



Keswick Site Analysis Report

Pozzoni Architecture Ltd

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1.0 Introduction

There are six potential sites identified by the Client for a new leisure centre in Keswick. These are located at:

- **Current Leisure Centre Site**
- **Keswick Rugby Club**
- **Keswick School**
- **Theatre by the Lake**
- **A66 Crosthwaite Roundabout (orange area)**
- **Town Cass by Isthmus Cottage**

To determine the catchment area for each site an analysis using Active Places has been completed to ascertain which sites have the highest catchment population. Population data has been extracted from Sport England's Active Places Power. A drive and walk time of 10 minutes and 20 minutes was measured.

2.0 Relevant Planning Policies and key issues

- Policy 01: All development proposals should protect or enhance the authenticity, integrity, and significance of the Lake District.
- Policy 06: Design and development – development must reinforce the importance of local character by having regard to scale, height, density, layout, appearance, and materials.
- Policy 09: North Distinctive Area supports the development of a new leisure centre and pool in Keswick. Any leisure facility will need to reflect its remarkable and unique setting both in design and uses, maximising its connectivity with the outdoors.
- Policy 23: Community facilities and Local Green Space supports development proposals for new, or improvements to existing community facilities and services where they are appropriately located to serve the needs of the community. It also supports development proposals that enable flexible/multi-use of buildings or that combine a range of services and facilities on one site to sustain its long-term viability.
- Impact of development of the local road network is a planning consideration. The Main Street / Tithebarn Street – mini-roundabout is an existing traffic pinch point for example.

3.0 The Sites

3.1 Current Leisure Centre Site



Ownership

- Allerdale Borough Council

Population in Catchment

- Population over 7,045 within a 10 minute drive time and circa 8,245 within a 20 minute drive time of the proposed site
- Population just over 4,300 within a 20 minute walk time and a minimal number within a 10 minute walk time.

Location

- Keswick Pool is situated to the north of the town, on Station Road. It's postcode is CA12 4NF.
- It has not been possible to determine the overall square meterage of the site.

Current Land Use

- The site comprises an existing leisure centre with associated car parking. The centre contains a leisure pool, small fitness suite and changing facilities

Access

- Access into the site on foot is via Station Road, or by car on Brundholme Road. Brundholme Road is narrow with limited footpaths along its length. The nearest bus stop is on Penrith Road, approx. 0.3 miles from the site

Road Network and Infrastructure

- The Brundholme Road is a single lane 30mph road, with some sections limited to 15mph
- The road is constricted in places, and cars regularly park on one side of it, leading to restrictions in flow
- With the potential for increased traffic to the leisure centre, junction improvements and/or road enhancements should be investigated
- The current road access into the site is also small and located close to the main road junction
- The suitability of this junction and location will need to be investigated further, particularly when taking bus / coach access and egress into account.

Scale and Boundaries

- The north and western boundaries are bound with 2 storey residential units, whilst the eastern boundary borders the now converted single storey railway station
- The southern boundary drops away steeply
- The new building should not be greater in height than the current building ridge line, however, depending on layout, the height to eaves might increase, leading to a more visually large building
- The existing landscape should help mitigate large variances in scale between existing buildings and any new facility
- The scale of the site will need to be tested against the developing brief to ensure suitability

Landscape and Topography

- The site is generally flat except beyond the southern boundary
- The site is bound by dense, mature trees and planting, in particular a dense belt of trees along the southern boundary
- TPO's will need to be established
- Root zones might have impact on where any new development could take place

Visibility

- Visibility is limited by a dense belt of trees along the southern boundary, as well as the local topography. Vistas are reasonable in and around the site itself. The opportunity of providing an active frontage anywhere other than within the site boundary is almost impossible

Adjoining Land Uses

- The site is bound by residential development to the west and north, with Keswick Country House Hotel situated to the east of the site

Utilities

- No details of site utilities have been reviewed as part of this site analysis

Site Designation

- The site falls outside of the greenbelt and conservation area, and is currently designated as sport and recreational use

