



Land South of Chapel Lane Longton, South Ribble

PEGASUS
GROUP

Story
HOMES 

About Story Homes

The Story Difference – comprising a commitment to design quality, placemaking and customer experience – will be instrumental in delivering an exemplary new development.

Story Homes is a privately owned housebuilder. Founded by Fred Story in 1987, it has a long and successful reputation of building quality and 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 things right' and creating a brand synonymous with quality.

For nearly 30 years Story Homes has been the name most often associated with aspirational homes for sale 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, inspiring buyers.

Story Homes have been awarded the top '5 star' rating in the house building industry's annual customer satisfaction survey for the last 4 years. Story Homes's success is underpinned by a determination to understand the needs of communities where we build and a goal to deliver design quality and high-quality building specifications.

Story Homes' goes the extra mile by:

- Employing local people;
- Supporting local trades;
- Using local materials where possible;
- Enrolling new apprentices into our 'Story Apprentice Scheme'. Story Homes will directly employ the apprentice on completion of the scheme or will support the candidate in setting-up their own business that would subsequently be a subcontractor to Story Homes;
- Enrolling new Graduates to the Company Graduate Scheme, developing new talent and fresh ideas;
- Supporting local communities and being a good neighbour in the communities we relate with;
- Building high-quality beautiful homes that continue to look great in years to come and enhance communities;
- Providing 'affordable' homes for local people; and
- Collecting detailed feedback from customers and identifying areas for improvement.





Contents

Executive Summary	1
The Vision	3
Site Location & Existing Conditions	5
Neighbourhood Assessment	7
Local Character	9
Planning Policy	11
Site Assessment	13
Design Opportunity & Deliverability	17
Summary & Conclusion	19

Executive Summary

This Development Framework has been prepared by Pegasus Group on behalf of Story Homes, in respect of land south of Chapel Lane, Longton. The site represents a highly suitable and sustainable site for residential development – a view shared by South Ribble Council who have draft allocated the site as part of a wider housing allocation, known as HS3.3, in the emerging Central Lancashire Local Plan (CLLP).

The purpose of this Development Framework is to confirm that the site is a deliverable housing site which fully warrants its draft allocation in the emerging CLLP. It is submitted in support of the Regulation 19 Consultation which ran between February – April 2025.

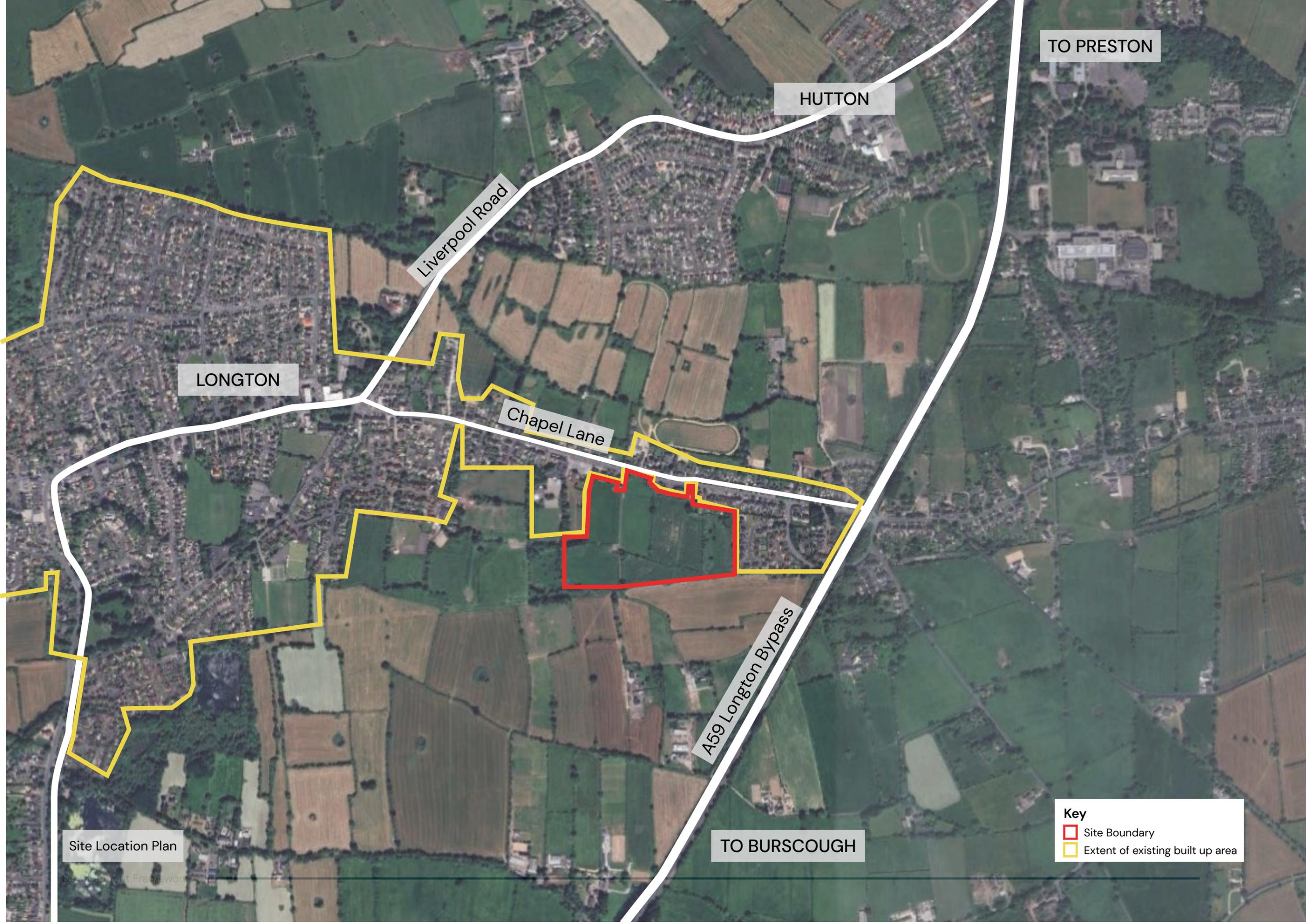
This Development Framework sets out how the Site comprises a sustainable and deliverable development opportunity, that will relate well to the existing built-up area of Longton.

