

LAND AT CHATTERLEY CLOSE, BRADWELL



Vision Statement

October 2020

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- 1.1 The combined team of e*SCAPE Urbanists and Lambert Smith Hampton (LSH) have been appointed by Newcastle-under-Lyme Council to prepare a masterplan and viability appraisal for an area of land to the south of Chatterley Close, Bradwell hereafter referred to as ‘the site’.
- 1.2 The site is located within the north of the Borough and also north of Newcastle-under-Lyme town centre, as illustrated in Figure 01:01, close to the borough boundary with the City of Stoke on Trent.

- 1.3 The site boundary is illustrated in Figure 01:02 opposite which indicates the site location sitting, as it does, to the south of Chatterley Close, west of the existing Bradwell Crematorium and behind homes fronting Arnold Grove and Hillport Avenue.
- 1.4 The brief requested that the team prepare a masterplan which sets out a clear direction for the future development of the land described and illustrated here. A viability assessment of these proposals has been developed by LSH and that report should be read alongside this Vision Statement.

- 1.5 The objectives of the masterplan were to:
- Provide for an extension to the Crematorium grounds incorporating a new access, parking and burial ground,
 - Re-provide existing play elements to accord with Open Space and Green Infrastructure Strategy, and
 - Redevelop the remainder of the site for housing.
- 1.6 The consultant team has worked closely with officers of the council in developing the proposals to ensure that the above objectives have been achieved.
- 1.7 e*SCAPE Urbanists have utilised the previously developed Phase I Geoenvironmental Assessment, as well as Utilities information provided by the council and our own assessment of the existing physical form, structure, neighbouring uses, views and topography of the site to inform the development of our masterplan.
- 1.8 Therefore, this study covers the following topics in a logical and sequential order charting the development of the masterplan and the viability of its proposals. The structure is as follows:
- Context, Constraints & Opportunities
 - Vision
 - Parameters Masterplan
 - Conclusions
- 1.9 The scope and content of the document demonstrates the commitment of the team and client to deliver a high quality development, based on a thorough process of contextual appreciation, to ensure the proposals integrate with and are open to the established surrounding neighbourhoods, sympathetically respond to the site whilst fulfilling the needs of the crematorium and create accessible open spaces for use by all users and residents of the wider area.

