



DEVELOPMENT
FRAMEWORK

APRIL
2025

Land West of Liverpool Road Longton, South Ribble

About Story Homes

A strong commitment to design, placemaking, and customer experience will be instrumental in delivering an exemplary new development, making Story Homes the perfect choice.

Story Homes is a privately owned housebuilder. Founded by Fred Story in 1987, it has a long and successful reputation of building high quality, high specification homes across the North of England.

The family owned business has grown in size and status over the years but remains grounded, built on its original ethos of 'doing the right thing' and creating a brand synonymous with quality.

For nearly 40 years Story Homes has been the name most often associated with aspirational new homes throughout Cumbria, the North East and Lancashire. A passion for quality and excellence has seen Story Homes become a multi-award winning UK property developer; with modern and attractive homes that inspire buyers.

Story Homes' success is underpinned by a determination to understand the needs of communities in which it builds, and a goal to deliver carefully designed homes that stand the test of time.

Story Homes' goes the extra mile by:

- Employing local people;
- Supporting local trades and supply chains;
- Using local materials where possible;
- Supporting local communities and being a good neighbour in the areas in which it builds;
- Acting as a responsible housebuilder, placing sustainability at the heart of its homes and developments;
- Building high-quality homes that continue to look beautiful in years to come and can be enjoyed by future generations;
- Building homes that it is proud to put its name to and that customers are proud to call home;
- Providing 'affordable' homes for local people; and
- Collecting detailed feedback from customers and identifying areas for improvement.





Contents

- Executive Summary..... 4
- Vision..... 6
- Site Location and Description..... 8
- Green Belt Assessment..... 10
- Neighbourhood Assessment..... 12
- Site Assessment..... 16
- Design Opportunity..... 18
- Summary and Conclusion..... 20
- Appendix A - Site Access Plan..... 22

Executive Summary

This Development Framework has been prepared by Stantec on behalf of Story Homes to help promote land west of Liverpool Road, Longton (the Site) for residential development through the emerging Local Plan for South Ribble.

The Site is effectively contained by development on all sides and the proposed development of the Site would effectively round off the existing settlement in this location. The Site is well located to the existing built up area of Longton and a range of local shops, services and public transport opportunities are within a close walking and cycling distance.

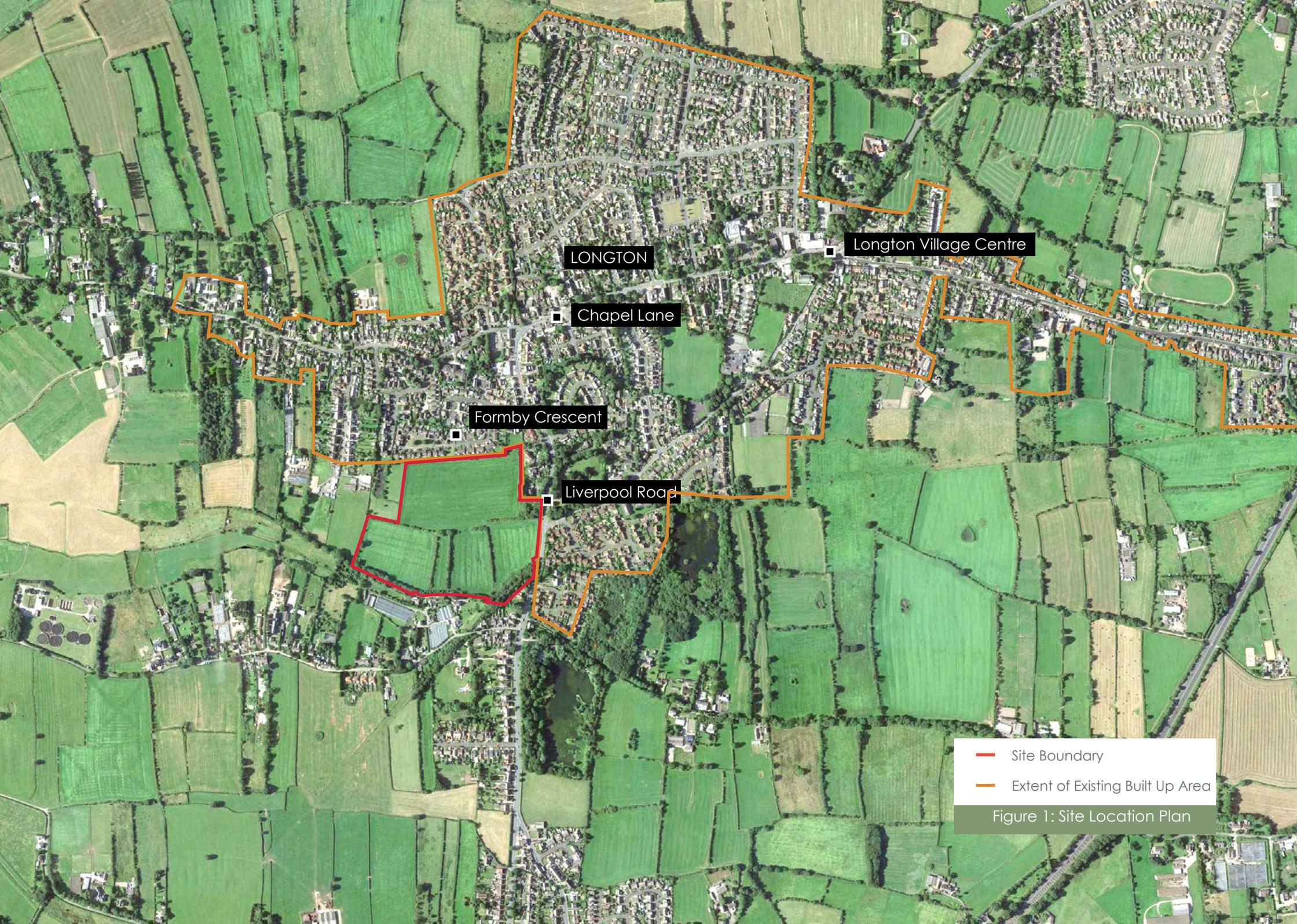
The Site is currently greenfield and in agricultural use.