Floodplain

- The site sits within flood zone 1 i.e. an area least likely to flood

Protected Views

- We are unaware of any protected views into or out of the site

Utilities and Drainage

- There are already established utilities within the site

Noise

- The site is currently designated as a leisure centre, so should not generate noise levels greater than currently exist, with the exception of additional traffic flow or issues surrounding decarbonisation (air source heat pumps)

Planning Considerations

- Established recreational use, close to other recreational uses provided at Upper and Lower Fitz Park
- In reasonable proximity to existing residential, offers potential for walking and cycling access
- We will seek to conserve and enhance the setting of adjacent listed building (former Station building)
- Just outside proposed extension to Keswick Conservation Area
- Veteran Tree (Common Sycamore) to south-west of the site
- Adjacent train station building is listed

Conclusion

Pros

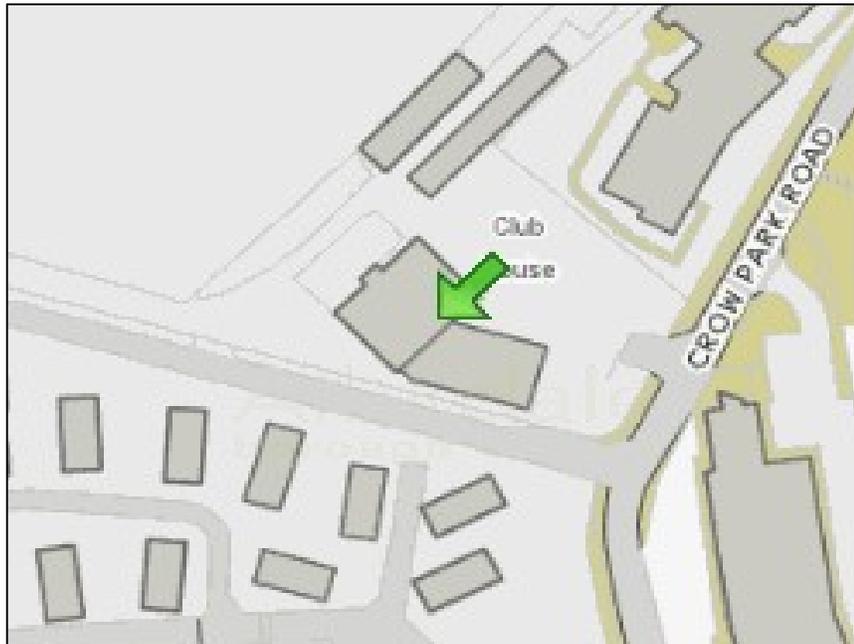
- Site appears to be suitable in scale, albeit with restrictions from landscape
- Location is outside of main town centre, so will not contribute to congestion
- Not in a flood zone
- Connectivity with adjacent park
- Sufficient utilities serving the site
- Walking route location provides opportunity for increased secondary spend

Cons

- Access into and out of the site is limited by the current road infrastructure
- A dense line of trees along the southern boundary makes visibility from the road and town centre almost impossible

- Planning issues will revolve around noise, residents and TPO's
- Non central location - out of town development is positive for local residents, but requires drive to access for everyone else
- Limited public transport infrastructure
- Noted potential for site contamination
- Demolition of current centre required with associated loss of revenue during construction period

3.2 Keswick Rugby Club



Ownership

- Keswick Rugby Club

Population in Catchment

- Population over 6,820 within a 10 minute drive time and circa 8,020 within a 20 minute drive time of the proposed site
- Population just over 2,960 within a 20 minute walk time and circa 900 within 10 minute walk time.

Location

- Keswick Rugby Club is situated to the west of the town, at Davidson Park, Crow Park Road, Keswick CA12 5EG.
- We have not been able to determine the overall sqm of the site.

Current Land Use

- The site comprises Rugby Union Club with 2 pitches, covered grandstand, clubhouse, changing facilities and two large carparks

Access

- Access into the site on foot is via Crow Park Road. The site is accessible by car and foot. The nearest bus stop is 0.1 miles away on The Headlands

Road Network and Infrastructure

- The Crow Park Road is a single lane 30mph road
- The road is generally accessed through the town, so access is susceptible to congestion

- With the potential for increased traffic to the leisure centre, junction improvements and/or road enhancements should be investigated
- The current road access into the site is also small and located close to the main road junction and is narrow
- The suitability of this junction and location will need to be investigated further, particularly when taking bus / coach access and egress into account.