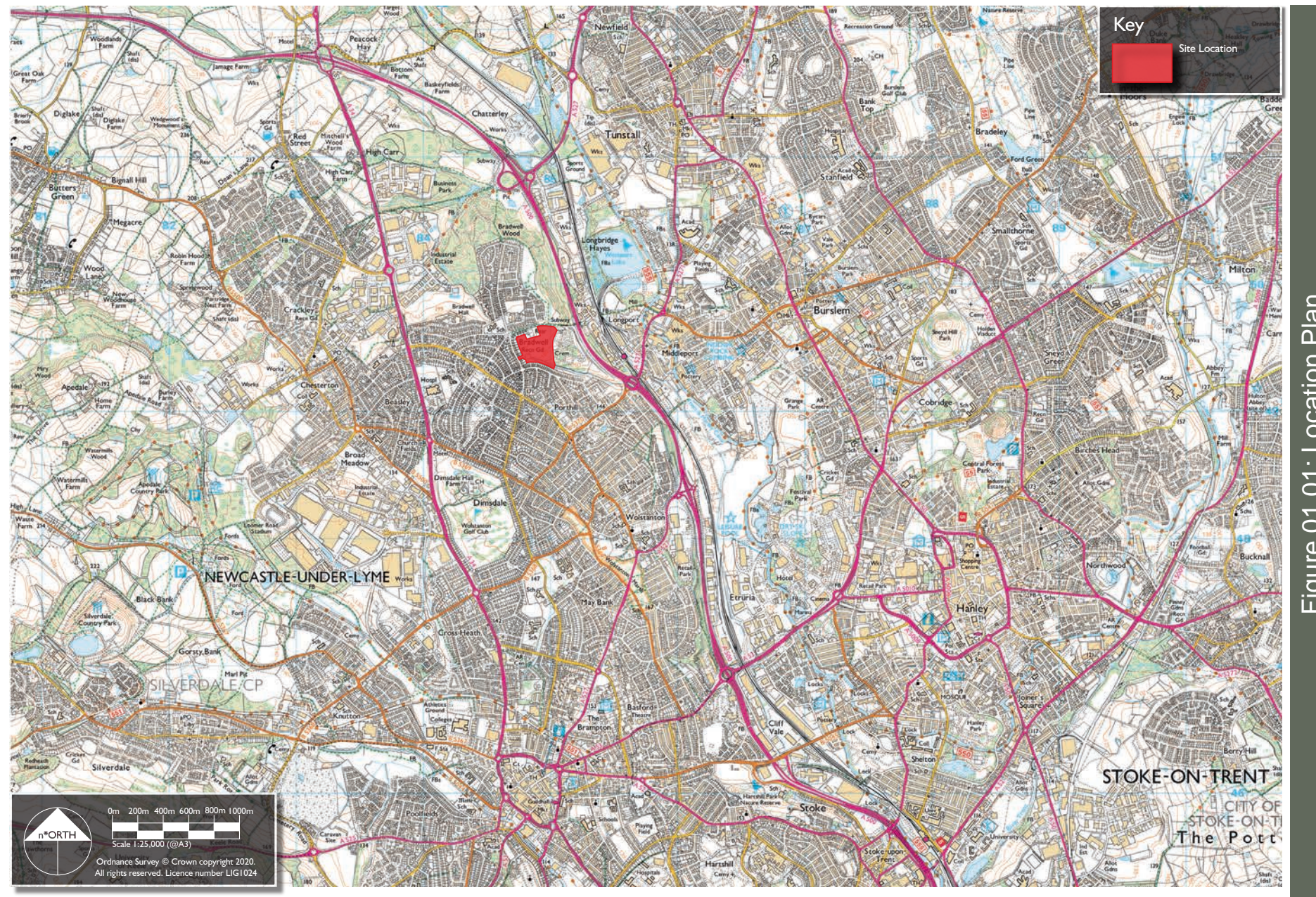
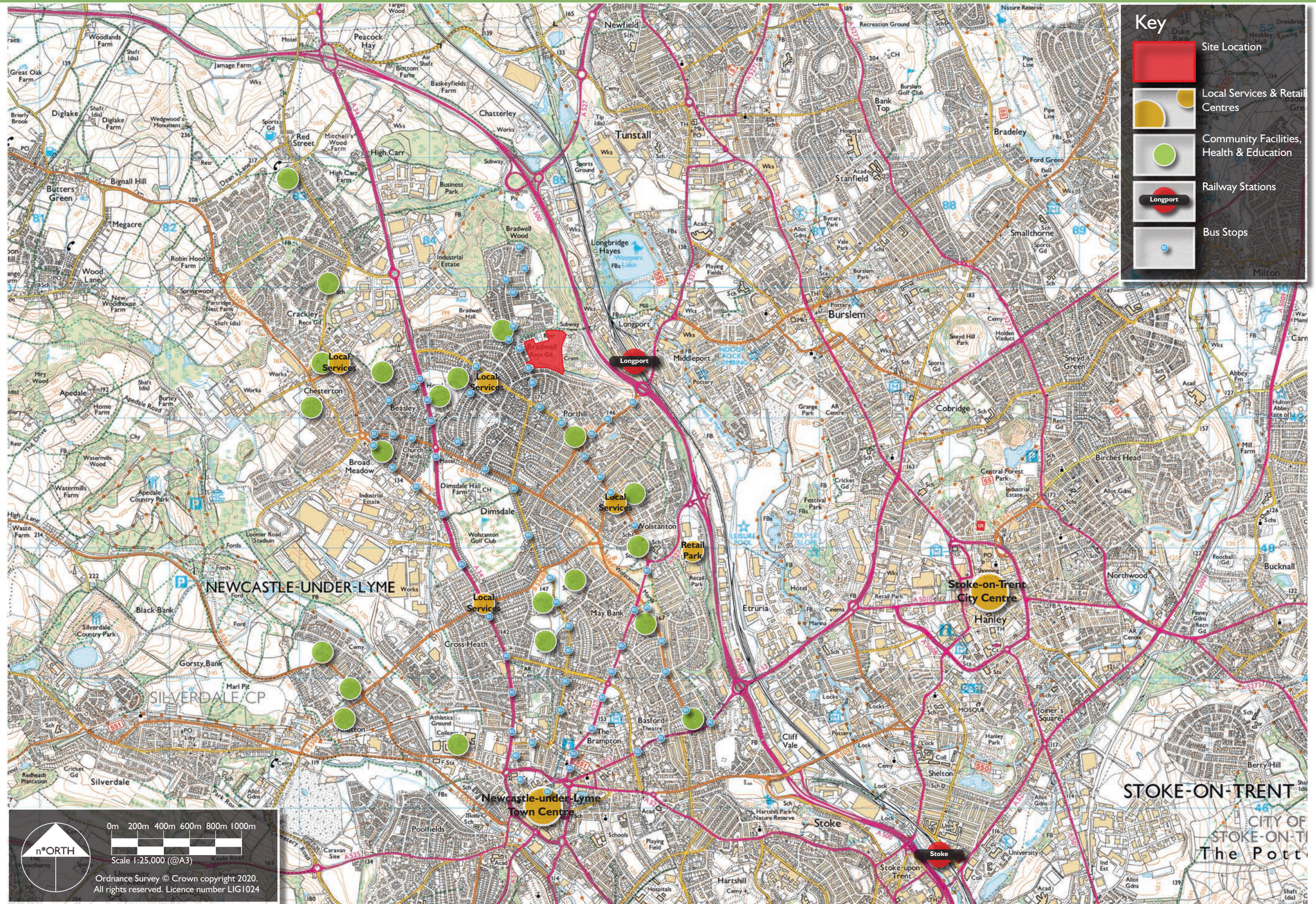


Figure 01.01: Location Plan



Figure 02.01 : Site Boundary



Key

- Site Location
- Local Services & Retail Centres
- Community Facilities, Health & Education
- Railway Stations
- Bus Stops

Figure 02.01: Town Context Plan

Town Context

- 2.1 The site lies on the northern fringe of the town of Newcastle-under-Lyme, as illustrated in Figure 02.01 opposite.
- 2.2 The Borough of Newcastle-under-Lyme lies in the County of Staffordshire on the northern fringes of the West Midlands adjoining the city of Stoke-on-Trent and close to the North West and Cheshire County border.
- 2.3 The town of Newcastle-under-Lyme is located approximately 3.7 Kilometres from Hanley, Stoke-on-Trent's City Centre, 24 kilometres from Stafford, 63 Kilometres from Birmingham and 51 kilometres from Manchester.
- 2.4 The town borders the City of Stoke-on-Trent along the Etruria Valley and some parts of the borough's settlements merge with the adjoining city.
- 2.5 Historically Newcastle-under-Lyme did not have a strong pottery industry unlike its neighbour but developed industries around coal extraction, brick manufacturing, iron casting and engineering. Modern industries focus on the service sector, light engineering and distribution.
- 2.6 The towns railway station opened in 1852 and closed to passenger traffic in 1964 with public transport currently relying on its bus services and links to railway stations in Stoke-on-Trent.
- 2.7 Stoke-on-Trent railway station lies on the West Coast main line with services running between London Euston and Manchester Piccadilly with services also to Birmingham, Rugby, Crewe and stations in between.
- 2.8 Longport Station which is just 0.6 kilometres from the site provides local services between Derby and Crewe, as well as to Manchester Piccadilly and Deansgate stations and is linked to Newcastle-under-Lyme town centre via various bus services.