Longton is a very sustainable settlement in South Ribble and functions as a key service centre to the local population and the wider hinterland. This is acknowledged in the emerging CLLP, which is set to elevate Longton in the settlement hierarchy to an Urban Local Service Centre (Tier 3). As a functional District Centre in retail terms, Longton has a good range of shops, services and public transport opportunities. It is one of the more sustainable locations within South Ribble for new development.

The Site itself is not located in the Green Belt and represents a logical development opportunity.

This Development Framework is based upon a robust series of assessments of the Site and its characteristics. Story Homes are currently at an advanced stage of preparing a detailed planning application for around 150 dwellings on site. The submission of the imminent planning application, and supporting technical assessments, confirms that the site represents a highly suitable and deliverable housing site.





TO PRESTON

HUTTON

Liverpool Road

LONGTON

Chapel Lane

A59 Longton Bypass

TO BURSCOUGH

Key
[Red outline] Site Boundary
[Yellow outline] Extent of existing built up area

Site Location Plan

The Vision

Our vision for land south of Chapel Lane is to create a high-quality residential development that respects and promotes access to existing public rights of way whilst making a valuable contribution to the housing needs of Longton.

This would be achieved by adhering to the following principles:

- Retention of key landscape features on Site and provision of soft landscape enhancements to deliver greater connectivity to the countryside;
- Provision of high quality private housing and affordable homes varying in types and sizes to meet local housing need;
- Creation of an attractive high-quality scheme, which responds positively to the landscape and urban context;
- Improvements to access to the highway network and promote linkages to shops and services in Longton Centre;
- Create an integrated and accessible new movement network which strengthens existing connections, offers choice and promotes sustainable modes of travel; and
- Provision of Public Open Space and children's play area within the Site.





Site Location & Existing Conditions

Site Location

The proposal site is located to the south-east of Longton, a village and civil parish to the south west of Preston which is approximately 4 miles away.

The site is considered to be in a highly sustainable location due to its position along Chapel Lane.

There are several bus stops on Chapel Lane, including St. Oswalds RCPS bus stop (0.1 miles) and Chapel Park Road bus stop (0.2 miles). These provide access to several bus services including the 12 and 115 bus services.

Chapel Lane also provides direct and quick access to the A59 (0.3 miles). The A59 is a regionally significant road providing access to Preston to the north east and Liverpool to the south.

The site is a short distance from two strategic long distance walking routes. These are the Ribble Way and King Charles III England Coast Path.

The closest rail stations to the site are Preston (3.9 miles) and Lostock Hall (3.8 miles).

Site Description

The site comprises 6.7 ha of agricultural land split into various parcels, each delineated by existing hedgerow. Access and frontage to the Site is provided directly to Chapel Lane between a number of existing residential properties where there is a gap in the built form.