Scale and Boundaries

- Except for the western boundary, all sides are bound by housing or holiday homes of between 1 and 4 stories
- A bank of planting and the River Greta forms the north western boundary
- Only the area directly adjacent to Crow Park Road has been built upon
- The scale of the site will need to be tested against the developing brief to ensure suitability, however, any leisure centre development would need to encroach onto the existing playing fields, resulting in the loss of pitches

Landscape and Topography

- The site sits lower than Crow Park Road, is generally flat and prone to flooding

Visibility

- The entrance to the site is obscured by trees and the adjacent Anchor Housing development. Visibility is also obscured by the drop in level into the site from the road

Adjoining Land Uses

- The site is bound by residential development to the east, retail units to the north, and Derwent Water Holiday Homes to the south

Utilities

- No details of site utilities have been reviewed as part of this site analysis

Site Designation

- The site falls outside of the greenbelt and conservation area, and is currently designated as sport and recreational use

Floodplain

- The site sits within flood zone 3 i.e. an area most likely to flood
- As a result of this, any new development would need to be raised above peak flood level, including any new artificial grass pitches. On site water attenuation could also be required

Protected Views

- We are unaware of any protected views into or out of the site

Utilities and Drainage

- There are already established utilities within the site, subject to levels

Noise

- The site generates intermittent noise during matches and other events / festivals
- Careful control measures would need to be put in place to manage additional traffic flow or issues surrounding decarbonisation (air source heat pumps)

Planning Considerations

- Sport England will comment on removal of playing field provision – possibly resolved with 3G pitch provision
- 3G pitch may need to be raised to avoid flooding issues
- Scale of site will need to be tested against brief to ensure appropriate

- Constructing a pool (or any building) in a flood zone requires additional design measures and additional cost
- Limited car park provision
- Project will most likely need to absorb the current rugby club building within design brief
- Will need to establish any conservation area / green belt / planning restrictions / covenants etc

Conclusion

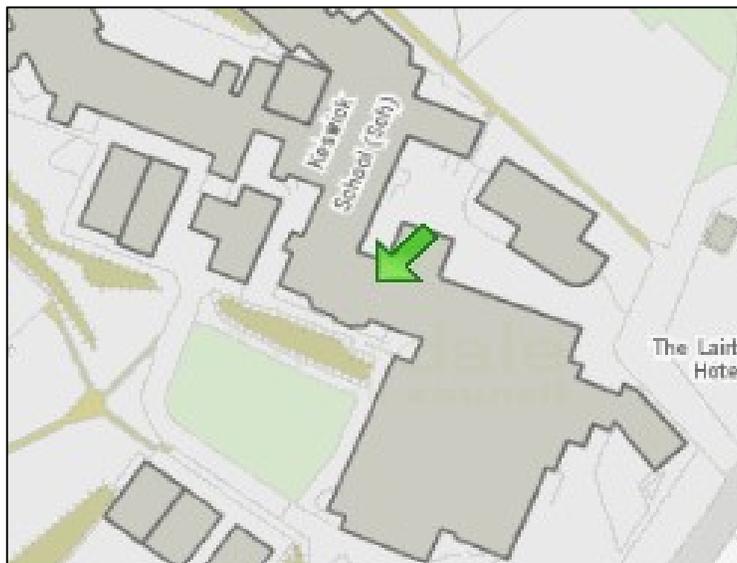
Pros

- Site appears to be suitable in scale, albeit with required loss of pitch provision

Cons

- Access into and out of the site is limited by the current road infrastructure
- Potential loss of sports pitches
- Limited parking
- Larger building requirement due to incorporation of current facilities into new building
- Flooding and attenuation
- Impact of noise on surrounding residents
- Increased utilities requirement

3.3 Keswick School Site



Ownership

New Cumberland Council/Academy Trust

Population in Catchment

- Population over 7,045 within a 10 minute drive time and circa 9,260 within a 20 minute drive time of the proposed site
- Population just over 2,230 within a 20 minute walk time and 500 within 10 minute walk time.

