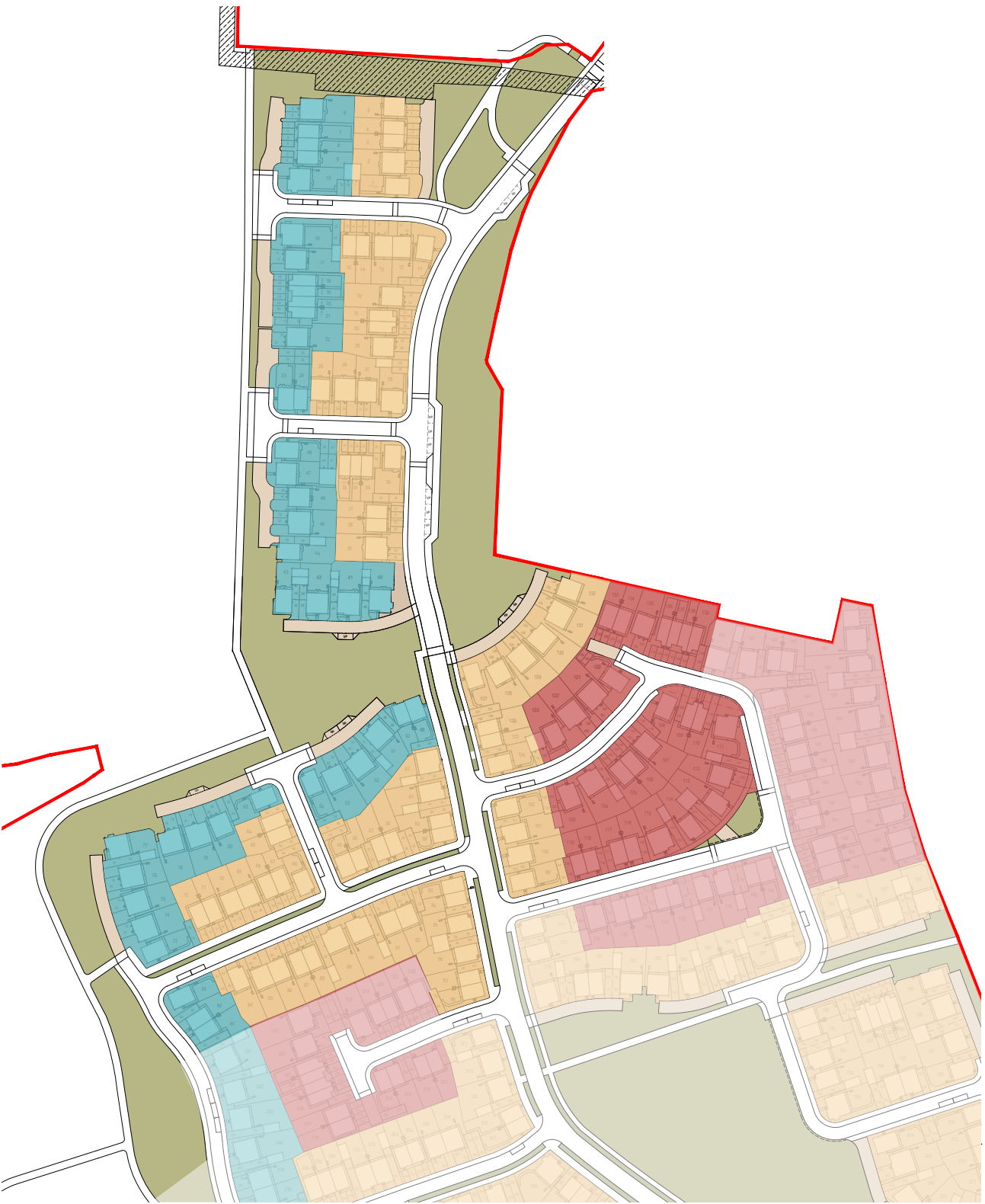
Homes within this zone are generally 2 to 2.5 storeys in height, helping to define and enclose public space while creating a varied and active roofline. Strong perimeter frontages and a structured block form provide spatial clarity and urban enclosure, while tree planting, wide footpaths, and green verges contribute to the public realm quality. This transitional core plays a key role in shaping the social heart of the neighbourhood, balancing density, movement, and amenity in a way that supports everyday activity and fosters community interaction.

Standard Rural

This character area is the most formal and urban of the three zones and is designed to positively address the primary route through the development. It adopts a more structured rhythm, including a range of typologies from terraced units to integrated dwellings. Active frontages, varied boundary treatments, and well-defined corners help frame views and reinforce the role of the Standard Rural as a civic and functional focus. Use of tertiary roads, shared drives, and strategic tree planting adds a layer of softness to what is otherwise a clearly legible and defined route.

The architectural language in this area offers opportunities for material variation, contrasting brick tones, and stronger detailing on landmark plots.

