



RIBBLE VALLEY
BOROUGH COUNCIL

03 NOV 2011

For office use only

Application No

320110928P

Date received

Fee paid £

Receipt No:

Council Offices, Church Walk, Clitheroe, Lancashire. BB7 2RA Tel: 01200 425111 www.ribblevalley.gov.uk

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Applicant Name, Address and Contact Details

Title:	Mr	First name:	Russell	Surname:	Macaulay
Company name:	Lloyds Banking Group				
Street address:	12 Bankhead Crossway South				
	Sighthill				
Town/City:	Edinburgh				
County:					
Country:	Scotland				
Postcode:	EH11 4EP				
Telephone number:	Country Code	National Number	Extension Number		
Mobile number:					
Fax number:					
Email address:					

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Peter	Surname:	Woodcock
Company name:	Styles and Wood				
Street address:	Aspect House				
	Manchester Road				
	Altrincham				
Town/City:	Manchester				
County:	Greater Manchester				
Country:	England				
Postcode:	WA14 5PG				
Telephone number:	Country Code	National Number	Extension Number		
		01619266000			
Mobile number:					
Fax number:					
Email address:	pwoodcock@stylesandwood.co.uk				

3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	4	Suffix:	
House name:			
Street address:	BERRY LANE		
	LONGRIDGE		
Town/City:	PRESTON		
County:			
Postcode:	PR3 3TZ		

Description:

Description of location or a grid reference
(must be completed if postcode is not known):

Easting:	360572
Northing:	437307

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

5. Neighbour and Community Consultation

Have you consulted your [redacted] local community about the proposal?

☐ Yes ☒ No

6. Authority Employee/Member

With respect to the Authority I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

The installation of 3 No. LTSB illuminated A1 marketing units fitted internally to the front and side elevations. The installation of an illuminated ATM tablet above existing cash machine

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

3 No. LTSB illuminated A1 marketing units fitted internally
1 No. illuminated ATM tablet above existing cash machine

8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes ☒ No ☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes ☒ No

9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: To:

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

(d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.850

m

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What is the maximum projection of the advertisement from face of building (in metres)?

0

m

What are the dimensions of the proposed advertisement?

Height:

1.162

x

Width:

0.866

x

Depth:

0.100

metres

What materials will the sign be made of?

Green Acrylic illuminated at top only, mounted on aluminium rods with clear acrylic poster holder

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0

cm

The colour of text and background:

N/A

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?



Static



Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.850

m

What is the maximum projection of the advertisement from face of building (in metres)?

0

m

What are the dimensions of the proposed advertisement?

Height:

1.162

x

Width:

0.866

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0.100

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What materials will the sign be made of?

Green Acrylic illuminated at top only, mounted on aluminium rods with clear acrylic poster holder

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0

cm

The colour of text and background:

N/A

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?



Static



Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.350

m

What is the maximum projection of the advertisement from face of building (in metres)?

0

m

What are the dimensions of the proposed advertisement?

Height:

1.162

x

Width:

0.866

x

Depth:

0.100

metres

What materials will the sign be made of?

Green Acrylic illuminated at top only, mounted on aluminium rods with clear acrylic poster holder

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0

cm

The colour of text and background:

N/A

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?



Static



Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.200 m

What is the maximum projection of the advertisement from face of building (in metres)?

0 m

What are the dimensions of the proposed advertisement?

Height:

3.57

x

Width:

8.65

x

Depth:

0.45

metres

What materials will the sign be made of?

Blue acrylic background with green acrylic border

What is the maximum height of any of the individual letters and symbols (in centimetres)?

7.5 cm

The colour of text and background:

White with blue background

Will the sign be illuminated?



Yes



No

Will the sign be illuminated internally or externally?



Internally



Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?



Static



Intermittent

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?



Yes



No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)



The agent



The applicant



Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information



Date

04/11/2011

S&W Design

LTSB Longridge
4 Berry Lane, Longridge, Preston PR3 3TZ

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Heritage Statement – November 2011 **Conservation Area Consent**

Introduction:

Anybody visiting Longridge for the first time readily discerns the philological reason for its name. The Long Ridge that stretches in an unbroken line for three miles to Jeffrey Hill plainly has given birth to the name of the town.

It has been said that Longridge owes its name to Oliver Cromwell, who, when on his way across the fells from Stonyhurst to Preston, said, "What a long ridge this is".

For miles around, the town of Longridge is a prominent object in the landscape. Built on the south-western edge of the fell that bears its name, its situation is very picturesque. To the east, the range of hills, of which Pendle is most conspicuous. To the north-west, Parlick Pike and Bleasdale Fell shelter the Vale of Chipping and Leagram.