Access to the Site is provided from Liverpool Road to the east and there is the opportunity to create a secondary access and or pedestrian link to Formby Crescent, where there is an existing gap between dwellings.

This Development Framework sets out how the Site can be developed having regard to existing site considerations. It includes an analysis of local character and the existing settlement pattern.

The Development Framework provides our emerging designs proposals and sets out how, through an imaginatively designed scheme, the Site can provide for a high-quality development of up to 200 homes.





LONGTON

Chapel Lane

Formby Crescent

Liverpool Road

Longton Village Centre

- Site Boundary
- Extent of Existing Built Up Area

Figure 1: Site Location Plan

Vision

Story Homes' overarching vision is to design and build quality homes that people aspire to live in, and it is proud to build high-quality homes that bring something different to the areas in which it operates. For this Site, the goal is to create a residential development which provides much-needed new housing and excellent standards of urban design, whilst making a valuable contribution to the existing and future community.





Site Location & Description

SITE LOCATION

The Site is accessed from Liverpool Road to the south of Longton. Liverpool Road provides the main highway through Longton connecting with the A59 (Longton Bypass) to the south at Much Hoole.

Longton Village Centre is located approximately 700 metres to the north-east of the Site, with connections via Liverpool Road. School Lane provides a lower tier highway connection to the Village Centre.

The Neighbourhood Assessment in the next section provides a full analysis of the shops, services and community facilities in the area and demonstrates that Longton is a sustainable location for development.

SITE DESCRIPTION

The Site is approximately c.9.2ha as shown by the red line on the plan opposite.

The Site is currently greenfield and in agricultural use. It is separated by a number of hedgerows and mature landscape features into approximately five land parcels.

The northern boundary of the Site comprises existing dwellings at Formby Crescent. This includes a gap in between houses which can be utilised for connection purposes.

Liverpool Road provides the eastern boundary where there is an existing field gate and road frontage.

The south east corner of the site is enclosed by The embankment of the former railway line, which is a significant landscape feature of the site.

To the south of the Site, the Site is demarked by a number of trees along Tarra Carr Gutter which is an existing water course.

The western edge of the Site is demarked by existing hedgerows and buildings to the south of Dale Avenue which is a residential street.

To the south of Dale Avenue, there are a number of farm buildings and outbuildings and uses include the storage of caravans.