- 2.9 The M6, Junction 16 lies about 10 kilometres to the west of the town centre and under 8 kilometres from the site and is directly accessible via the main road network including the A500 'D-Road'.
- 2.10 Newcastle still has a strong and vibrant town centre with the mix and choice of retailing, cafés and restaurants, as well as a market 6 days a week, reflecting the affluent nature of the towns' surrounding rural hinterland.
- 2.11 A numberer of local service and retail centres exist between the site and the town centre as illustrated by the orange circles in Figure 02:01 opposite. These consist of a mix of community facilities and/or retail shops and are usually located within the heart of local neighbourhoods or on communication corridors, such as the A34.
- 2.12 Additional community facilities, hospitals and schools are highlighted by the green circles in the same illustration and again these lie in historic locations at the heart of neighbourhoods or within communication corridors.
- 2.13 The two railway stations described in the above narrative are also illustrated, with Longport close to the site, within the Etruria Valley and Stoke lying to the east of the town centre.
- 2.14 Finally, the bus routes between the site locality and town centre are illustrated in Figure 02:01 and indicate a strong public transport network between the site and town centre running through and past a number of the local/neighbourhood centres also illustrated.
- 2.15 In essence, the site might be located on the northern fringes of the town but it is well served by local schools, facilities and the public transport network so that there is good access to facilities in the town centre as well as locally.



Wooded Crematorium burial grounds



Existing memorial wall/columbaria at Crematorium



Reservoir boundary fence and homes on Chatterley Close



Figure 02.02: Local Context Plan

Local Context

- 2.16 The site is surrounded on three sides, north, west and south by the established neighbourhood of Bradwell, a suburb of Newcastle-under-Lyme.
- 2.17 Bradwell Crematorium borders the site on the eastern edge and is separated from it by a steel fence and hedgerow. The Crematorium serves a wide area beyond the brough boundaries including Stoke-on-Trent and adjoining areas of Cheshire.
- 2.18 The site is well located with good local and regional access via public transport and the local road network as highlighted earlier, with bus stops immediately adjacent to the site on Arnold Grove, as illustrated in Figure 02.02 over page.
- 2.19 The bus service number 94, pre Corvid19, appears to have provided connections between the site, Newcastle Bus Station and Chell, with connections on to Congleton and Biddulph. Currently there appears to be a reduced service stopping at Porthill to the south east of the site as well as other routes between Bradwell Hospital and the town centre to the west.
- 2.20 In addition to the local bus service a Public Right of Way (PRoW) 'Newcastle 11', as illustrated in Figure 02:02 over page runs east to west along Chatterley Close to the north of the site. The PRoW continues east through woodland before running under the A500 D-Road via a subway thus providing a walking route to Longport Station via Longbridge Hayes Lane some 1,000 metres/12 minutes walk to the east.
- 2.21 Whilst the site is not the subject specifically of any Local Plan spatial designations or policies in March 2017 the Newcastle-under-Lyme Borough Council approved The Open Space and Green Infrastructure Strategy which identified this site as requiring masterplanning. The site was previously a recreation ground and this

use continues informally, a play area, muga and skate park is also located on a corner of the site and are in continued and active use (pre-Covid 19) and will be replaced/upgraded as part of this masterplan vision.

- 2.22 Immediately adjacent to the site and across Chatterley Close to the north east is an area of undeveloped land which is the subject of three local plan policy designations; S3, N2 and C19 as illustrated in Figure 02:02 opposite.
- 2.23 Policy S3 is the general Local Plan Green Belt policy pertaining primarily to maintaining the openness of the Green Belt through restricting development within it.
- 2.24 Policy N2 relates to development and nature conservation and requires any development covering more than 0.25 hectares to carry out and submit a preliminary habitat and protected species survey, along with a desktop study of past surveys and/or other ecological information.
- 2.25 Policy C19 relates to the allocation of the site covered by the designation as a potential location for the extension of Bradwell Crematorium burial ground.
- 2.26 Bursley Academy Nursery and Primary School is located within 400 metres or a 5 minute walk from the centre of the site, as illustrated in Figure 02.02. A second primary school; Bradwell Primary School, is located south west of the site just beyond the local centre (not illustrated in Figure 02:02) some 670 metres/8 minutes walk from the centre of the site. The nearest High School is Woolstanton which is 1.7km to the south of the site.
- 2.27 In addition to the local primary schools there are a number of food and non-food retail stores, as well as a post office and pharmacy located in the centre of the Bradwell neighbourhood, just over 400 metres/5

minutes walk from the centre of the site, as illustrated in Figure 02:02 opposite.

- 2.28 The nearest medical facilities appears to be associated with Bradwell Hospital.
- 2.29 As illustrated opposite, the site adjoins areas of public open space and green infrastructure previously associated with the boroughs' industrial past. The green infrastructure network includes the crematorium grounds, structure planting associated with the D-Road corridor, areas of open space which in turn link out to the surrounding woods and rural landscape. The site is thus part of this green infrastructure network and these connection will need to be retained and enhanced as part of the masterplanning process.