To the west is Beacon Fell, and further still the lofty buildings of Fleetwood and Blackpool are plainly visible. The estuary or the Ribble, and beyond the Welsh hills are to be seen to the south.

Lloyds TSB occupies a building at the higher end of Berry Lane. Though not listed, the building is built using traditional materials combining natural stone and sand/cement render.

Existing Context:

Berry Lane is a main thoroughfare, running east to west and is part of the main village hub area within Longridge.

Longridge is a few miles north-east of Preston and has a population of around 8,000. Berry Lane is a prime location for banks and building societies, along with other small businesses and forms the hub of the commercial centre, therefore Lloyds TSB wish to upgrade the existing marketing and signage in an effort to emphasise their brand and company.

The immediate area consists of 1-2 storey buildings and the external fabric of most consists of mainly sand stone construction which is the vernacular architecture for this part of the country.

S&W Design

Proposal:

The proposed works consist of interior redecoration, including new wall and floor finishes, replacing existing furniture with new, and basic unavoidable repairs to the building fabric. The two main elevations will have internally mounted A1 illuminated marketing units which will be mounted approx. 150mm back from the external glazing.

External works will comprise of the installation of new windows to the ground floor to Berry Lane and Hodder Street, these will be constructed of traditional materials and stained to match existing. The external works will also include the re-spraying of the entrance door to match existing and the repair of damaged render/stone. The shopfront and fascia signage will be deep cleaned. The external ATM will have a new illuminated tablet installed above the existing ATM machine in line with Lloyds TSB branding.

The proposed work will have no impact on the building fabric as no demolitions or layout change are proposed. The redecoration works will improve the look and feel of the branch for both customers and staff alike.

The proposed work does not contravene any planning policies and are deemed appropriate for the area, which is occupied by other commerce.

Conclusion:

It is evident Longridge is a town of tradition and history that embraces change for the continued success of the town. In our view the proposed works will have a very limited impact on the street scene. The new interior and exterior work will increase the banks overall look and feel without having a negative impact on the surrounding area.

LTSB Longridge

4 Berry Lane, Longridge, Preston PR3 3TZ

Design & Access Statement – October 2011

Conservation Area Consent– The replacement of the ground floor windows to the front and side elevations.

The installation of an illuminated tablet above the existing ATM machine.

The installation of 3 No. A1 illuminated marketing units - Installed internally.

1) Introduction

The Lloyds TSB Group plc was renamed Lloyds Banking Group plc on 19 January 2009, following the acquisition of HBOS plc. They are now the largest retail bank in the UK. They now want to improve their financial services offered to customers and to achieve this, Lloyds Banking Group plc wish to implement a programme of works involving refurbishment and improving the branch's presence on the high streets. Due to the current economic climate, the programme of works has been devised so that once completed, it will sustain the continuance of the company. Hence, providing jobs and assisting in the stability and growth of the UK economy.

4 Berry Lane, Longridge falls within a conservation area.



Front Elevation



Side Elevation

S&W Design

2) Appearance

The proposed works comprise the replacement of the ground floor windows to the front and side elevations. The new windows will be constructed of the same materials and stained to match existing. The new glazed units will be double glazed and have barcode manifestation film internally to provide privacy to the inside.

Included in the works is the installation of an illuminated tablet above the existing ATM machine and 3 No. A1 illuminated marketing units - Installed internally.

The proposals above are only to be implemented on the front and side elevations. All marketing units have been designed and comply with current Lloyds TSB colour schemes and standards.

The green luminance given from the individual units will compliment the existing signage and colour scheme of the LSTB branch.

3) Environmental Sustainability

Berry Lane is a main thoroughfare, running east to west and is part of the main village hub area within Longridge. Therefore Lloyds TSB wish to upgrade the existing marketing and signage in an effort to emphasis their brand and company.

The main materially of the units are aluminium and acrylic, both are recyclable and although acrylic is slightly harder to recycle, both these materials have been chosen because of their resilient characteristics, therefore, the lighting units will stand the test of time and will require low maintenance. Using a Led light is more cost effective compared to a usual incandescent light bulb because LED's emit a higher lumen per watt, making them more efficient. LED lights also have a much longer life span.

4) Layout

As stated previously, the area, which Berry Lane is located, is one of the main thoroughfares, running east to west forming the commercial centre of Longridge. The immediate area mainly consists of 2 - 3 storey buildings and the external fabric of these, derives from the decoration of the commercial use that occupies the lower floors of the buildings in the vicinity. The installation of the new units will ensure the bank is being recognised by visitors on transit to neighbouring areas.