Formby Crescent

c.9.2ha

Liverpool Road

Meadow Head Lane

Hall Lane

— Site Boundary

Figure 2: Site Location

Neighbourhood Assessment

Longton is a successful key service centre with a good range of local facilities. These are predominantly located to the west of the Site, approximately 500 metres and a 5 minutes walk from the Site boundary. As such, the Site is within walking distance of a good range of facilities.

Services within a 10 minute walking distance of the Site include:

- St. Oswald's Roman Catholic Church;
- St. Oswald's Catholic Primary School;
- Longton Primary School;
- Longton Post Office;
- Local shops and supermarket
- Longton Health Centre:
- St. Andrew's Church, Longton;
- Longton Tennis Club;
- Several public houses;
- A local parade of shops providing cafes, takeaways, hair salons and other services.

In addition, Longton provides a location for several small and local businesses.

To the north of Longton lies the Village of Hutton. This is approximately one mile to the north of Longton Centre. Hutton includes a secondary school, Hutton Grammar School and Huton C of E School.

PUBLIC TRANSPORT

Immediately adjacent to the proposed access to the Site can be found the nearest bus stop opposite Bentley Park and School Lane.

Services from this location include routes to Preston, Southport, Ormskirk, Much Hoole and Walmer Bridge.

The bus services are very frequent, approximately every 15 minutes from Monday to Sunday. Services take approximately 20 minutes to Preston City Centre.

WALKING AND CYCLING

There are no public rights of way (PRoW) crossing the Site. An existing PRoW runs to the south of the Site, adjacent to the southern Site boundary. A footpath is located along the full length of Liverpool Road.

PUBLIC PARKS

Bentley Park is located immediately opposite the Site. This is a local area of amenity green space.

To the south east of the Site opposite Liverpool Road lies Longton Brickcroft Nature Reserve. This is an attractive pond and nature Conservation site which includes picnic tables and car parking.

- Site Boundary
- 🏫 Secondary School
- 🎓 Primary School
- 🏥 Doctors Surgery
- 🏟 Sports Facilities
- 🛒 Supermarket
- ★ Listed Building
- Local Facilities
- cycle
- - - - - PRoW
- ⋯⋯⋯ Railway Line
- Bus Stop
- Primary Road
- Secondary Road
- Motorways
- Settlements
- 🌳 Woodland
- 💧 Inland Water
- 🏠 Built Form
- 🌳 Parks
- 🏘 Urban