Local Built Context

- 2.30 The Bradwell neighbourhood which surrounds the site appears to be of an inter war and post war layout and design following the local authority Garden Settlement model designed circa 1935 to 1950.
- 2.31 The movement hierarchy is laid out as a series of avenues, street and closes focused around a central local centre with associated shops, community facilities and central green. The roads radiate out from this central core with the site located on the north eastern edge of the neighbourhood.
- 2.32 The typical archetype of the neighbourhood is the semi detached home, primarily containing three bedrooms. Their style varies through the neighbourhood and looks to be dependent on which phase they were built in. Earlier phases; circa late 1930's, of the neighbourhood contain brick built homes with hipped roofs, forward facing gables and single storey entrances porches. Later post war homes appear to use mass fabricated elements such as upper floor composite panels or



Figure 02.03: Site Constraints & Opportunities

pebble dash finishes to structural masonry with limited to no architectural detailing in terms of hipped roofs, gables or porches. Some of these later properties have had bay windows or porches added later by the home owners.

2.33 Flats and maisonettes are found in local centre and look to be of a post war style with some short rows of terraced properties found enclosing gateways and junctions. It is assumed that many of these properties are of one and two beds.

2.34 The materials and detailing of the homes in the above areas are quite varied, as touched on already with the use of dark red/brown facing brick which is assumed to be from the local brick manufacturers and a similarly coloured pan tile to the roofs. Other properties are rendered in pebble dash or painted smooth render whilst others appear to be of prefabricated design finished in vertical timber cladding.

2.35 Fearn Avenue appears to be of a similar era to the above areas but consists of a street of semi-detached bungalows with hipped roofs, tall chimneys, front bay windows adjacent to an interesting hexagonal window, with front doors located to the side elevation. The facing brick is the same red/brown local brick as described above. It is assumed that these properties contain two bedrooms, although a number of them appear to have had dormer extensions in the roof spacing increasing the accommodation to three bedrooms.

2.36 Newer residential developments from the later 20th and early 21st centuries are found to the north of the site. These properties are detached and look to offer 3, 4 and 5 bed accommodation and are typical of their era with front drives, integral or detached garages arranged around spine roads with a series of short cul de sacs leading off them. These layouts back onto the surrounding green space network.

2.37 The materials and detailing of these homes is typical of the era and can be found across the country with forward pointing gables, a red facing brick, buff engineering brick detailing to heads, cills, banded courses and corbels with single storey roof details over a bay window, entrance porch and integral garage. Roofs look to use 'Marley Modern' concrete roof tiles.

2.38 Later properties on the fringes of this neighbourhood extension utilise mock Tudor boarding and blue engineering brick banded courses and diamond pattern decorative brick panels.

The Sites' Constraints & Opportunities

2.39 The site lies to the north east of Bradwell immediately adjacent to the crematorium site as stated previously.

2.40 The site roughly forms a rectangle and is bounded by housing backing onto the site, a covered reservoir, Chatterley Close and the crematorium and burial grounds, as illustrated in Figure 02:03 opposite.

2.41 A shallow wooded valley and water course runs within the site along the southern edge of the site and is an historical feature illustrated on all of the historical mapping of the site prior to the surrounding area being developed in the 1930's onwards

2.42 A stand of native woodland has been planted in the recent past on an area of the site adjoining Chatterley Close and is yet to reach maturity.

2.43 In addition there are areas of naturally regenerated scrub woodland within the site, along with garden trees adjacent to or forming the boundary of the site with adjoining gardens.

2.44 Existing hedgerow consist of a mixture of native and ornamental hedgerows associated with the rear gardens of the homes backing onto the site, fronting Chatterley Close or forming the boundary with the crematorium.





Panorama of existing approach to Crematorium along Chatterley Close



Panorama of Crematorium boundary from within site



Panorama looking across site from north west

Figure 02.04: Panoramic Views

2.45 As stated earlier in this chapter the site links out to the surrounding green infrastructure network with a link to the shallow valley woodland sweeping through to the site via the crematorium gardens, as illustrated opposite. A second green infrastructure link runs across the sites northern edge related to the avenue trees, hedgerow and reservoir along Chatterley Close.

2.46 These links will be retained and enhanced as part of the masterplan proposals.

2.47 Existing established homes back onto the site from Chatterley Close, Arnold Grove and Hillport Avenue. These properties have a sensitive interface with the site and the residents residential amenity must be carefully considered in the development of the masterplan.

2.48 In undertaking the assessment of the site crop marks were identified within the aerial photography and subsequently these linear markings were identified as water mains crossing the site from the reservoirs. The main run is roughly a north east to south western direction, doglegging through the site as illustrated in Figure 02:03 opposite.

2.49 Whilst undertaking an initial site walk over, pre Covid19 restrictions, potential site access points have been identified as indicated by the orange arrows in



View looking north across site towards reservoir

Figure 02:03. These access points could be vehicular and/or pedestrian.

2.50 In terms of topography the site gently slopes from the north to the south east and offers views from the northern areas of the site across the Etruria Valley, south west to Stoke City Centre (Hanley).

2.51 The site has remained undeveloped as the town has grown up around it and according to the historic mapping has never contained any built development. Whilst Chatterley Close and Arnold Grove lie over pre-existing tracks/lanes, as illustrated on the historical maps within the Geoenvironmental report there appears to be no archaeological or heritage assets on the site.

2.52 The flood mapping for this area has been examined and the site lies fully within Flood Zone 1 which indicates it has the lowest probability of flooding.

2.53 Section 5 of the Cremation Act 1902 states that no crematorium shall be constructed any nearer a dwelling house than 200 yards/182 metres, except with written consent from the owner/lessee/occupier of the property. It should be noted that this Act relates to new crematoria and existing homes whereas here the crematorium is in situ and prospective home buyers will be able to note the location of the crematorium prior to purchase.