Collectively, these character areas work together to provide a diverse yet unified townscape, rooted in the site's setting and reflective of its vision to create a coastal community that is both place-specific and future-facing.



Key:

-  Coastal Contemporary
-  Contemporary Rural
-  Standard Rural

1.6.1. COASTAL CONTEMPORARY



Extract from Section 1.2 - Development Principles



Proposed Street Scene



Indicative Example

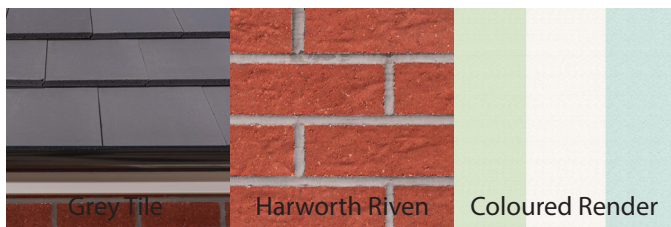
Coastal Contemporary

- Grey Artstone Head cills and jambs (full surrounds selected first floor windows)
- Coloured render (pastel green, blue and off white)
- Red Brick – Harworth Hovingham Riven Concrete Brick
- Grey Concrete Tile
- Black windows with solid central transom with small sectional transoms to top set on front, plain windows panes to the back and side elevations
- Black rainwater goods
- Black, Front/ rear doors and frames
- Black garage door and frame
- None active elevations straight soldier course in same brick colour but smooth finish

Mortar Grey

Black Canopy – Traditional mono pitch style on Gallow brackets

Black boxed overhanging eaves details with soffits for front, rear and gable elevations