1km

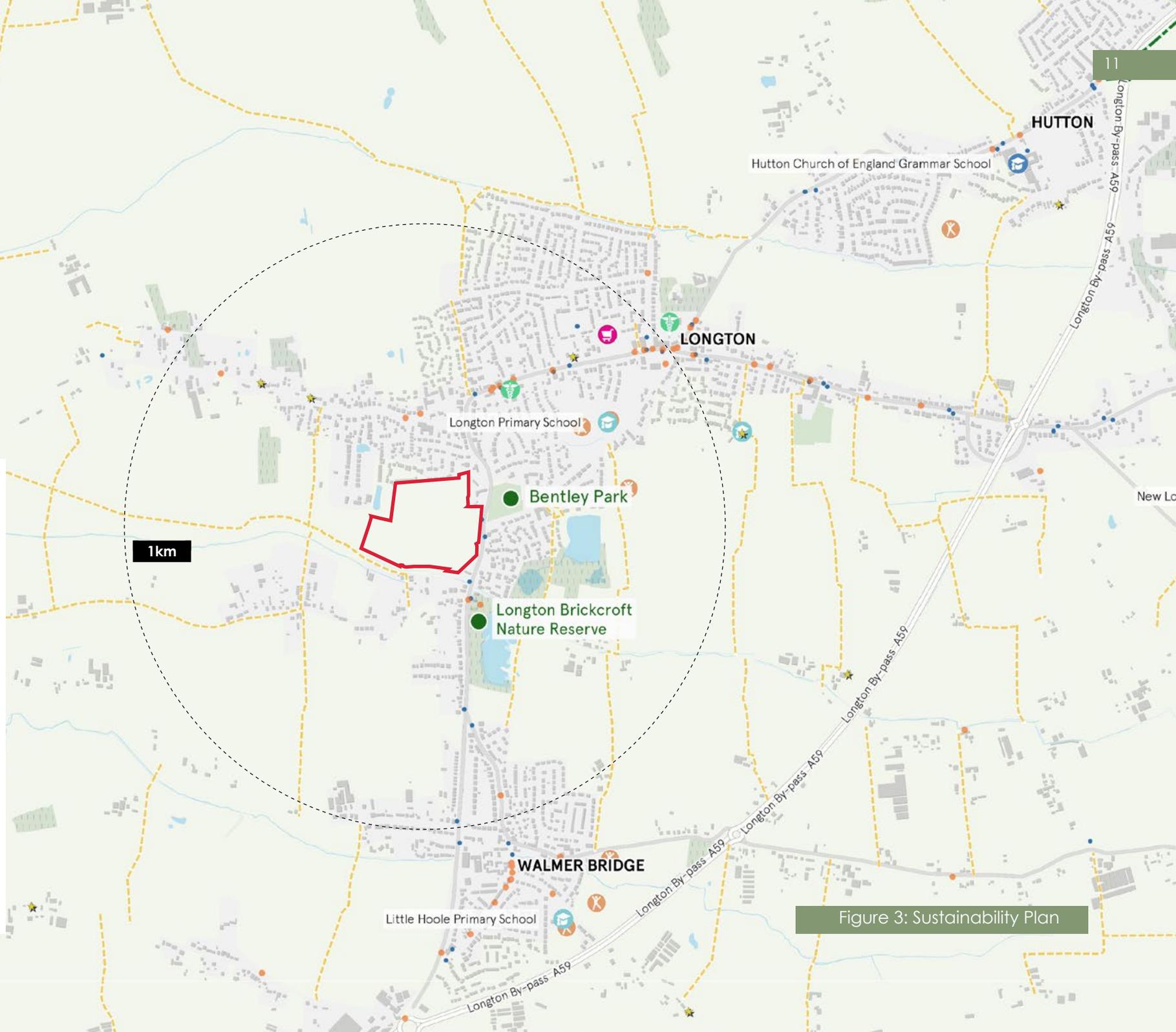


Figure 3: Sustainability Plan

LOCAL CHARACTER

Longton has grown as a service village, centred around the cross roads of Liverpool Road and Chapel Lane. This effectively marks the centre of the settlement. Housing estates have been added in the post war era, predominantly to the north and western side of Longton and to the south and eastern side, including land south of Chapel Lane.

To the north of Longton, there are several housing estates including development at Franklands and Landsmore Drive which represents 1970s housing (image 1 & 2). In this location a significant estate was constructed with development extending to Longton Brook to the north.

To the north of the Site lies Formby Crescent. This constitutes a cul-de-sac estate, comprising semi-detached bungalows and larger detached houses as a subsequent addition (image 3). The additional houses which constitute an extension to Formby Crescent were built in the 1990s around a village green type format. Houses along Formby Crescent are predominantly brick built with tile roofing.

To the north of Formby Crescent lies The Maltings and Chestnut Crescent. This estate comprises of brick-built houses from the 1970s. These are characterised by larger plots with front gardens and driveways (image 4).

To the east of the Site on Liverpool Road are three larger dwellings. These are set back from Liverpool Road behind mature landscaping (image 5).

Opposite the proposed Site entrance lies Bentley Park Road. This estate comprises 1970s houses, built of brick, tile and render construction. Houses include a consistent white render on various gables and elevations and the estate includes a number of challis, bungalows and larger detached properties (image 6 & 7). The character of Bentley Park Road is quite distinctive and the dwelling design is unusual with the white render and various coloured garage doors. To the south of Bentley Park Road lies Mereside Close. This follows a similar design style, mirroring Bentley Park.

Further to the south along Liverpool Road, there are a number of individually designed dwellings set back along the main highway. These include detached and semi-detached housing, varying in character. Some new build individual dwellings are also evident (image 8).

In summary, the wider area is generally characterised by a number of housing estates that can link to the historical growth of the settlement and which comprise predominantly detached and semi-detached two storey housing.

As proposals for the Site progress, Story Homes is committed to undertaking a more detailed review of the surrounding and the wider urban area to gain a detailed understanding of the predominate urban characteristics to guide future development.



Figure 4: Local Character



Green Belt Assessment

GREEN BELT ASSESSMENT

The Site lies in the Green Belt. The NPPF is clear that a localised Green Belt review is appropriate at the Local Plan making stage where exceptional circumstances exist. Accordingly, Story Homes has undertaken an assessment of the Site against the National Planning Policy Framework (NPPF) and the five purposes of including land within the Green Belt. This is contained in the table opposite.

