



Longridge - Site Appraisal

Fairhaven

7318 Revision (01) April 2025

WILSON MASON
architecture and interior design

1.0 | Site Analysis

1.1 | Local Context

Longridge Town

Longridge is a small market town, 15 minutes drive from the M6, that sits proud at the base of Longridge Fell. The town is known for its scenic views of the Flyde Plain and can command views of the Welsh mountains and Isle of Man from atop the fell.

Longridge started life as a cotton mill town and has retained much of its sandstone features, proudly displaying its 19th century architectural heritage. The town is a shopping and social hub for the local farming district and boasts a colourful selection of shops and cafes. The main amenities / town centre are a short 15 minute walk from the site entrance.

Local amenities in the area include: Longridge Community Hospital, St Wilfred's Church, police and fire stations, a local library, GP surgery, Pharmacy and opticians. There are also a number of independent business located along Berry Lane and Market Place, including various cafes and pubs, restaurants, motor repair and health and beauty establishments.

Major supermarkets in the area include: an Aldi along Whittingham Road, a Booths off Berry Lane in the centre of town and a Sainsbury's off Inglewhite Road further to the North. In addition, Longridge also offers a wide range of recreational and sporting facilities, such as a bowling green, numerous gyms, Towneley public gardens and external playing fields.

Walking & Cycling

Longridge is a popular starting point for various country walks and cycle rides, including routes to Longridge Fell and Bowland Forest to the North. There are numerous public rights of way (ProW) within Longridge town centre but non currently within or in close proximity to the proposed site. There are currently no designated cycle routes through Longridge but have been highlighted as proposed provision in future development. The main amenities and points of interest with Longridge are all within walking distance.

Public Transport

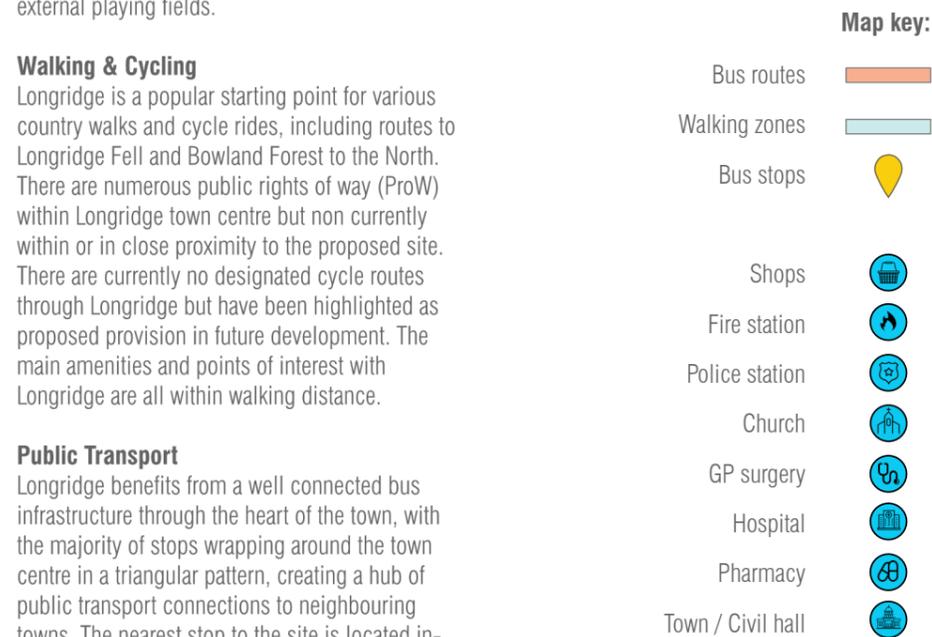
Longridge benefits from a well connected bus infrastructure through the heart of the town, with the majority of stops wrapping around the town centre in a triangular pattern, creating a hub of public transport connections to neighbouring towns. The nearest stop to the site is located in-

close proximity to the proposed site entrance on Whittingham Road (20 meters) and runs to Preston and Clitheroe. Bus services include the following:

- Service 1 running approximately every 10 minutes from Preston directly to Longridge
- Service 45 running approximately every 60 minutes from Preston to Blackburn

Buses into Preston City Centre take approximately 35 minutes. Further destinations can be accessed through the main train network / station within Preston or Blackburn. The existing train station in Longridge stopped passenger service in 1930 and is now utilised as a heritage centre and cafe. Current journey times from Longridge to other towns / cities in the Northwest are approximately:

- Preston - 35 min bus, 25 min by car.
- Blackburn - 40 min bus, 30 min by car.
- Blackpool - 80 min bus, 35 min by car.
- Manchester - 110 min bus, 60 min by car.
- Southport - 120 min bus, 60 min by car.