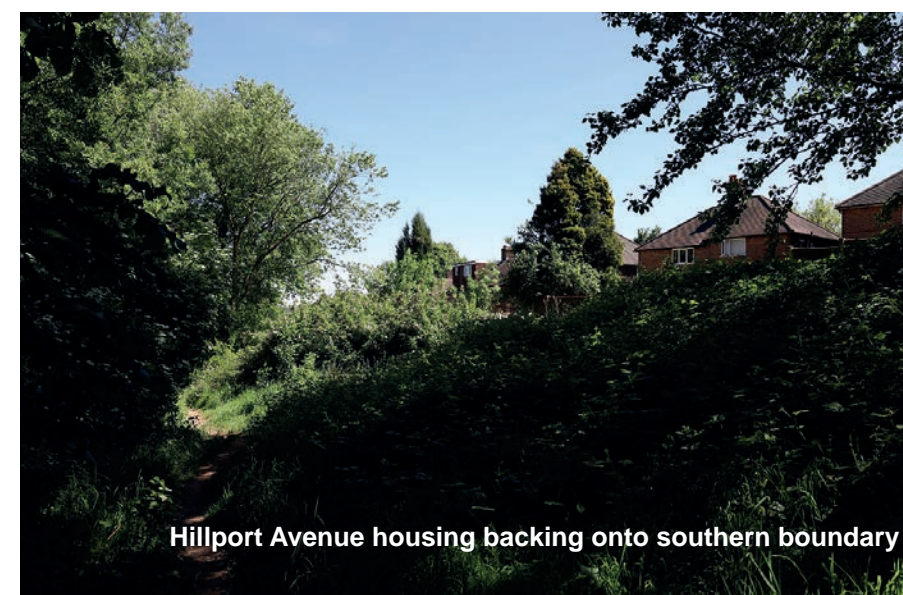
2.54 In terms of emissions from the crematorium, this is covered by the Environmental Protection Act 1990 and subsequent guidance notes. In order to comply with the emissions requirements, as set out in the Act, it is recommended that air quality monitoring takes place as part of the additional baseline survey work required for a planning application in order to affirm emissions are within the required limits, as set-out in the Act and subsequent guidance.



View to Stoke City Centre (Hanley)



View to St Margaret's Church Spire, Wolstanton



Hillport Avenue housing backing onto southern boundary



BRADWELL CREMATORIUM EXTENSION, PLAY
AREA REFURBISHMENT & NEW HOMES

A Vision for the site

- 3.1 Our Vision for the site has sprung out of the appreciation of the surrounding context and features of the site itself, as set out earlier in this statement.
- 3.2 This proposal will create a sympathetic and high quality crematorium extension, improved play facilities and new homes on what is left of the site.
- 3.3 The proposed development will be set into a strong network of green spaces, wildlife corridors, ecological habitats and recreational footpaths/cycleways. All these elements will form an integral part of the existing green infrastructure network, linking the site to the local facilities, adjoining suburbs and countryside.
- 3.4 The masterplanning team has carefully considered all the opportunities and constraints to inform this Vision, which demonstrates that the site can comfortably accommodate not only the burial ground extension and an extended and refurbished play area, but also a sustainably located residential neighbourhood with enough general amenity space for the proposed homes and existing adjacent neighbourhoods.
- 3.5 The proposals will enable the provision of a network of public open spaces for use by the existing and new members of the community.
- 3.6 The result will be a sympathetic crematorium-led development supported by a sustainable and integrated neighbourhood on the eastern edge of Bradwell, creating a strong addition to the wider town.
- 3.7 In addition to the crematorium extension this proposed development creates not just houses but homes, a neighbourhood rather than an estate and gives the proposals an individual identity, making it a place that people will want to live in and become a real part of the community that will emerge.

VISION:

“THIS SITE OFFERS THE OPPORTUNITY TO EXTEND THE CREMATORIUM IN A SYMPATHETIC WAY WHILST ALSO CREATING NEW PLAY AND RECREATION ACTIVITIES IN THE RETAINED GREEN SPACES AND DEVELOP NEW HOMES BY WORKING WITH THE SITE’S OWN FEATURES AND LANDSCAPE CHARACTER.

THE MASTERPLAN SHALL BE DEVELOPED USING A LANDSCAPE-LED APPROACH WHERE VIEWS, TOPOGRAPHY, WOODLANDS, HEDGEROWS, AND WATERCOURSES ARE USED TO INFORM THE STRUCTURE AND LAYOUT OF THE MASTERPLAN.

THE DEVELOPMENT SHALL BE INTEGRATED WITH THE ESTABLISHED COMMUNITIES AND BE WELCOMING TO VISITORS WITH OPEN SPACES AND THE PUBLIC REALM BEING LOCATED IN EASILY ACCESSIBLE LOCATIONS.

THE CREMATORIUM SHALL EXPAND INTO THE SITE, IMPROVING THE CREMATORIUMS ACCESS AND MOVEMENT AS WELL AS PROVIDING SPACE FOR NEW MEMORIAL GARDENS IN VARIOUS SETTINGS OFFERING CHOICE TO FRIENDS AND FAMILY AS TO HOW AND WHERE THEY’D LIKE TO REMEMBER THEIR LOVED ONES.

THE SITE WILL PROVIDE THE OPPORTUNITY FOR HIGH QUALITY HOMES, OPEN SPACES AND ALONG TERM FUTURE FOR THE CREMATORIUM.”



Figure 04.01: Parameters Masterplan

Parameters Masterplan

4.1 Now that the Vision has been developed from the appreciation of the site and its context, a meaningful parameters masterplan can be developed which explores the connections, spatial relationships and potential uses of the site. Due to working with the context the concept is strong, dynamic and integrated.

Green & Blue Infrastructure

4.2 The green infrastructure network as illustrated in Figure 04:01 creates a linked network of green spaces and corridors which runs between and around the development parcels and retains the character related to the area. This includes the ability of the existing vegetation to soften and screen views and create a setting for the development.

4.3 The green infrastructure covers some 1.65 hectares of the residential site area and can accommodate the enhanced and refurbished play area/muga/skate park and develop new ecological habitats. The green infrastructure network will ensure the retention of the much of the existing vegetation or allow space to mitigate any losses.