OVERALL CONCLUSIONS FROM THE GREEN BELT ASSESSMENT

National planning policy acknowledges that to fulfil housing requirements, a review of the Green Belt may be necessary.

In the case of South Ribble, the lack of brownfield land supply is such that a Green Belt review is fundamental if the council is to deliver on its housing requirements.

Longton's position in the Core Strategy hierarchy is recognised as a very sustainable settlement with a good range of shops and services, as well as, public transport connectivity.

Due to the constrained nature of the settlement, with relatively few brownfield sites available, Green Belt release will be essential. Recent changes to the NPPF and planning practice guidance, have indicated that Councils should review the inclusion of land in the Green Belt where it does not fulfil a strong contribution to the wider Green Belt, as in this case. The Government is clear that the review of the Green Belt is needed to meet the overall housing needs of any borough.

Purpose of the Green Belt	Assessment
1. Check the unrestricted sprawl of large built-up areas	The scale of Longton is not an area at risk from urban sprawl or coalescence. The parcel itself is well contained by existing development and other strong defensible boundaries including existing hedgerows. Development would not lead to unrestricted urban sprawl. Longton is not a large built up area and development of the Site will not lead to any coalescence with neighbouring settlements.
2. Prevent neighbouring towns from merging	The parcel itself does not present the erosion of a physical gap between neighbouring settlements or neighbouring towns. The Site is not located within an Area of Separation or Green Gap.
3. Assist in safeguarding the countryside from encroachment	The Site is greenfield and devoid of any significant landscape features except for some trees along the boundary which confine the Site. It would be a logical extension of the existing housing estate to the north.
4. Preserve the setting and special character of historic towns	Longton is not a historic town and this criteria is not relevant.
5. Assist in urban regeneration, by encouraging the recycling of urban / derelict land	Longton has very few vacant brownfield sites and is not a regeneration priority area. Development of the Site would not frustrate other regeneration aspirations of the Council.

Table 1 : Green Belt Assessment



Site Assessment

This section provides a summary of the initial observations and the findings of preliminary assessment work.

This assessment has been informed by a Highways Appraisal (Croft) and a landscape and engineering constraints plan which assesses the Site's landscape drainage and utilities requirements.

LANDSCAPE FEATURES

The Site consists of five fields which are currently arable farmland and devoid from significant landscape features. However, the fields are divided by mature hedgerows and mature trees.

Two in-filled ponds are located in the centre of the Site and there is an existing pond located beyond the Site boundary to the north east of the Site.

The Site boundary to the south and east are delineated by scrub planting, mature hedgerows and mature trees.

The Site is not recognised as having a special landscape quality and is not the subject of any landscape designations. The Site does not sit within an area of separation or green gap.

Where possible, all existing landscape features of merit will be retained as part of the proposed development.

ACCESS

Primary vehicle access to the Site can be provided via Liverpool Road to the east. Detailed access drawings are provided within the Appendix.

Secondary vehicle access can be provided via Formby Crescent.

There are also further opportunities to deliver pedestrian and cycle linkages to the existing built up area north and east.

FLOOD RISK

According to the Environment Agency maps, the Site is in Flood Zone 1 which is defined as land assessed as having a less than 1 in 1,000 years annual probability of flooding and is suitable for residential development.

TOPOGRAPHY AND DRAINAGE

The Site slopes down in a southern direction, where the proposed development could provide two drainage attenuation ponds with outflow to an existing watercourse located along the southern Site boundary.

ARCHAEOLOGY AND HERITAGE

There are no Listed Buildings, Conservation Areas, Scheduled Monuments, Registered Parks and Gardens or Registered Battlefields within or immediately adjacent to the Site.

ECOLOGY

The Site is not subject to any local, regional or international statutory or non-statutory ecology designations.

As noted, the Site includes hedgerow planting and the occasional boundary mature tree and several rows of trees along existing field boundaries. In addition, there are two areas of thick woodland located on the eastern and south eastern boundary of the Site. These would be retained as part of the proposed development.