Location

- Vicarage Hill, Keswick CA12 5QB.
- We have not been able to obtain the square meterage of the area.

Current Land Use

- The site comprises an existing school with associated outdoor playing fields, tennis courts, community sports hall and car parking

Access

- Access into the site on foot is via Vicarage Hill. The road is narrow with limited footpaths along its length. The nearest bus stop is on Crosthwaite Road, approx. 0.2 miles from the site

Road Network and Infrastructure

- Vicarage Hill is a single lane 30mph road
- The road is narrow with limited footpaths along its length
- With the potential for increased traffic to the leisure centre, junction improvements and/or road enhancements should be investigated, however, scope for this is extremely limited
- The current road access into the site is also narrow and restricted
- The suitability of this junction and location will need to be investigated further, particularly when taking bus / coach access and egress into account.

Scale and Boundaries

- The site is bound by open fields to the north and west, with large detached properties bordering east and south.
- The southern boundary drops away steeply to the playing fields
- Whilst the scale of the site is large, opportunities for new development within the site is limited due to topography and National Park status
- The scale of the site will need to be tested against the developing brief to ensure suitability
- Space for new buildings exist on the lower playing field area, which will impact on Sport England's Play Pitch Strategy

Landscape and Topography

- The site generally consists of two plateaus, the lower occupying playing fields and the upper school buildings, parking and hard courts
- The site is bound by clusters of dense, mature trees and planting
- TPO's will need to be established

Visibility

- The lower site is visible through breaks in the clusters of trees along Vicarage Hill and Church Lane only

Adjoining Land Uses

- The site is bound by residential development to the south and east

Utilities

- No details of site utilities have been reviewed as part of this site analysis

Site Designation

- The site falls outside of the greenbelt and conservation area

Floodplain

- The site sits within flood zone 1 i.e. an area least likely to flood

Protected Views

- We are unaware of any protected views into or out of the site

Utilities and Drainage

- There are already established utilities within the site, but would need to be confirmed towards the lower section of the plot

Noise

- The site is currently designated as a school
- Additional traffic noise would occur pre and post school hours and weekends
- Potential issues surrounding decarbonisation (air source heat pumps)

Planning Considerations

- Flood zone 1
- Will need to establish any conservation area / green belt / planning restrictions / covenants etc
- Scale of site will need to be tested against brief to ensure appropriate, however, limited space may mean provision might need to be split across another site
- Established utilities and drainage
- Restricted access, noise

Conclusion

Pros

- Site appears to be suitable in scale
- Location is outside of main town centre, so will not contribute to congestion
- Not in a flood zone

Cons

- Access into and out of the site is limited by the current road infrastructure
- A dense line of trees along the southern boundary makes visibility from the road and town centre almost impossible
- Planning issues will revolve around noise, residents and traffic
- Non central location - out of town development is positive for local residents, but requires drive to access for everyone else
- Limited public transport infrastructure
- Limited revenue position due to dual use site and child protection restrictions
- Possible restrictions on scale of development i.e. may need to split across another site
- Potential loss of playing fields
- Development on the sloping field to the west of the site could require significant cut and fill
- Increased utilities requirements
- Development on a school site could create child protection issues if not managed appropriately, and could limit use of certain facilities during school hours

3.4 Theatre by the Lake



Ownership

- National Trust
- Car park area owned by Allerdale Borough Council – if built upon would need to re site car park provision

Population in Catchment

- Population over 6,620 within a 10 minute drive time and circa 8,020 within a 20 minute drive time of the proposed site
- Population just over 3,200 within a 20 minute walk time and 700 within 10 minute walk time.

Location

- Keswick Theatre, Lake Road, Keswick, CA12 5DJ.
- We have not been able to determine the approximate sqm of the area.