1.0 | Site Analysis

1.2 | Surrounding Environment And Site Constraints

Flood Risk

No flood risk has been identified in the site or surrounding Longridge area. The nearest natural water sources are Blundel Brook and Savick Brook located South of the site. Man made water sources include Alston and Spade Mill reservoirs to the East. Low risk of surface water flooding identified within small sections of the site.

Topography

Topography information is currently unknown pending further investigations / survey of the site. Assumption from basic data is that the site is relatively flat at around 100m above sea level, with a slight sloping gradient on the site in a North-east to South-western direction. No current level variations known that would effect site design.

Wind Speed and Direction

Longridge typically experiences moderate wind speeds from all directions, with prevailing winds typically coming from the West. Seasonal variations can bring stronger winds, especially around October to March, with an average wind speed of 23.5 kph in January. This could potentially influence building design, particularly in terms of insulation and structural stability. Potential to increase the boundary woodland to naturally shelter the site from the Western winds

Sun Path

No current development to the South or the West of the site, limited trees to Southwest site boundary that is not anticipated to impact on solar gains. The site provides a good opportunity to benefit from a clear open Southern and Western solar aspects.

Ecology

The proposed site and wider Longridge area are classed as 'undulating lowland farmland', consisting of farming fields and sporadic tree line formations of varying heights. There are currently no policies in place within the site boundary that relate to ecology and is not located within the green belt or any conservation areas. An ecology survey is required to further understand the existing site biodiversity and habitats.

Utilities

Information on existing services in the area not currently known. Utility provisions are expected to be located within the adopted highway (Whittingham Road). As the site has been previously undeveloped and utilised for agricultural purposes, utilities are not anticipated within the site, although this needs further investigation prior to site acquisition.

Separation distances

Any new habitable building will need to be located at least 21m from the habitable spaces of the existing properties located on Whittingham Road, Mosses Farm Road and any associated cul-de-sacs in the vicinity. As per Preston Council SPD information - Section 4.

Visibility splays

The existing cul-de-sac junction off Whittingham Road is proposed to be the new site entrance, utilised for both entering and existing the site. Visibility splays will likely need to be improved from the existing condition, to meet current planning guidance. This starting distance back from the carriageway is generally 2.4m, with splay extent depending on the road speed.



Map key:

- Solstice and solar data 
- Prevailing winds 
- Area of existing biodiversity 
- Site slope - High to low (assumed) 
- Road junction visibility splay (indicative) 
- 21m property overlooking zone 
- Proposed site 

2.0 | Concept Design

2.1 | Design Concept



Proposed site plan

- 68 Dwellings
- Approx 35,315 m² site area
- Allocated parking
- Community centre
- Secure entrance

2.0 | Concept Design

2.1 | Design Concept

Generous space has been allocated for landscaping and biodiversity, to create a highly sustainable development with exciting opportunity to enhance the local character of Longridge.

Social interaction between the residents is a key factor in the site layout, nature walkways carve through key areas of the community, with branching routes leading to outdoor seating areas and activity pockets which can be enjoyed by all residents.

There is also opportunity to increase the vegetation and wooded areas around the site boundary. This would aid in screening the site from existing residential properties around the perimeter, whilst providing an opportunity to increase Biodiversity Net Gain. Featured allotments and gardens also create an abundance of opportunity for residents to take part in maintaining these areas, promoting a sense of community and improving mental well being.



Allotments / feature gardens



Outdoor seating areas



Integrated nature walks



Social hub / community building



68 high quality, single storey dwellings



Potential nature hides



Improving existing woodland

Upland House
Spring Lane
Samlesbury
PR5 0UX

01772 877 455
north@wilsonmason.co.uk

12 Albemarle Way
Clerkenwell
London
EC1V 4JB

020 7637 1501
london@wilsonmason.co.uk

www.wilsonmason.co.uk

WILSON MASON
architecture and interior design