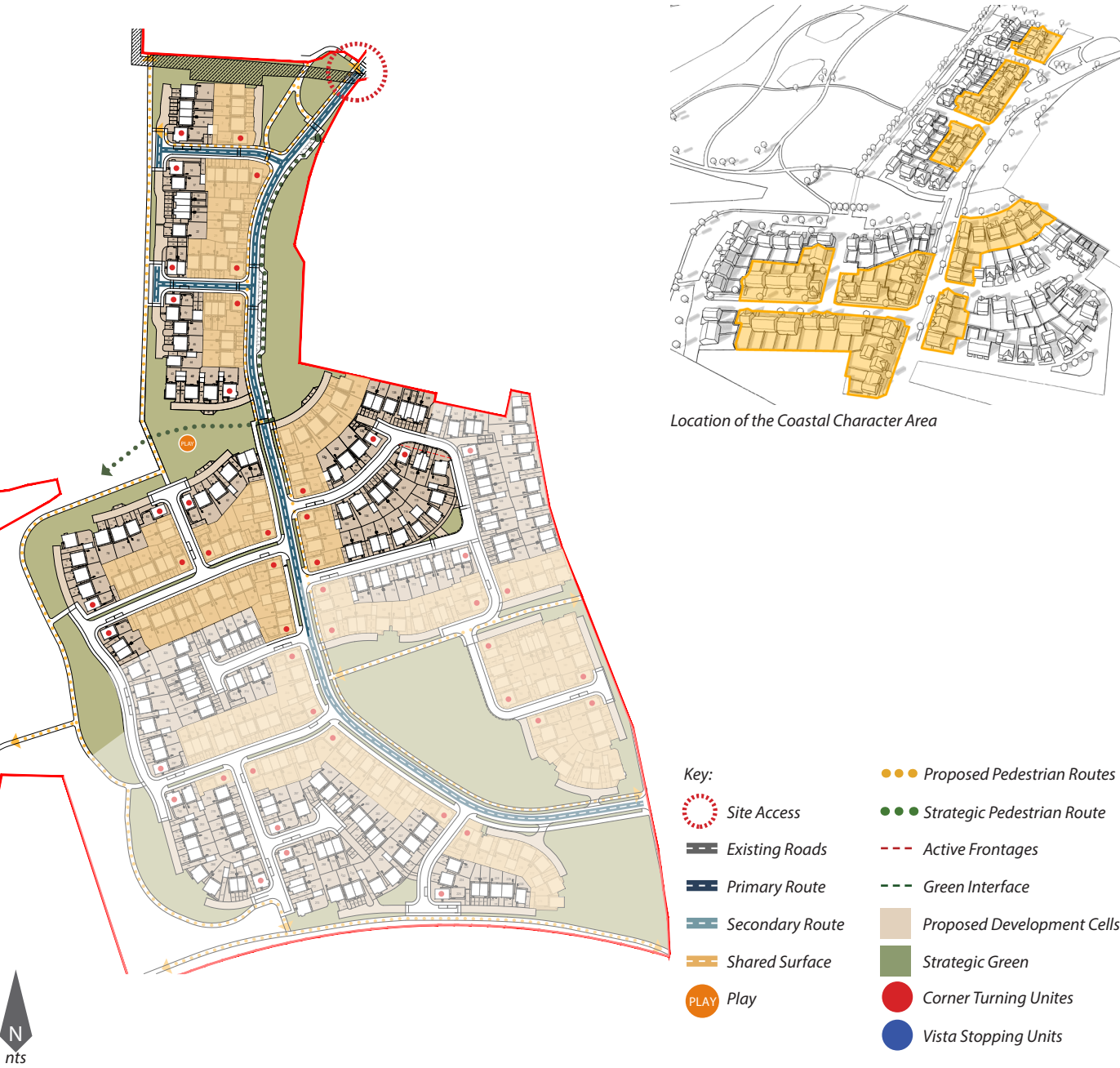
Grey Tile

Harworth Riven

Coloured Render



1.6.2. CONTEMPORARY RURAL



Extract from Section 1.2 - Development Principles



Proposed Street Scene



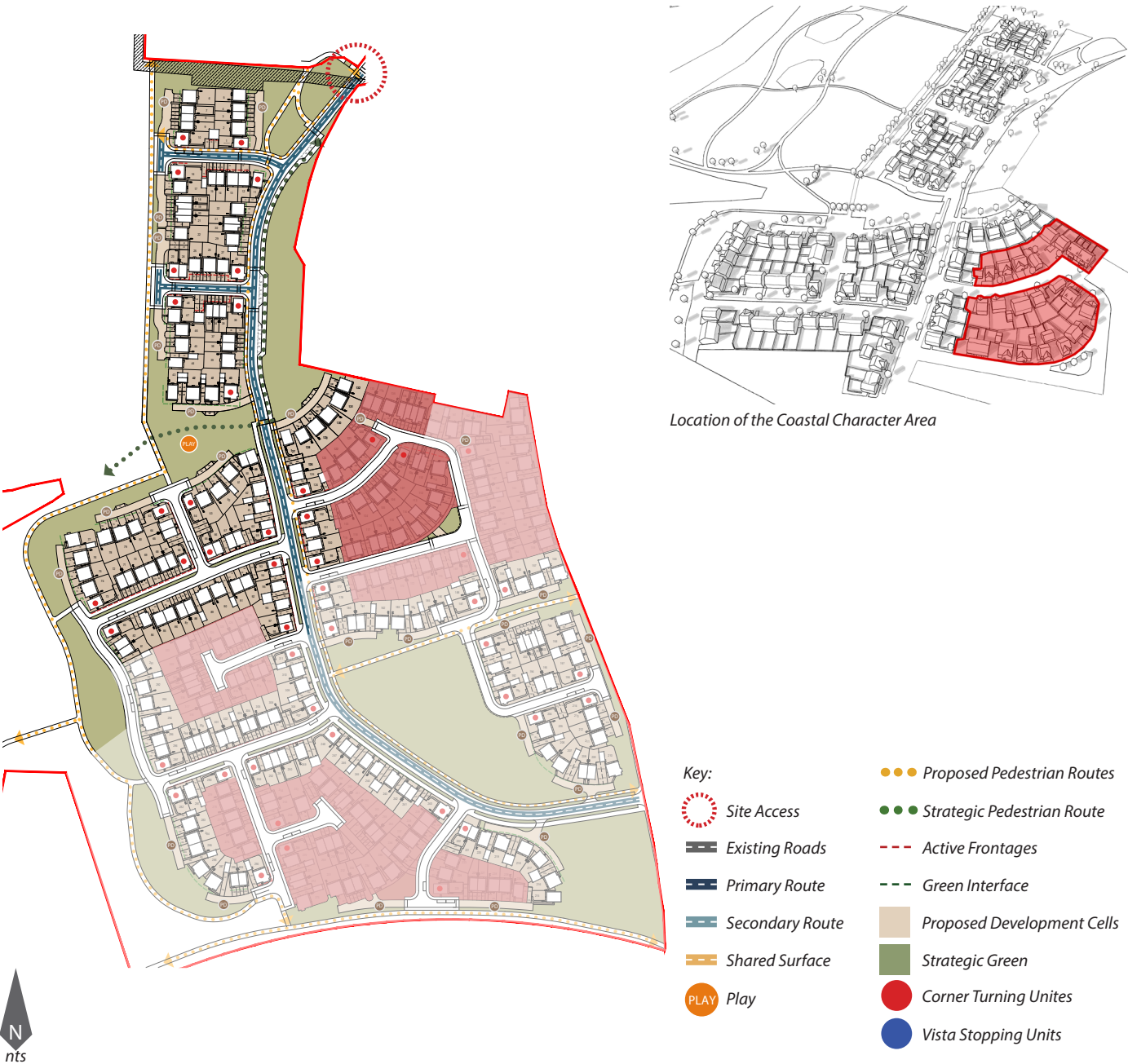
Indicative Example

Rural Contemporary

- Buff Artstone Head cills and jambs (full surrounds on selected first ground and first floor windows)
- Concrete brick – Harworth Hovingham, Thoresby and Sherborn Riven Concrete Brick
- Grey Concrete Tile TLE
- Black windows with solid central transom with small sectional transoms to top set on front, plain windows panes to the back and side elevations
- Black rainwater goods
- Black Front/ rear doors, and frames
- Black garage door and frame
- None active elevations straight soldier course in same brick colour but smooth finish
- Mortar natural
- Black Canopy – Traditional mono pitch style on Gallow brackets
- Black boxed overhanging eaves details with soffits for front, rear and gable elevations



1.6.3. STANDARD RURAL



Extract from Section 1.2 - Development Principles



Proposed Street Scene



Indicative Example



Indicative Example

**Rural Contemporary**

Indicative Example

- Buff Artstone Head cills (No full surrounds)
- Concrete brick – Harworth Hovingham, Thoresby and Sherborn Riven Concrete Brick
- Grey and red Concrete Tile Seawave tiles
- Black windows with solid central transom with small sectional transoms to top set on front, plain windows panes to the back and side elevations
- Black rainwater goods
- Black, Front/ rear doors and frames
- Black garage door and frame
- None active elevations straight soldier course in same brick colour but smooth finish
- Mortar natural
- Black Canopy – Traditional mono pitch style on Gallow brackets
- Black boxed overhanging eaves details with soffits for front, rear and gable elevations



1.7 STRATEGIC LANDSCAPE

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.

21

1.8 PROPOSED MASTERPLAN

The proposed development forms the first two phases of a wider vision for the comprehensive redevelopment of the Marchon site. This initial phase is embedded within the strategic masterplan which establishes a long-term framework for the site's transformation from a legacy industrial landscape into a sustainable, vibrant, and well-connected coastal neighbourhood.

The masterplan has been carefully shaped to enhance both the ecological and economic value of the land. It responds proactively to local housing needs, delivering a balanced mix of dwellings to accommodate a range of household types and tenures. At the same time, the plan places equal emphasis on safeguarding and enhancing the natural assets of the site, particularly the existing coastal habitats and green corridors that define its western edge.