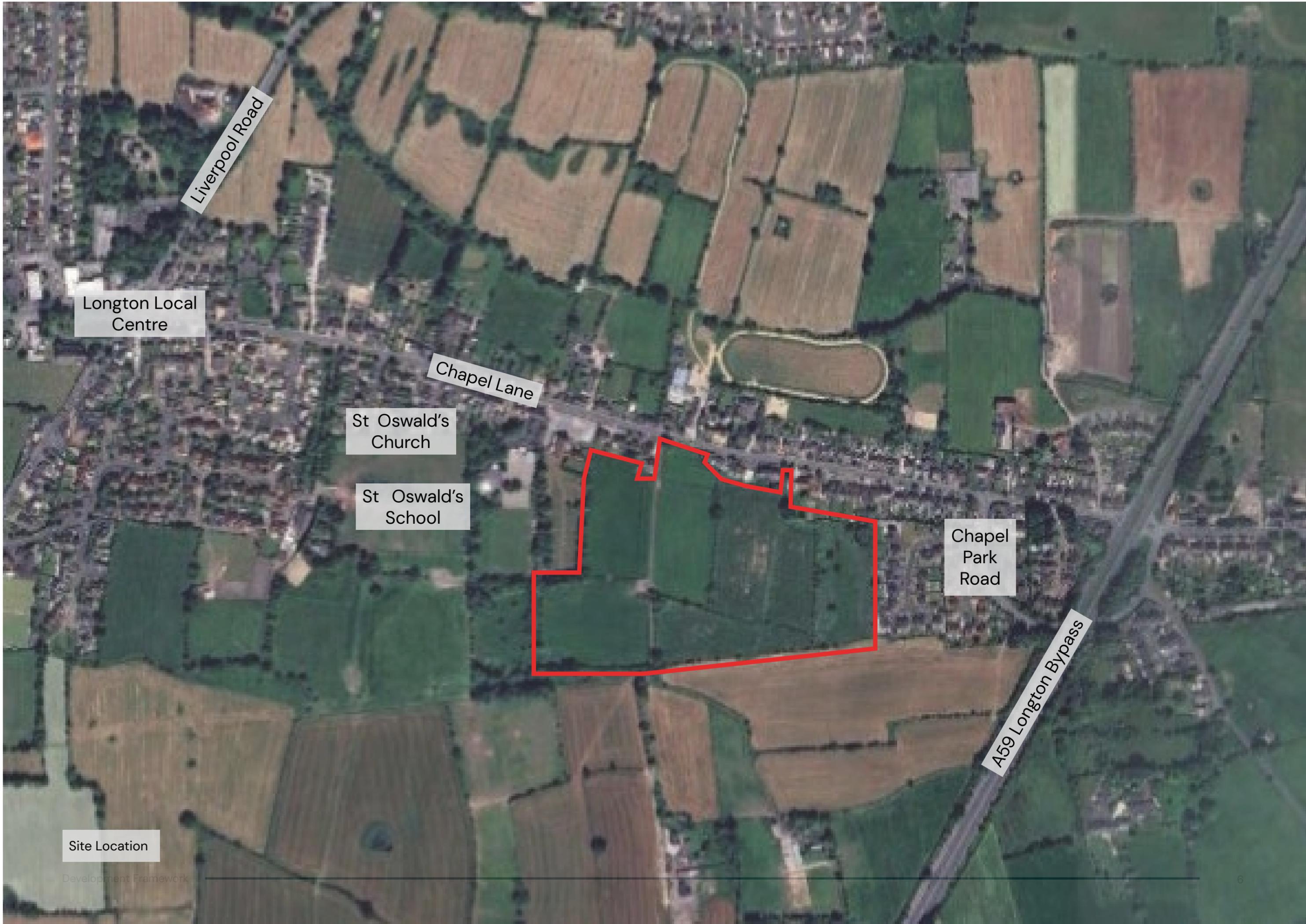
The northern Site boundary is defined by Chapel Lane that runs adjacent to it. To the north of the Site and north of Chapel Lane is Edge's Farm and an equestrian centre including stables and equestrian training facilities.

The southern site boundary is defined by existing hedgerows and the occasional mature tree. A recent residential development is located immediately to the east of the site.

Hedgerows run along the western Site boundary beyond which is St. Oswald's Catholic Primary School and its playing fields, St. Oswald's Church and a cemetery.

A public footpath bisects the Site running north south, providing access to the existing residential farmhouse.

The Site is in agricultural use and is used for rough grazing. The Site is characterised by a number of existing hedgerows and the occasional tree dividing the Site into various smaller land parcels. The Site's south eastern land parcel is a triangular shaped field and contains two existing ponds.



Liverpool Road

Longton Local Centre

Chapel Lane

St Oswald's Church

St Oswald's School

Chapel Park Road

A59 Longton Bypass

Site Location

Neighbourhood Assessment

Longton is a successful key service centre with a good range of local facilities. These are predominantly located 500 metres to the west of the Site and within a 5 minutes walk of the Site. As such, the Site is within 1km walking distance of a good range of facilities. These include:

- St. Oswald's Roman Catholic Church;
- St. Oswald's Catholic Primary School;
- Longton Primary School;
- Longton Post Office;
- Spar, Longton;
- Booths Supermarket, Longton;
- Longton Health Centre;
- St. Andrew's Church, Longton;
- The Rams Head Public House;
- Longton Tennis Club;
- Several public houses; and
- A local parade of shops providing cafes, takeaways, hair salons and other services.