Current Land Use

- The site comprises a theatre, café / restaurant, National Trust Shop, and car park

Access

- Access into the site is via Lake Road. The road is wide but has limited footpaths along its length. The nearest bus stop is on the B5289, approx. 0.3 miles from the site

Road Network and Infrastructure

- Lake Road is a single lane 30mph road
- The road is wide but has limited footpaths along its length
- The junction onto the B5289 appears to be reasonable, but would need to be reviewed against the increase in Leisure Centre traffic

Scale and Boundaries

- The site is bound by open fields to the north and east, Derwent Water to the west and dense woodland to the south.
- The car park is gently sloped, but rises up to the theatre
- Whilst the scale of the site is large, opportunities for new development within the site is limited due to topography and National Park status
- The scale of the site will need to be tested against the developing brief to ensure suitability
- Realistically, development can only take place on the car park. The car park is generally busy and any new development on it would place this under greater stress

Landscape and Topography

- The car park uses mature banks of trees to screen bays
- The site is bound by dense woodland to the south of the site
- TPO's and root protection zones will need to be established

Visibility

- Site visibility is only possible once in the site

Adjoining Land Uses

- The site is bound by Derwent Water, Hope Park and Crow Park

Utilities

- No details of site utilities have been reviewed as part of this site analysis

Site Designation

- The site falls outside of the greenbelt and conservation area

Floodplain

- The site sits within flood zone 1 i.e. an area least likely to flood, however, the site borders on zones 2 and 3

Protected Views

- We are unaware of any protected views into or out of the site

Utilities and Drainage

- There are already established utilities within the site, but would need to be confirmed around the car park

Noise

- The site is currently designated as a leisure use
- Additional traffic would only add to congestion and noise in and around the site
- Potential issues surrounding decarbonisation (air source heat pumps)

Planning Considerations

- Flood zone 1
- Will need to establish any conservation area / green belt / planning restrictions / covenants etc
- Scale of site will need to be tested against brief to ensure appropriate
- Previous leisure feasibility study has identified known issues on access, parking provision and political desire not to locate new facility on this site.
- Established utilities and drainage, subject to levels

Conclusion

Pros

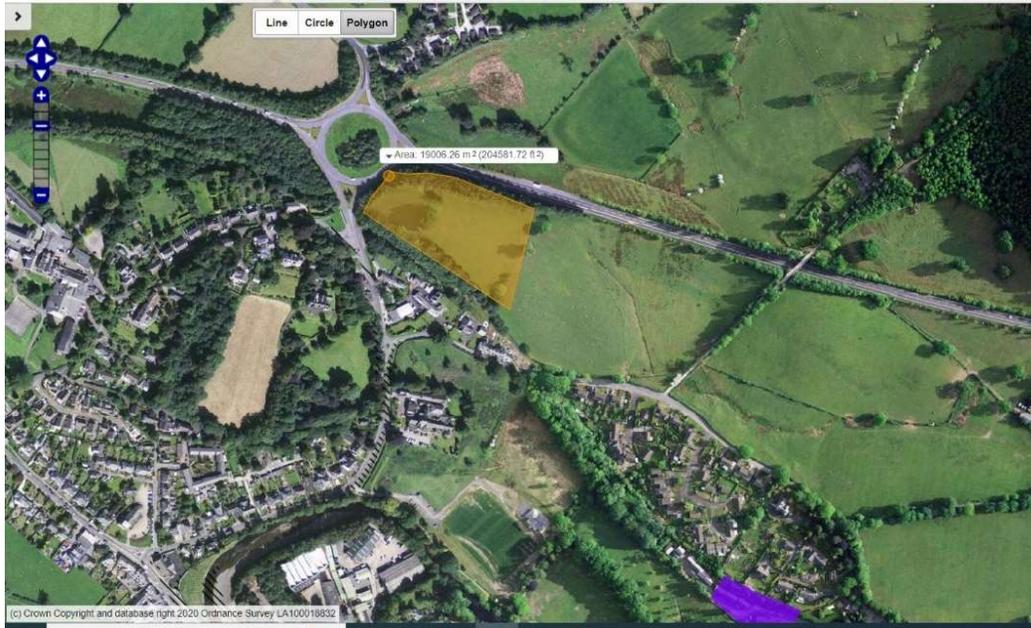
- Site appears to be suitable in scale
- Not in a flood zone