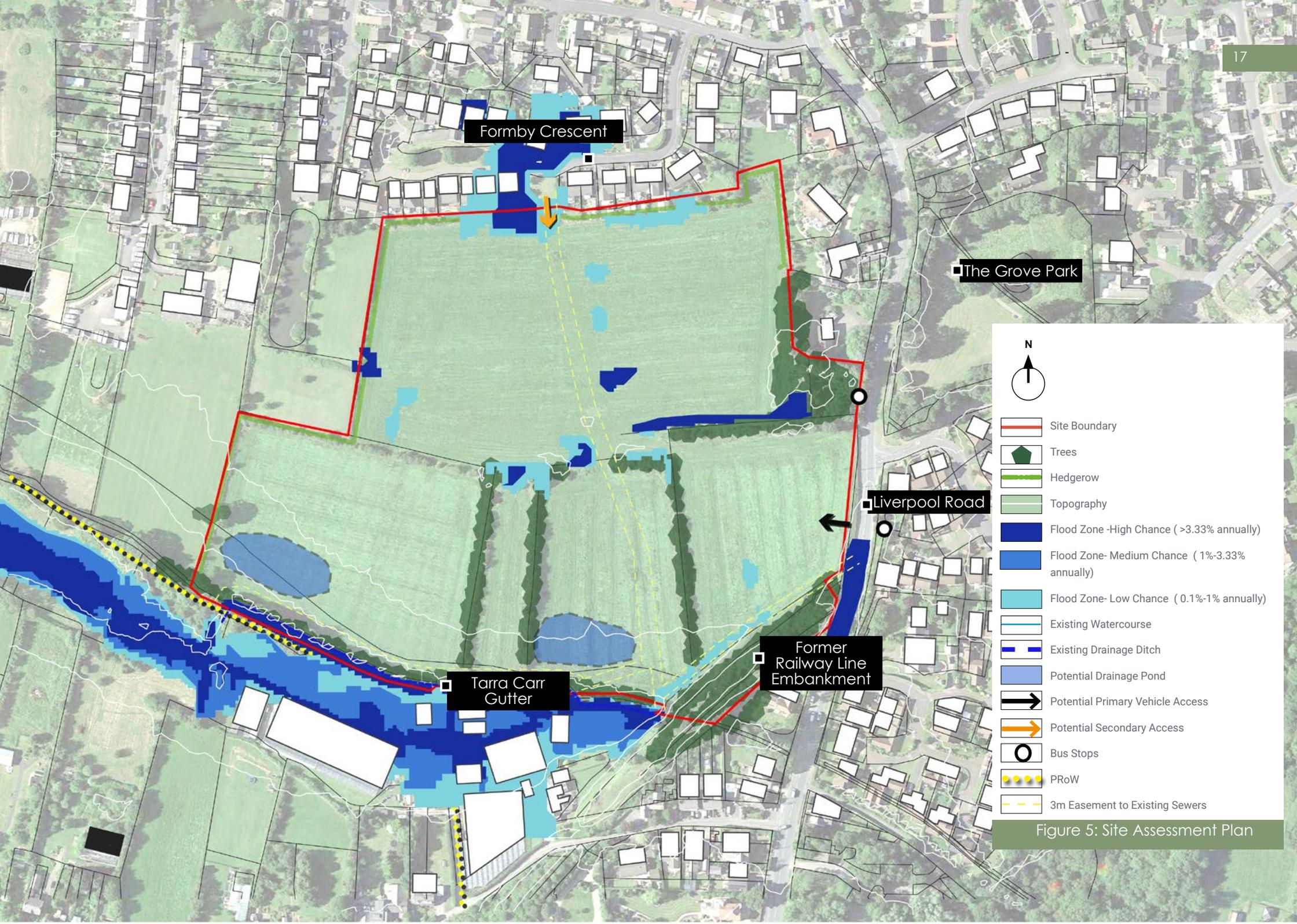
UTILITIES & INFRASTRUCTURE

The Site includes a sewage pipe that runs from north to south across the Site. The proposed development will be required to provide a 3m stand off from the pipe.

All supporting infrastructure such as gas, electricity, broadband and water are within the direct vicinity of the Site and easily accessible. Overall, there are no utilities or infrastructure constraints that would prevent the development of the Site.

NEIGHBOURING RESIDENTIAL DEVELOPMENT

Neighbouring dwellings to the north and east primarily have a rear facing aspect with back garden fencing and scrub planting forming a boundary to the Site.