4.4 The burial ground could all be primarily classed as green infrastructure under the Landscape Institutes definition, however here the burial ground and proposed gardens have been split out as separate elements with the peripheral landscape setting and retained valley woodland been classed as the green infrastructure related to the burial ground extension. This area covers 0.84 hectares of that part of the site.

4.5 Set within the green infrastructure network will be the Sustainable Drainage System (SuDS). Consisting of new ponds, swales and water meadow style inundation zones which will have the capacity to hold and safely disperse storm water collected from the site. Wildlife

habitats and corridors will be an integral element of the green infrastructure network.

4.6 Additional detail as to the form and character of the green infrastructure network is described below as part of the landscape strategy for the site. The strategy sets out to describe the various landscape treatments associated with the proposed residential neighbourhood and crematorium extension, including the indicative proposals for the refurbishment and enhancement of the play area.

Scale & Mass

4.7 The character of the neighbourhood that is to be created lends itself principally to 2 storey development, based on the local vernacular and designed to reflect the human scale of built form found in the surrounding neighbourhoods.

4.8 2.5 To 3 storey elements will only be used as header buildings in squares and at junctions to create announcements of arrival.

Quantum & Mix of Uses

4.9 The location of this site for residential use is sustainably located on the edge of Bradwell, within easy reach of local facilities by walking, cycling, bus or motor vehicle.

4.10 The site is 6.77 hectares in total and will include a balanced mix of residential development, landscaped burial grounds and green infrastructure. It is proposed that the homes will be set within a strong open space network.

4.11 The highest density housing is proposed to be located in the heart of the site around the square and mews with lower density homes on the fringes to ensure it integrates with the existing neighbourhood and the

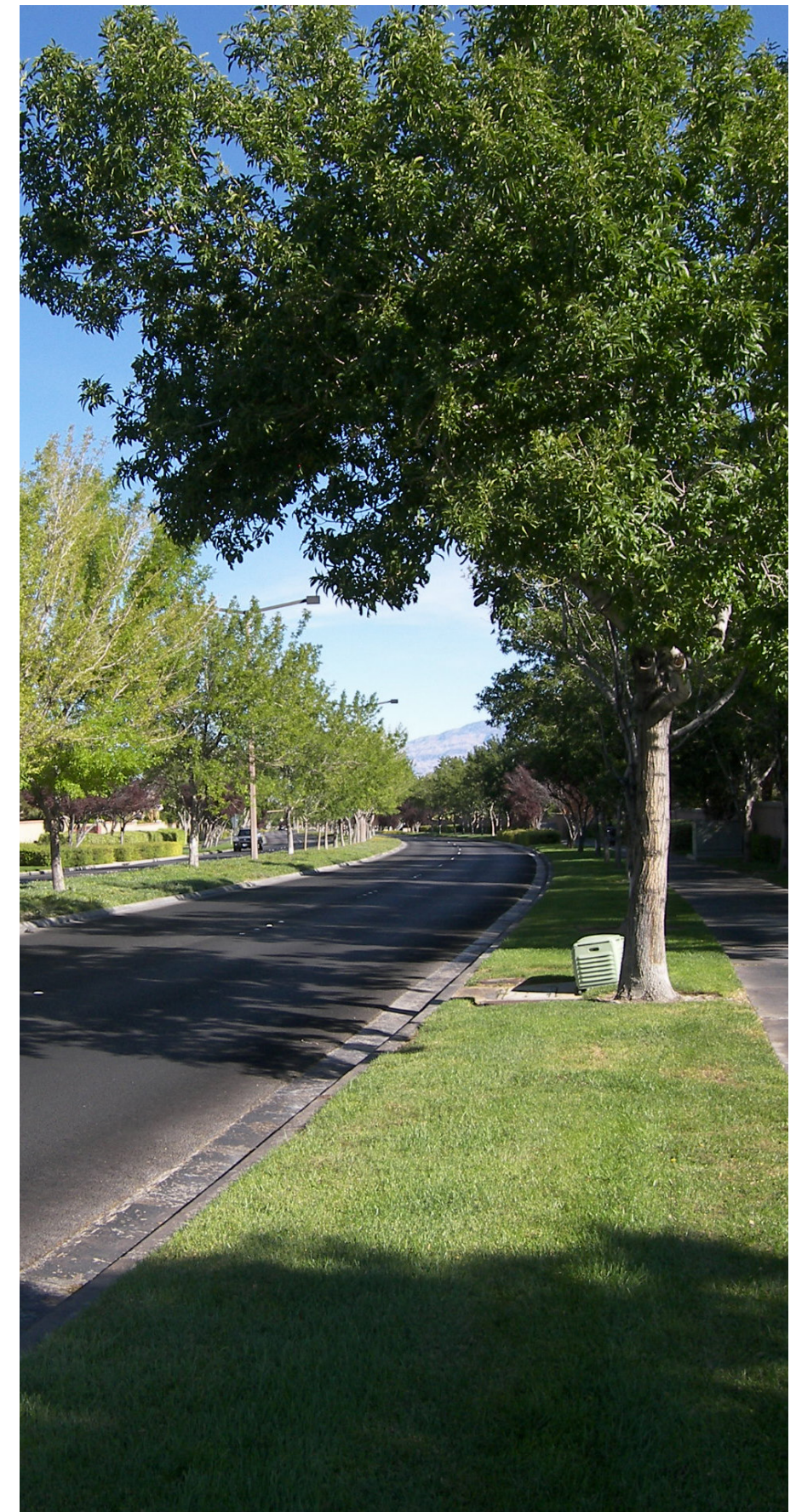




Figure 04.02: Landscape Strategy

open space to the north east. The development parcels takes up just 2.48 hectares of the overall site area.