Cons

- Location is outside of main town centre but accessed through the town, so could contribute to congestion
- Trees could impact on developable areas
- Planning issues will revolve around noise, intensity of use, comments from National Parks, and traffic
- Non central location - out of town development is positive for local residents, but requires drive to access for everyone else
- Limited nearby public transport infrastructure

- Increased utilities requirements
- Potential for additional land requirement

3.5 A66 Crosthwaite Roundabout (orange area)



Ownership

- Local Landowner

Population in Catchment

- Population over 7,045 within a 10 minute drive time and circa 8,700 within a 20 minute drive time of the proposed site
- Population just over 2,470 within a 20 minute walk time and around 500 within 10 minute walk time.

Location

Between Old Coach Road and Crosthwaite Road (A5271). Latitude 54.6089810
Longitude -3.1404584.

Nearest post code CA12 5PP.

- The highlighted site is approximately 19,006.sq.m in area.

Current Land Use

- The site is currently a field

Access

- Access into the site is currently unclear. There is a dedicated access to the lower part of the site from the A66. The nearest bus stop is on Crosthwaite Road, directly outside the site

Road Network and Infrastructure

- Crosthwaite Road is one of the main roads into Keswick
- The road is wide but has footpaths on the opposite side of the road only

Scale and Boundaries

- The site is bound by open fields to the east, roads north and west, and housing / commercial uses to the south
- The site gently slopes but is reasonably flat, with access ramping up from Crosthwaite Road
- The scale of the site will need to be tested against the developing brief to ensure suitability

Landscape and Topography

- The site is bound by a dense strip of trees to three sides
- Topography appears to be relatively flat, however, this will need to be verified
- TPO's and root protection zones will need to be established

Visibility

- Site visibility is only possible once in the site

Adjoining Land Uses

- The site is bound by roads on two sides and the continuation of the field to the east.

Utilities

- No details of site utilities have been reviewed as part of this site analysis

Site Designation

- The site falls outside of the greenbelt and conservation area

Floodplain

- The site sits within flood zone 1 i.e. an area least likely to flood

Protected Views

- We are unaware of any protected views into or out of the site

Utilities and Drainage

- It is assumed that there are no utilities available within the site

Noise

- The site is noisy, due to it's location adjacent to the main roads
- The dense bank of trees would help to limit noise to outside the site
- Potential issues surrounding decarbonisation (air source heat pumps)

Planning Considerations

- Flood zone 1
- Will need to establish any conservation area / green belt / planning restrictions / covenants etc
- Scale of site will need to be tested against brief to ensure appropriate, however, initial thoughts is that site not big enough to support new building AND pitch
- Good access
- No impact on town centre road network
- Location on the edge of town might limit perception of accessibility and connection with other local services
- Opportunity for visual presence from A66, subject to topography and existing trees
- Gateway building into Keswick?
- Limited / no established utilities and drainage