In addition, Longton has a number of small and local businesses. To the north of Longton, 1km from the Site, lies Hutton a service village with a broad range of local facilities. These include, Hutton Grammar School, a popular secondary school and Hutton C of E School.

Public Transport

Longton is well served by an existing bus network. The closest bus stops are located approximately 100 metres to the west of the Site opposite St. Oswald's Roman Catholic Church and Primary School. Services from this location include service numbers 115 (previously 12), 680, 719, 731 and 819. The duration is approximately 20 to 30 minutes to Preston City Centre depending on which service is selected. The 115 service provides hourly access to Preston City Centre.

It can be concluded that the site benefits from good access to public transport for both leisure and commuting trips.

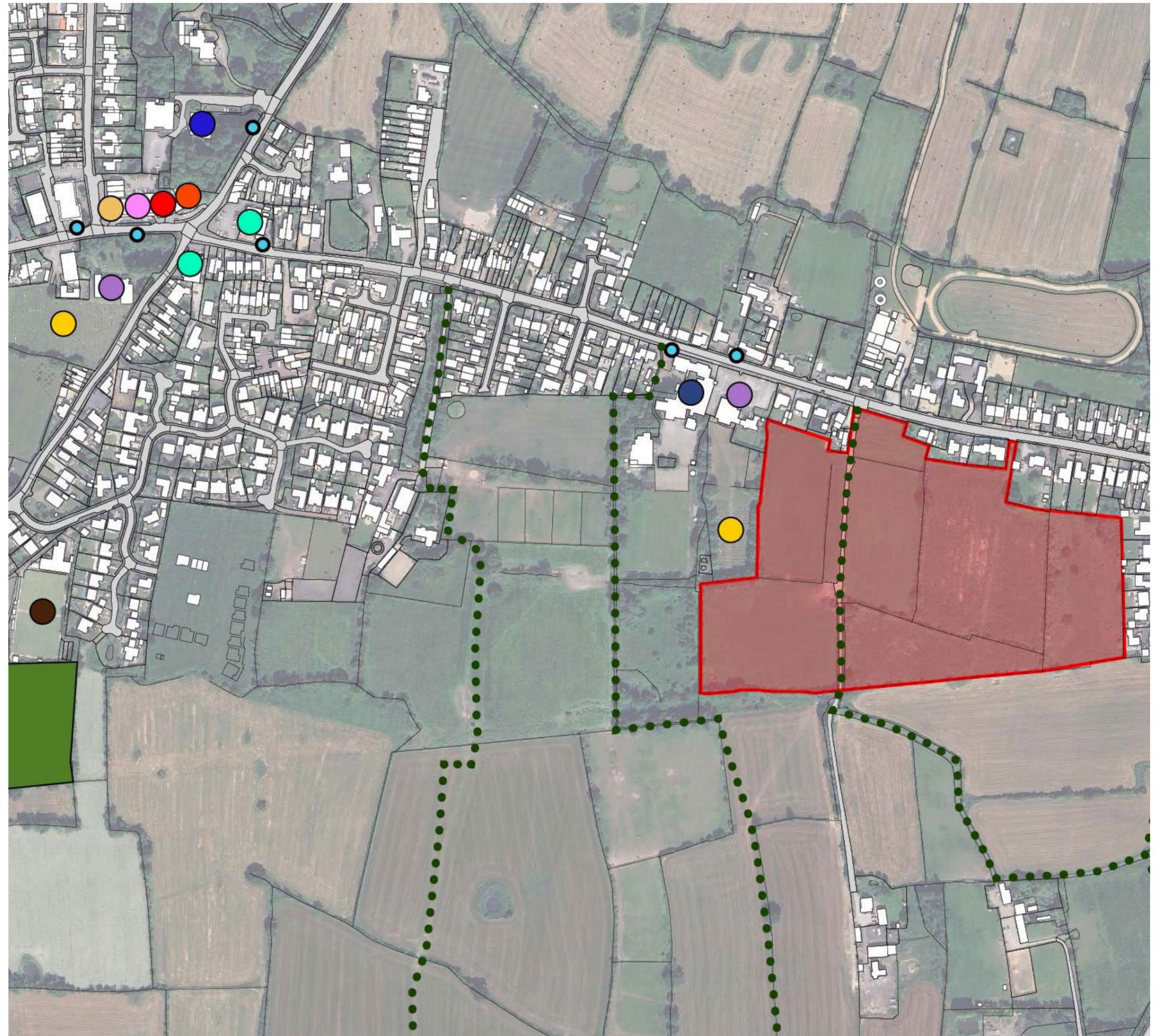
Walking and Cycling

An existing public rights of way (PRoW) crosses the Site in a north south alignment, providing access from Chapel Lane towards the Longton Bypass to the southeast.