Formby Crescent

The Grove Park

Liverpool Road

Tarra Carr Gutter

Former Railway Line Embankment

- N
- Site Boundary
- Trees
- Hedgerow
- Topography
- Flood Zone - High Chance (>3.33% annually)
- Flood Zone - Medium Chance (1%-3.33% annually)
- Flood Zone - Low Chance (0.1%-1% annually)
- Existing Watercourse
- Existing Drainage Ditch
- Potential Drainage Pond
- Potential Primary Vehicle Access
- Potential Secondary Access
- Bus Stops
- PRoW
- 3m Easement to Existing Sewers

Figure 5: Site Assessment Plan

Design Opportunity

Considering the location of the Site and the density of existing residential development, an average density of 30 dwellings per net hectare has initially been applied. This provides the potential up to 200 dwellings.

The proposed density allows for the creation of a sustainable and balanced residential development, comprising a mix of housing types, sizes and tenures.

DESIGN PRINCIPLES

- 01 Primary vehicular access to the development is proposed via Liverpool Road;
- 02 Secondary vehicular access to the development is proposed via Formby Crescent;
- 03 An estate road extends into the Site from Liverpool Road, beyond which is a hierarchy of secondary streets and tertiary lanes;
- 04 A series of focal point spaces are dispersed within the Illustrative Masterplan. These spaces are designed to be distinctive and legible, assisting navigation from one area of the development to another;
- 05 Use of best practice design principles, will provide outward facing housing frontages which securely enclose rear garden spaces and achieve natural surveillance of streets and public green space;
- 06 The proposed landscape strategy includes the formation of a series of attractive linear green corridors which retain existing landscape features including existing woodland, mature trees and hedgerows;
- 07 The Illustrative Masterplan makes provision for children's play;
- 08 Landscape themes will define character areas and routes within the development including street trees, grass verges and hedgerows;
- 09 From an ecological perspective, the inter-linked layout of green space is designed to promote biodiversity;
- 10 The proposed development would provide two attenuation ponds to the south of the Site.
- 11 Retained former railway line embankment.



Formby Crescent

Development Area: c.6.40ha
Dwellings: c.200
Development Density: c.30dph

Liverpool Road

-  Potential Vehicle Access (see Appendix)
-  Potential Secondary Vehicle Access
-  Pedestrian/ Cycle Route
-  Potential SuDS
-  Potential Play Area

Figure 6: Illustrative Masterplan

Summary and Conclusion

Summary

This Development Framework has demonstrated the potential development opportunity of the Site.

The Site is being promoted by Story Homes as part of the emerging South Ribble Local Plan.

The Site lies in the Green Belt and this document includes an assessment of the Site against the five purposes of including land in the Green Belt. It is concluded that the Site makes a weak contribution to the Green Belt against the stated principles as set out in paragraph 80 of the NPPF.

Longton itself is a thriving community with excellent public transport, which is within walking distance of the Site. The settlement benefits from a wide range of shops and services. The Site is close to a range of community facilities, local schools and a popular local nature reserve.

This document sets out how the Site can be developed having regard to specific Site considerations. It is based upon an assessment of its local character which concludes that Longton has a wide range of development typologies.

The Illustrative Masterplan provided suggests an indicative capacity of up to 200 dwellings.

Development of the Site will make a valuable contribution to the housing needs of the Borough, as well as providing homes for future generations of local people.

The benefits of the proposed development are noted as:

- Provision of market and affordable homes, including homes for local people;
- A range of house types to meet identified needs;
- A high quality scheme using modern construction techniques and standards;
- The creation of new jobs during the construction stage, including use of local labour and trades. Story Homes has a policy and track record in this regard;
- The new homes will attract economically active people who will support local businesses, benefitting the local economy in Longton;

- The Site will include new green infrastructure, including public open space, play areas, play facilities, new footpaths and cycleways; and
- The scheme will deliver new wildlife habitats making a net environment improvement.