One of the defining qualities of the scheme is its ability to integrate new development with the existing landscape structure. Green infrastructure has been used not simply as an amenity, but as a spatial and ecological framework that guides the layout. Open space connections, including a network of green corridors, recreational routes, and habitat buffers, are aligned with the site's natural features and support biodiversity, visual interest, and connectivity throughout.

This integrated approach ensures that the masterplan will not only deliver much-needed homes, but will also contribute to the restoration and enhancement of the coastal environment, establishing a well-defined sense of place that is both ecologically sensitive and socially inclusive. The result is a development that capitalises on the unique setting of the site to deliver a thriving, resilient residential community with a distinctive





Key:

-  Site Access
-  Primary Streets / Bus Route
-  Secondary Streets
-  Tertiary Streets
-  Shared Drives
-  Proposed Pedestrian Route
-  Strategic Pedestrian Route
-  Private Drive
-  Development Blocks
-  Play

1.9 CONCLUSION

This Compliance Statement has been prepared to demonstrate that the detailed proposals for the Marchon development remain firmly aligned with the design parameters, placemaking objectives, and spatial strategies established in the original Design and Access Statement and Masterplan Framework for the site.

Phase 1 and 2 proposes a carefully considered scheme of 139 new homes, integrated within a coherent block structure and supported by a robust movement network, high-quality public realm, and a layered approach to character and materiality. The scheme reflects a landscape-led design ethos, responding directly to the site's coastal setting, heritage features, and ecological sensitivities.

Key principles set out in the original vision, including active frontages, corner-turning buildings, north-south and east-west green corridors, and the celebration of long-range coastal views, have all been embedded within the current layout. The proposed dwellings are positioned and orientated to maximise amenity and outlook, while respecting the site's topography, constraints, and wider context.

Furthermore, the strategy for green infrastructure, sustainable drainage, and ecological enhancement ensures that the scheme delivers tangible environmental benefits, reinforcing biodiversity, landscape character, and resilience. Known legacy issues such as mine shafts, subsurface voiding, and ground instability have been comprehensively considered, with affected areas either left undeveloped or integrated into the wider open space network.

Through its refined urban form, material choices, and attention to movement and open space, the proposed development establishes a strong foundation for the delivery of a sustainable, vibrant and well-connected coastal community. The proposals represent a meaningful first step in realising the full potential of the Marchon site, transforming a complex, post-industrial landscape into a place that people can proudly call home.

3Di

7 Kingham Court

South Gosforth

Newcastle upon Tyne

Tyne & Wear

Tel: 07969 333022