Key

- | | |
|---|---|
|  Site boundary |  Post Office |
|  Public right of way |  Cemetery |
|  Bus stop |  Convenience Store |
|  School |  Church |
|  Supermarket |  Recreation Ground |
|  Pharmacy |  Library |
|  Bakery |  Public House |
|  Bowling Green | |

Site Context and Local Amenities



Local Character

Longton has grown out from the junction of Liverpool Road and Chapel Lane which effectively marks the centre of the settlement. Housing estates have been added in the post-war period, on all sides, including land south of Chapel Lane, but predominantly to the north and west.

Chapel Lane itself constitutes a range of housing types and designs, which form a continuous building line and frontage between the junctions with Liverpool Road and the A59 Longton Bypass. Properties along Chapel Lane include detached and semi-detached dwellings predominantly built in a red brick with slate and tile roofs (image 1 & 2).

In between older buildings, new build properties have emerged following a similar building line along the main road frontage (image 3). These more modern homes tend to be of a detached format with garages and parking. Dwellings are set back off Chapel Lane frontage and include front gardens and driveways.

Several housing estates have been built off access spurs to the north and south of Chapel Lane. To the west, Kentmere Drive represents a 1970s built housing estate of bungalows and chalet type dwellings with dormers (image 4). To the south lies the Old School Drive housing estate which predominantly comprises of modern detached dwellings with red brick and tile roofs built relatively recently (image 5). To the east, Chapel Meadows is accessed off Chapel Park Road and comprises a small cul-de-sac arranged development, built around the 1990s (image 6).

Further to the north of Longton, there are several housing estates including development at Franklands and Landsmore Drive which represents 1970s era housing (image 7 & 8). In that location, a significant estate was constructed with development extending to Longton Brook to the north.

The area is generally characterised by a number of housing estates that link to the historical growth of the settlement and which comprise of predominantly detached and semi-detached two storey housing and bungalows.





Liverpool Road

LONGTON

Chapel Lane

School Lane

A59 Longton Bypass

7

8

1

4

5

2

3

6

Local Character Assessment

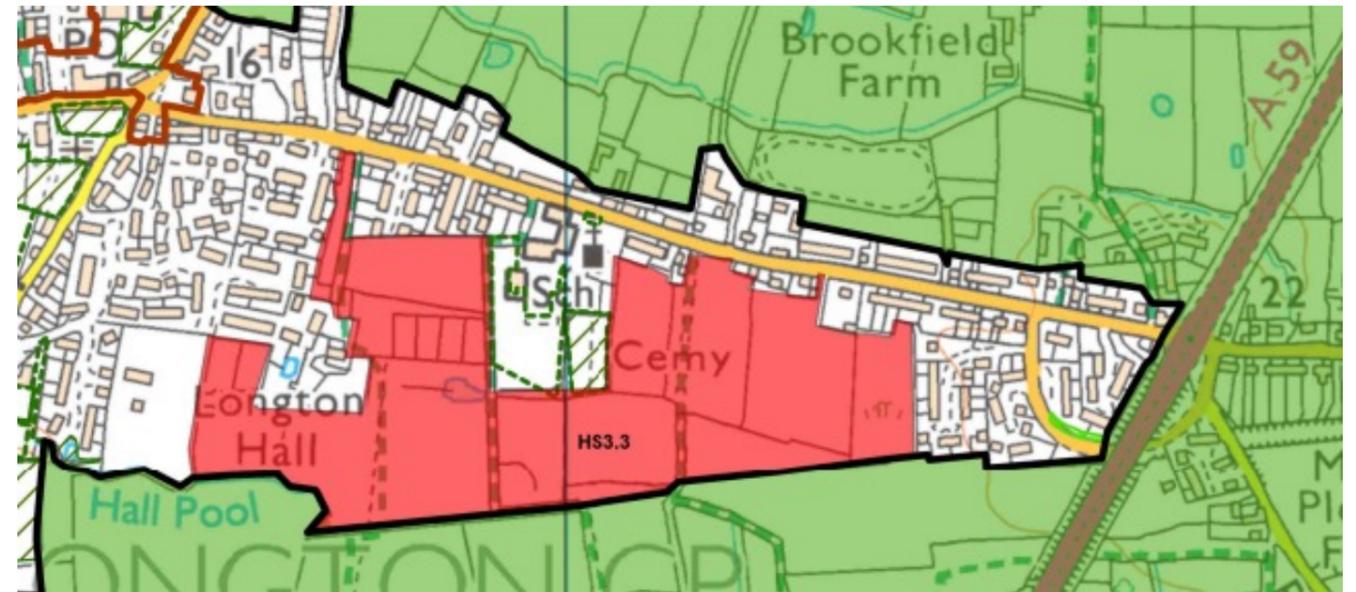
Planning Policy

The site is not located within the designated Green Belt, instead it is currently designated as Protected Open Land in the adopted Local Plan. The emerging CLLP, which is at Regulation 19 stage (Publication Version), allocates Story Homes site as part of wider draft housing allocation HS3.3.