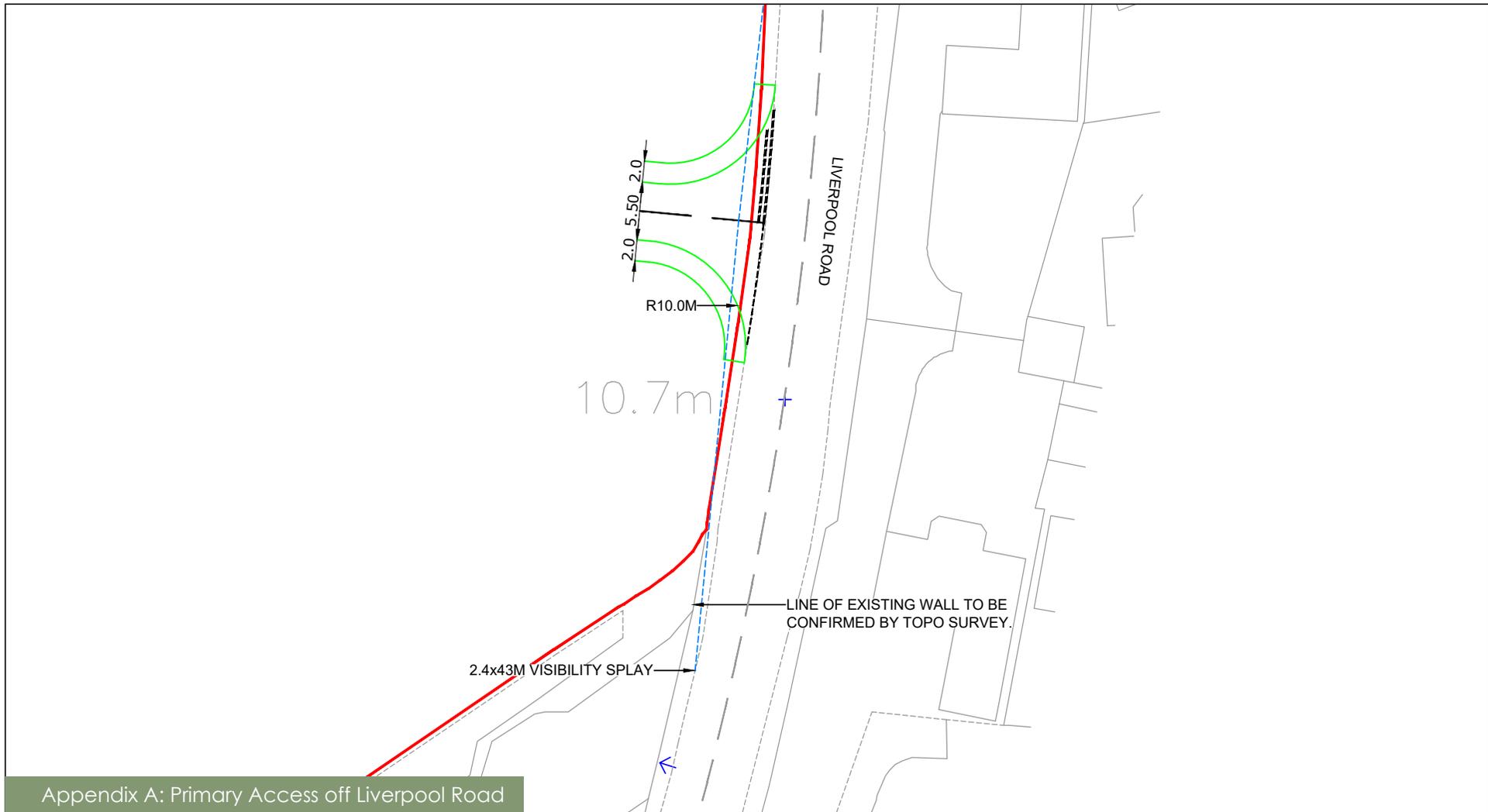
Conclusion

Land west of Liverpool Road, Longton represents one of the best opportunities in South Ribble to create a truly notable residential development. This Development Framework sets out how the Site can be developed in a sensitive way to lead to a high-quality scheme of approximately up to 200 new homes.

The Site is in the control of a well-known quality housebuilder (Story Homes), and is considered deliverable in the next five years.

Story Homes is committed to progressing the emerging Illustrative Masterplan towards a high quality residential development that responds to local housing needs.

Appendix - Site Access Plan





Stantec
7th Floor,
61 Oxford Street,
Manchester,
M1 6EQ

Stantec Copyright
The contents of this document must
not be copied or reproduced in whole
or in part without the written consent of
Stantec.

All plans are reproduced from the
Ordnance Survey Map with the
permission of the Controller of HMSO.
Crown copyright Reserved. Licence No.
AR152684

Revision	B
Author	EF
Checked By	JB
Authorised By	JB
Issue Date	APRIL 2025