- 4.12 The burial ground extension will take up 2.64 hectares of the site in total and beside the car parks will consist primarily of landscaped and wooded gardens, similar to those already found within the existing crematorium site.
- 4.13 Additional information on the proposals within the proposed crematorium extension can be found within landscape strategy below.

Gateways & Nodes

- 4.14 A series of gateways and focal points/nodes will be created within the site. These are either in primary gateway locations, announcing arrival into the site or within the heart of the site creating focal features and reference points within the development.
- 4.15 The internal nodes are focussed on creating areas of public realm in the form of shared surface squares or mews, the open space or woodland play area.

Sympathetic Boundaries

- 4.16 The development will respect existing residential properties by backing onto existing properties to the north and west and ensuring overlooking distances are maintained (21 metres minimum back to back) and by retaining the tree'd valley on the southern boundary which backs onto the existing housing, thus preserving the character of this area.

The Movement Hierarchy

- 4.17 The proposed street hierarchy is clear and logical comprising a series of inter-connected primary and secondary streets and shared drives. The arrangement of streets and other routes within the site is designed to ensure good connectivity with the surrounding street network, provide logical and efficient routes through the development and ensure a layout which is clear and legible.
- 4.18 This new movement network includes the crematorium extension by providing improved access and creating a one way processional route through the existing crematorium site and parking area on into the burial ground extension and back out via the proposed new movement network.
- 4.19 The street pattern flows with the topography of the site with the avenue gently curving with the contours along the hillside.
- 4.20 The Avenue is at the top of the route hierarchy and provides the access through the heart of the site from Arnold Grove to Chatterley Avenue. It is traditional in form with a bitmac carriageway and pavements. This is the widest street in the hierarchy with a carriageway of between 6 and 7 metres. The Avenue also contains a shared space Square to aid in slowing traffic speeds and creating a focal area at the heart of the development.
- 4.21 Streets and Lanes are secondary in the route hierarchy and provide the main accesses into the residential areas from the Avenue. They are again traditional in form, the Street carriageway width of 5.5m and the Lane 4.8m wide, with a bitmac carriageway and pavements. The built form is set back from the road, allowing sufficient room for the planting of street trees within gardens.

4.22 The Square and Mews are interlinked in the higher density residential heart of the development and like the Square the Mews has a shared space feel with the carriageways, pedestrian zones and green spaces defined within the space as a whole, rather than by a traditional carriageway and footpath arrangement.

4.23 The Shared Drives are the last element in the hierarchy of routes. They are domestic in nature, designed as a simple shared surface routes which provides access to only a small number of properties along their length (maximum of five properties if a dead end or ten if the route connects through). Shared drives are associated with the development edge and interface with the wider countryside and open spaces, often sitting alongside pedestrian/cycleways. As a rule shared drives are 4.5 metres wide and depending on length can widen locally to allow some visitor parking or a passing place to be accommodated.

4.24 Below the street hierarchy, a network of pedestrian routes are illustrated providing a choice of routes through and out of the site, increasing permeability and encouraging walking.

4.25 Where possible, footpaths are directed to pass landscape features to provide points of interest along the routes. Completed circuits through and around the edges of the site are created by linking footpaths with shared-surface lanes where appropriate. Wherever possible, footpaths follow likely desire lines.

4.26 Paths would be between 2 and 3 metres wide depending on the nature and intended use of the paths by pedestrians and/or bicycles. Surface finishes would again depend on amount of use, location and wear and tear expected and can vary between self binding aggregates/clays (i.e. Hoggin), resin bound aggregates and/or bitmacs.



Figure 04.03: Precedent Imagery

Landscape Strategy

- 4.27 The proposals have been influenced by the existing green infrastructure and the potential landscape opportunities which will set Hillside within an already mature landscape structure.
- 4.28 The aim of the landscape strategy is to enhance the character and appearance of the site through the retention of the existing vegetation and the introduction of a high quality scheme that provides an attractive landscape that not only increases the aesthetic, functional and recreational value but also the biodiversity value of the site.
- 4.29 Much of the existing woodland, hedgerows and boundary treatments are to be retained, these will be maintained, and any infill planting provided where necessary. There are significant opportunities for new tree, hedgerow and shrub planting within the site. The existing ecological and wildlife corridors will therefore continue to provide ecological benefits and the proposed planting will seek to strengthen and extend the green network.
- 4.30 As the Landscape Strategy drawing (Figure 04:02) demonstrates the design of the development will bring large areas of public open space within the residential area, and provide tree lined streets, improved play provision, landscape buffers to the boundaries, gateway features and an extension to the crematorium.
- 4.31 The key elements of the Landscape Strategy for the site can be summarised as follows:
- Retention of the existing elements that make up the site's green infrastructure, such as tree and hedgerow vegetation along the boundaries and integrating these into the development, giving the scheme an immediate sense of maturity;

- Management of the woodland to open up areas and enhance the user experience along the woodland trails and to integrate this existing landscape feature into the development;
- Improve the play provision within the site by reusing the existing equipment and incorporating natural play elements along the woodland trail;
- High quality ornamental and native tree and hedge planting to be planted in and around the proposed development to soften the effects of the built form and reinforce the street hierarchy;
- Create a landscape buffer between the proposed development and the extension to burial ground;
- Enhance the permeability of the site by providing a network of footpaths providing connectivity to existing local networks and the development;
- Areas of wildflower planting to increase the biodiversity levels and provide attractive seasonal planting;
- Create attractive woodland walks through the extended burial ground;
- Columbaria walls within sensory and scented gardens to provide tranquil spaces for reflection;
- Areas of seating throughout the public open space and the burial ground woodland walk;
- Strategic tree and shrub planting around the extension to the Crematorium to create a sense of calm and peace;
- High quality materials to enhance user experience and reflect the character of the area and the functional qualities of the space;
- Mitigate any landscape and visual effects arising from the proposed development.