In total, the allocation will deliver 270 dwellings. The draft allocation is accompanied by a key development considerations proforma at Appendix 4 of the Plan. This includes matters such as flood risk, ecology, access etc. We address all key technical matters later in this Development Framework, which fully supports and justifies the draft allocation.

We also make reference to the following evidence base documents published as part of the Regulation 19 consultation which assess the Chapel Lane site:

- Strategic Housing and Economic Land Availability Assessment (SHELAA) – Site Profile 21/19S110
- Central Lancashire Levels 1 & 2 Strategic Flood Risk Assessment (SFRA) – Site Reference: 19S110/165/169/SRBO07
- Central Lancashire Heritage Impact Assessment – Site Reference: 19S110



Central Lancashire Local Plan Proposed Allocation HS3.3



Site Assessment

This section provides a summary of key technical considerations on site, which is informed by the detailed reports prepared as part of the forthcoming planning application. Where relevant, reference is also made to the CLLP evidence base documents which assess the Chapel Lane site.

Access & Highways

In line with the key development considerations proforma, and further to discussions with LCC Highways, vehicular access to the site will be taken via Chapel Lane. This will be in the form of a simple priority junction.

The proforma and SHELAA also notes how the nearby A59 is known to become congested and early dialogue is recommended with the Highway Authority to ensure appropriate local highway network mitigation. A Transport Assessment (prepared by Curtins) has assessed nearby junctions, including the A59/Chapel Lane/Chapel Park Road priority junction further to a scope agreed with LCC highways. The modelling confirms that all of the assessed nearby junctions on the local highway network operate well during peak hours, in both the future year assessment scenarios, with and without the development in place. No mitigation will therefore be required to accommodate Story Homes circa 140 dwelling scheme.

The site is therefore entirely suitable for residential development from an access and highways perspective.

Flood Risk

The Environmental Agency Flood Risk Planning map was recently updated in March 2025 – after the publication of the SFRA stages 1 & 2 Assessments. The vast majority of the site is located within Flood Zone 1 (lowest probability of flood risk). An area of Flood Zone 2 is located at the southern extent of the site.

Detailed work is being undertaken by the appointed Flood Risk consultant (Betts Hydro) to understand this change, but in any event, this does not pose as a constraint to residential development on site. The site layout will be refined to avoid built development in the Flood Zone 2 area, providing an opportunity for Public Open Space in this location.

There are areas of medium–high surface water located on site. The draft allocation of the site, which is supported by the SFRA Assessment, confirms that the site is required to meet the development requirements of South Ribble. The site therefore passes the sequential test (particularly noting the large areas of flood risk in the northern and western areas of Longton). Other land available in Longton is not sequentially preferable – supported by the draft housing allocation on site.

It will be ensured that the proposals do not increase flood risk elsewhere – and sustainable urban drainage systems (SuDS) will be utilised on site.

The site is therefore acceptable from a flood risk perspective.

Utilities & Infrastructure

As confirmed in the SHEELA and key development considerations proforma, the site has access to all utilities.

In respect of foul water management, Story Homes have undertaken initial dialogue with United Utilities, and it is proposed that a foul pumping station will be provided on site to manage and discharge foul water to the nearest public sewer. All supporting infrastructure such as gas, electricity, broadband and water are within the direct vicinity of the Site and are easily accessible. There is also a BT underground service running north south through the Site.

Overall, there are no utilities or infrastructure constraints that would prevent the development of the Site.

Ecology

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

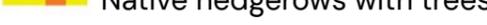
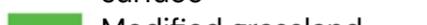
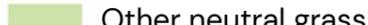
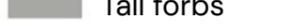
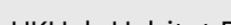
In line with the requirements of the key development proforma, Wintering Bird surveys have been undertaken to assess any potential impact on the Ribble & Alt Estuaries SPA and Ramsar. The surveys have been undertaken as part of a HRA Screening Assessment (E3P), which concludes that it is unlikely that the construction of the site will have a likely significant effect on the qualifying bird species and assemblages of the SPA or Ramsar criteria. No further assessment is required.

Ecology surveys are currently being undertaken, which to date confirm that there are no ecological issues on site. Any mitigation (if required) can be readily incorporated into the development proposals. The existing wildlife corridor will be largely retained as part of the proposals.

There are no ecological constraints that would prevent the development of the Site.

Agriculture

An Agricultural Land Classification (ALC) report is currently being prepared for the site, in line with the requirements of the emerging housing allocation policy.