Conclusion

Pros

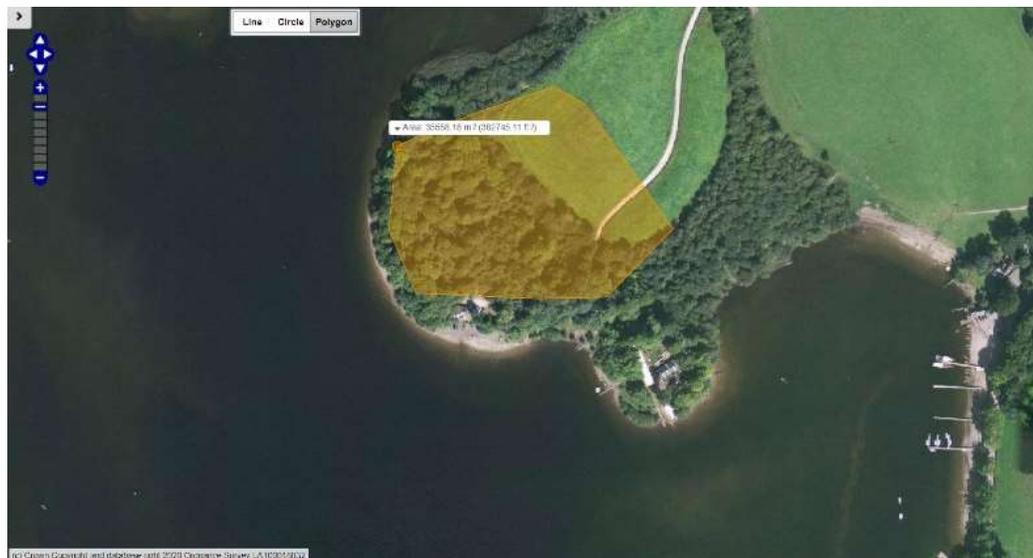
- Site appears to be suitable in scale

- Not in a flood zone
- Potential for good access
- No impact on town centre road network
- Good public transport links

Cons

- Increased utilities requirements
- Trees could impact on developable areas
- Non central location - out of town development is positive for local residents, but requires drive to access for everyone else
- Full site (green field and orange zone) shared between two local landowners. It is understood that one landowner is not open to negotiation, the other is yet to be formally approached. This could have negative impact on access, scale.
- Suitable safe access and egress will need to be ascertained with Highways
- Council not in ownership of land

3.6 Town Cass by Isthmus Cottage



Ownership

- National Trust

Population in Catchment

- Population over 6,050 within a 10 minute drive time and over 7,940 within a 20 minute drive time of the proposed site
- Population just over 2,370 within a 20 minute walk time and a minimal population within a 10 minute walk time.

Location

- Isthmus Bay, Crow Park Road. Latitude 54.5954218 Longitude - 3.14760951. Nearest post code CA12 5EW.
- We have been unable to determine approximate size of the site although the highlighted area is approximately 36,000 sqm.

Current Land Use

- The site is currently a field

Access

- Access into the site is via Crow Park Road. Nearest post code CA12 5EW. The nearest bus stop is the bus station, approx. 0.5 miles from the site

Road Network and Infrastructure

- Crow Park Road is a narrow single lane with no footpaths either side. The lane rapidly becomes a track
- Development on this site would require significant upgrades to road infrastructure
- Access into the site is through the town centre, so would be a contributor to increased congestion

Scale and Boundaries

- The site is bound by dense woodland on all sides
- The scale of the site will need to be tested against the brief, however, it does appear to be sufficient

Landscape and Topography

- The site is bound by dense mature woodland on all sides
- TPO's and root protection zones will need to be established

Visibility

- Site visibility is only possible once in the site

Adjoining Land Uses

- The site is bound by Derwent Water and Crow Park

Utilities

- No details of site utilities have been reviewed as part of this site analysis

Site Designation

- The site falls outside of the greenbelt and conservation area

Floodplain

- The site sits within flood zones 1, 2 and 3 i.e. an area most likely to flood

Protected Views

- We are unaware of any protected views into or out of the site

Utilities and Drainage

- It is assumed that here are no established utilities within the site

Noise

- The site is currently a field so generates no noise
- Additional traffic would only add to congestion and noise in and around the site
- Potential issues surrounding decarbonisation (air source heat pumps)

Planning Considerations

- Flood zone 1,2 and 3
- Will need to establish any conservation area / green belt / planning restrictions / covenants etc
- Scale of site will need to be tested against brief to ensure appropriate, however, initial thoughts is that site not big enough to support new building AND pitch
- Known land contamination
- Poor road access and infrastructure

- Limited / no established utilities and drainage

Conclusion

Pros

- Site appears to be suitable in scale

Cons

- Location is outside of main town centre but accessed through the town, so could contribute to congestion
- Trees could impact on developable areas
- Planning issues will revolve around noise, intensity of use, comments from National Parks, and traffic
- Limited nearby public transport infrastructure
- Increased utilities requirements
- No appropriate road infrastructure