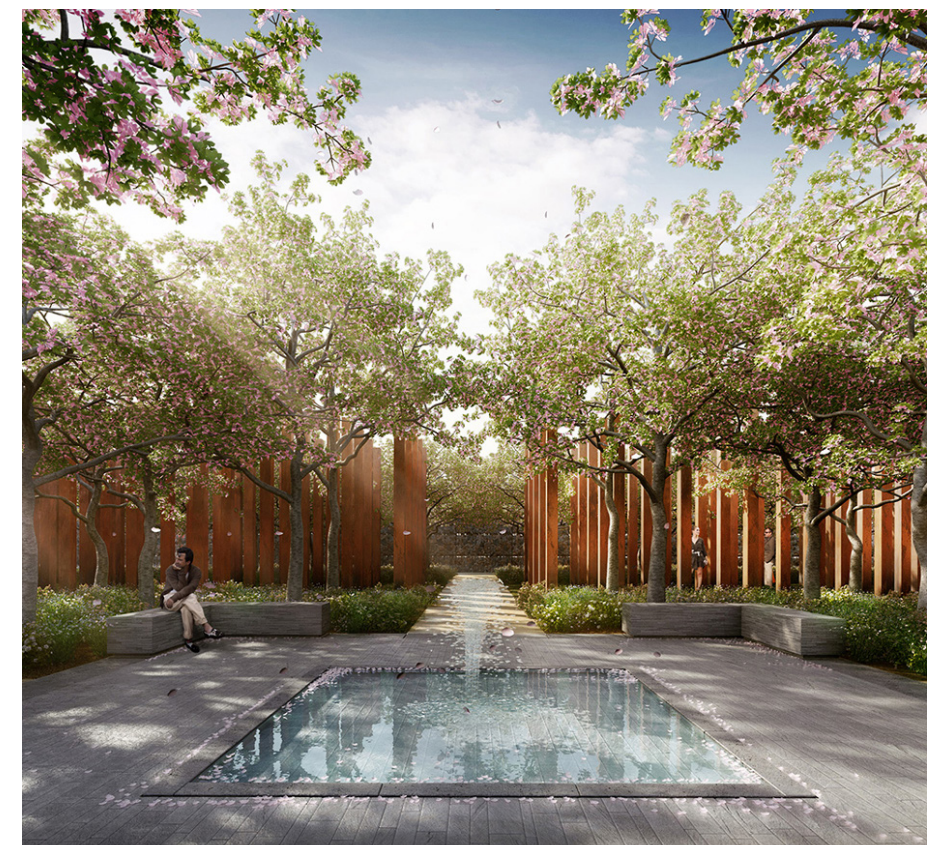




Figure 06.01: Parameters Masterplan

- 5.1 This Vision for this site at Bradwell illustrates a masterplan with a balanced mix of the new burial ground extension, open space and new homes which works spatially and is also viable and delivers capital for reinvestment in the local community in terms of improved facilities and services.
- 5.2 The burial ground has been developed to ensure there is enough capacity for the next 25 years and has been designed to flow with the current burial ground's layout whilst also enhancing the experience for those families and friends unfortunate enough to require its services.
- 5.3 The proposals enhance the current play area, making use of the retained valley woodland and creating a facility for use by not only new residents but also those in the established neighbourhoods who use the facilities already.
- 5.4 The proposed new homes are of a similar density to those in the surrounding neighbourhood so as not to be detrimental to the neighbourhoods existing character and will provide new homes in a mix of sizes and locations.
- 5.5 The proposals have been proved to be viable as stated by LSH in their Market Analysis & Viability Report which has been prepared as part of this masterplanning process.
- 5.6 Whilst the loss of any recreation ground is contentious this site has already been identified for redevelopment as part of the Boroughs' wider Green Space Strategy.
- 5.7 The proposals illustrated in this vision balances the need to accommodate an extension to the crematorium site, enhancement of the play area, retained green infrastructure network and the development of the new homes to create a sympathetic and thoughtful masterplan as a positive contribution to the well established neighbourhood of Bradwell .

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"THIS SITE OFFERS THE OPPORTUNITY TO EXTEND THE CREMATORIUM IN A SYMPATHETIC WAY WHILST ALSO CREATING NEW PLAY AND RECREATION ACTIVITIES IN THE RETAINED GREEN SPACES AND DEVELOP NEW HOMES BY WORKING WITH THE SITE'S OWN FEATURES AND LANDSCAPE CHARACTER.

THE MASTERPLAN SHALL BE DEVELOPED USING A LANDSCAPE-LED APPROACH WHERE VIEWS, TOPOGRAPHY, WOODLANDS, HEDGEROWS, AND WATERCOURSES ARE USED TO INFORM THE STRUCTURE AND LAYOUT OF THE MASTERPLAN.

THE DEVELOPMENT SHALL BE INTEGRATED WITH THE ESTABLISHED COMMUNITIES AND BE WELCOMING TO VISITORS WITH OPEN SPACES AND THE PUBLIC REALM BEING LOCATED IN EASILY ACCESSIBLE LOCATIONS.

THE CREMATORIUM SHALL EXPAND INTO THE SITE, IMPROVING THE CREMATORIUMS ACCESS AND MOVEMENT AS WELL AS PROVIDING SPACE FOR NEW MEMORIAL GARDENS IN VARIOUS SETTINGS OFFERING CHOICE TO FRIENDS AND FAMILY AS TO HOW AND WHERE THEY'D LIKE TO REMEMBER THEIR LOVED ONES.

THE SITE WILL PROVIDE THE OPPORTUNITY FOR HIGH QUALITY HOMES, OPEN SPACES AND ALONG TERM FUTURE FOR THE CREMATORIUM."

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