-  Site boundary
-  Brash pile
-  Rubble pile
-  Field horsetail
-  Individual trees with PRF-I bat roosting potential
-  Individual trees
-  Non native and ornamental hedgerows
-  Line of trees
-  Native hedgerows
-  Native hedgerows with trees
-  Blackthorn scrub
-  Bramble scrub
-  Developed land; sealed surface
-  Modified grassland
-  Other neutral grassland
-  Waterbodies
-  Tall forbs

UKHab Habitat Plan



Landscape Features

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

The hedgerow boundary to the south prevents open views to the south of the Site and into the Green Belt. The Site is well contained.

The land is not designated as Green Belt for appropriate reasons. The Site does not demonstrate any of the five functions of the Green Belt and as such is not included within the designation.

The proposed Masterplan for site retains the existing field patterns/breaks through the retention of existing hedgerow. This wildlife corridor will extend west to east across the site. The public footpath will remain as an access track in its existing position along the north to south alignment. This approach will create a visual break in the settlement along Chapel Lane.

Archaeology & Heritage

A Cultural Heritage Assessment (CHA Archaeology) has been prepared for the site, which confirms that no cultural heritage assets have been identified that would be physically impacted by proposed residential development. It is also concluded that there is low potential for the presence of archaeological remains on site. LCC have been consulted and have confirmed that they do not recommend any further archaeological investigation of the site.

Due to the topography of the site, intervening landscape features, and built environment, no possible setting impacts are predicted in respect of nearby heritage assets.

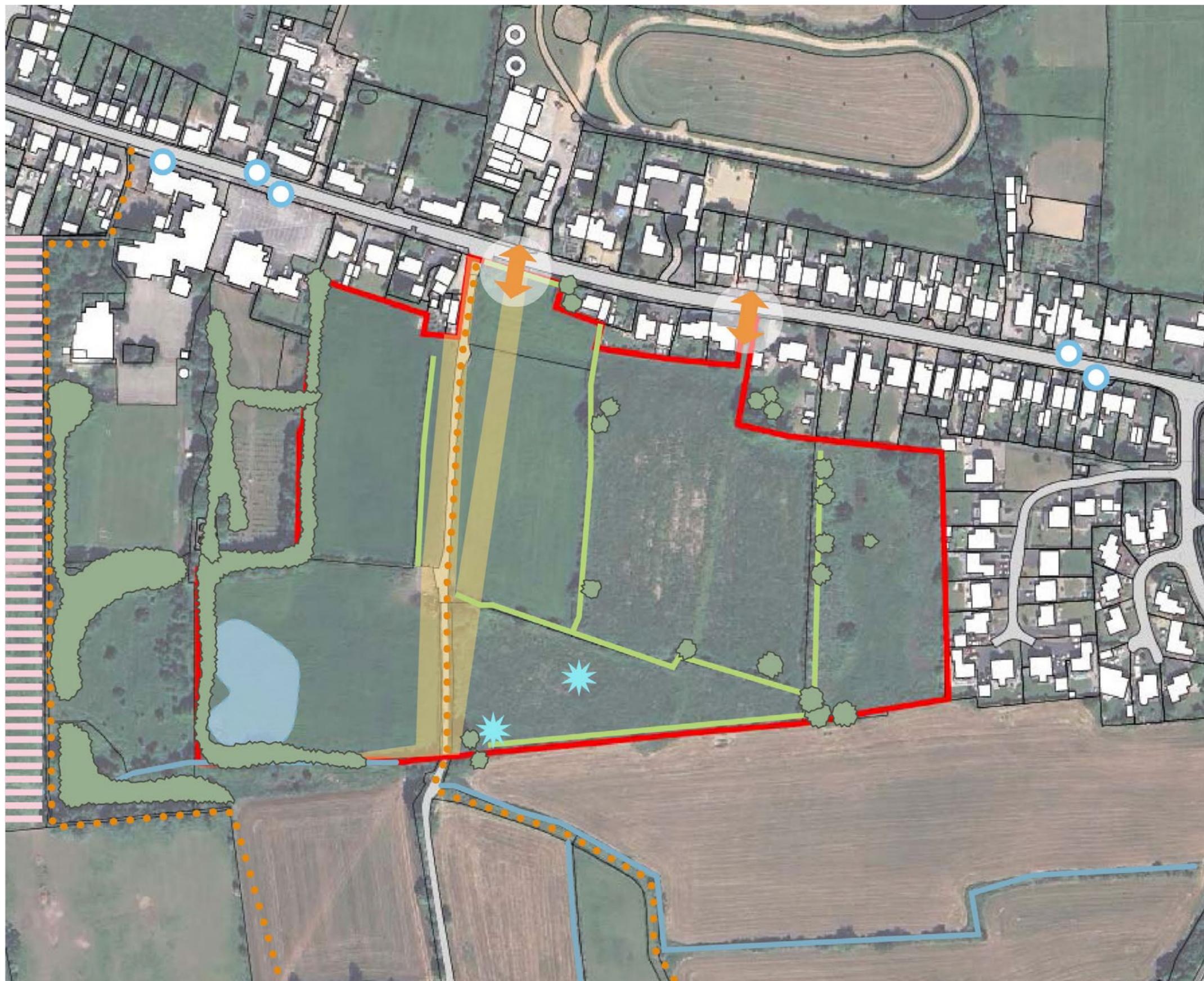
There are no archaeological or heritage constraints that would prevent the development of the Site.

