

Ref: Forward Planning. ' HED DPD PUBLICATION CONSULTATION' Site10, Employment Land at Higher College Farm Blackburn Road Hothersall (for Mark Hurst) EAL3 Reg 19.

We object to the above site proposed for Industrial Development.

We are aware a number of considerations need to be taken into account when determining approval of the proposed site (*Local Area Plans*).

Proposed Industrial development on the edge of the celebrated and precious AONB; is hardly in keeping with Ribble Valleys', *"vision for the future"*; currently heavily promoting Tourism (*Core Strategy*).

There is nothing in the proposal to *"limit height or scale or of suitable building materials which need to be in keeping aesthetically with the celebrated character of Longridge and its environs"* (*Longridge Neighbourhood Development Plan*).

Surrounded by protected sites, *"landscaping mitigation for enhancing wildlife and habits"* are prime concerns, however there is scant regard for *"Biodiversity or Environmental considerations"* in the proposal (*National planning Policy Framework*).

While design issues may be solved by extraordinary conditions or revised proposals, these will not completely be an antidote to ill-thought out location problems; too far from motorways and A roads (7 and 8 miles respectively) , on an extremely chaotic unsuitable, road infrastructure, regularly damaged and inundated with heavy traffic including HGV's on inappropriate narrow roads, over listed stone bridges. Scarcely the vision for *"well maintained highways free from congestion"* (*LNDP*)

Unbelievably Diesel vehicles generated from the site will pass a large number of houses and three schools en route to the motorways. Therefore this development on this rural site will be contravening recently published Government Guidance on *"pollution levels where schools are located and proximity to Industrial sites due to airborne Diesel particulate pollutants"*. (*EU & UK Government Emissions Legislation*)