On this basis, the RAG scoring in the Central Lancashire Heritage Impact Assessment can be upgraded to green.

Key

-  Site boundary
-  Existing trees
-  Existing hedgerow
-  Bus stops
-  PRow
-  Existing pond
-  Existing watercourse
-  Potential drainage pond
-  Potential multimodal access
-  Services easement
-  Existing housing allocation

Site Assessment Plan



Design Opportunity & Deliverability

A site layout, informed by detailed technical reports, confirms that the site can deliver circa 140 dwellings. The proposals will allow for the creation of a sustainable and balanced residential development, comprising a mix of housing, types, sizes and tenures.

DESIGN PRINCIPLES

- 1 Primary vehicular access to the development is proposed via Chapel Lane.
- 2 A pedestrian link can be provided from Chapel Lane.
- 3 Retained access track/right of way for the farm to the south of the Site. The viewing corridor to the south will be retained.
- 4 An estate road extends into the Site from Chapel Lane, beyond which is a hierarchy of secondary streets and tertiary lanes.
- 5 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.
- 6 New pedestrian footpaths are proposed to join with the surrounding residential areas and a PRow running through the centre of the Site.

- 7 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.
- 8 The proposed landscape strategy includes the formation of a series of attractive linear green courtyards which retain existing landscape features.
- 9 Provision of a clearly defined edge to the developed area, and strong landscaping to the southern Site boundary.
- 10 The Illustrative Masterplan makes provision for children's play.
- 11 Landscape themes will define character areas and routes within the development including street trees, grassed verges and hedgerows.
- 12 From an ecological perspective, the inter-linked layout of green space is designed to promote biodiversity and new habitat creation.

Story Homes can confirm that subject to obtaining detailed planning consent, the following delivery timescales are projected.

Anticipated start date	5-year delivery period Forecast Completions					6+ year delivery Period Forecast Completions						
	25/26	26/27	27/28	28/29	29/30	30/31	31/32	32/33	33/34	34/35	35/36	36/37
Winter 2026	0	0	40	40	22							



1

2

4

5

3

7

8

11

6

9

10

12

SUD's

LEAP

Summary & Conclusion

Land south of Chapel Lane represents an accessible and well-connected location for residential development. It is within walking distance of a good range of shops, services, transport connections and schools. The historic development pattern within Longton includes a number of housing estates built in the post war decades as additions to the settlement.

This Development Framework sets out the design strategy for the Site. The Site represents an available, suitable and sustainable location for development and will deliver around 140 homes. The technical considerations outlined in this Framework confirm that the Council's decision to draft allocate the site for housing (HS3.3) in the emerging CLLP is fully justified.

Having regard to the principles of sustainable development in the NPPF, the Site has the following benefits:

Economic Benefits

- Development of the Site will increase local expenditure supporting local shops, services and businesses;
- The proposed development will secure economic and physical benefits in terms of job creation and additional money to the Local Authority in the form of a new homes bonus;
- It will attract and retain economically active people and school of residence in Longton;
- New homes will create new jobs during the construction period; and
- Story Homes has an active apprenticeship scheme and sources materials from local supply chain.

Social Benefits

- The Site can deliver high quality residential development of circa 140 market and affordable houses. These will make a valuable contribution towards meeting the full objectively assessed housing needs of South Ribble;
- The Site will deliver a range of housing types and represents a logical extension to Longton; and
- The Site is inherently sustainable and within walking distance of all local facilities and amenities.

Environmental Benefits

- Existing footpaths will be retained and enhanced, and new connectivity can be provided, including the potential of linking the cemetery to the existing public rights of way;
- The Proposed Masterplan has taken full account of the local landscape and nature conservation interests;
- The proposed development will retain, where possible, existing landscape features including mature trees and hedgerows which will be strengthened through the implementation of new soft landscaping and within the edge of the Site.

Conclusion

This Development Framework is based on a full assessment of the Site, its context and surrounding neighbourhood uses. In doing so, it demonstrates that the Site constitutes an excellent location for residential development. The Council's decision to draft allocate the site for housing (HS3.3) is fully justified.

Story Homes is a high-quality, privately owned housebuilder active across South Ribble from its office based in Chorley. Story Homes is keen to work with the Council to progress proposals for the Site and welcomes any feedback.





No matter the project, no matter the challenge,
you can rely on us to find solutions, to get things done,
to get things **Expertly Done**.



Pegasus Group
Queens House
Queen Street
Manchester
M2 5HT

www.pegasusgroup.co.uk | 0161 393 3399