5) Scale

Blaze Neon Ltd designed the units to do a specific job, efficiently, without being garish and obtrusive. They are to help distinguishing this bank from the others on the street, whilst keeping within the scale of the elevation. The use of green derives from the already established Lloyds TSB colour scheme and standards.

6) Access

This building already provides a level access as the existing condition of the building and has automatic doors to aid less mobile customers. In no way will the proposed illuminated units hinder any progression into the building.

7) Conclusion

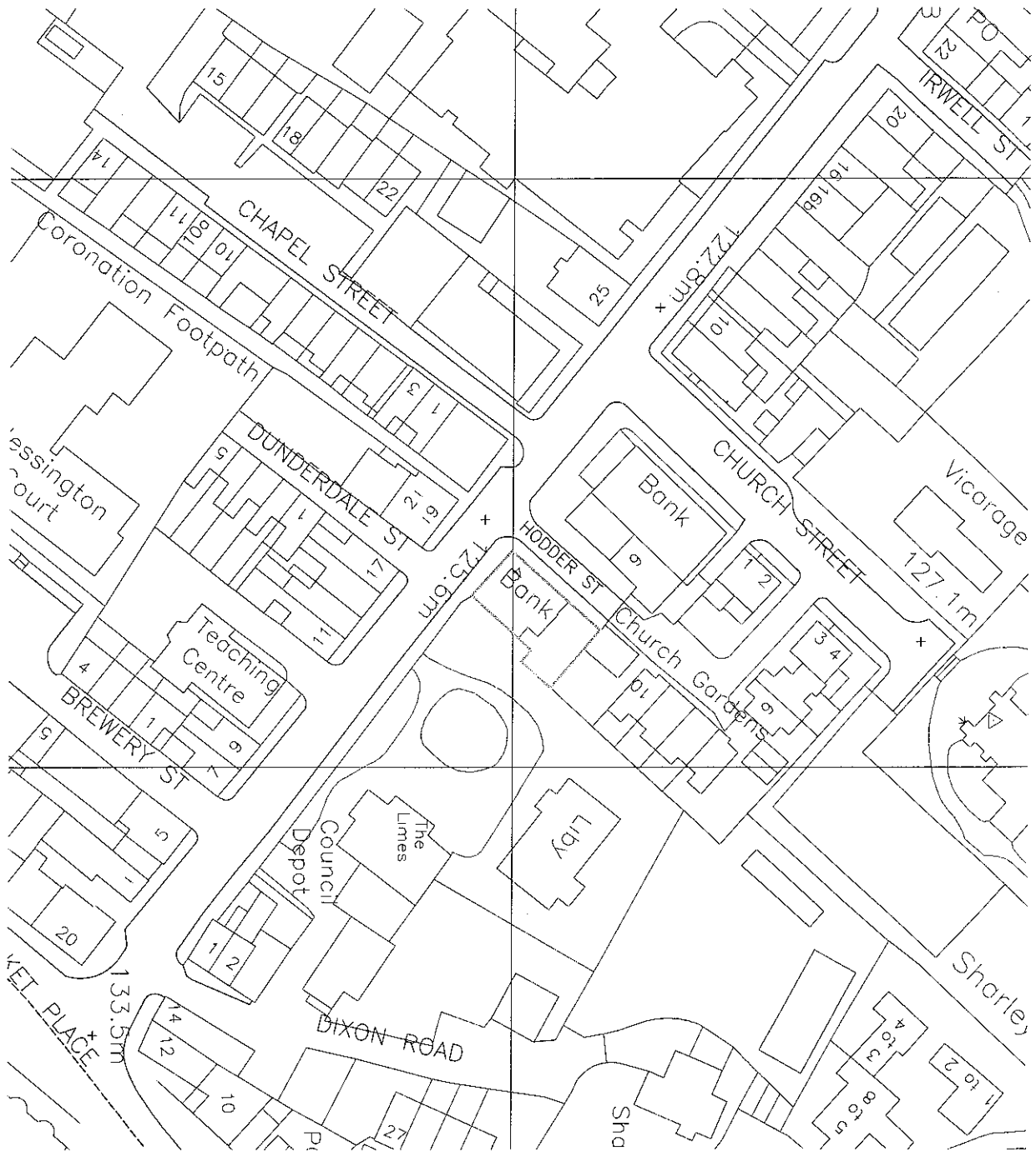
It is evident Longridge is a village of tradition and history that embraces change for the future success of the town, as seen with the new developments and improvements in the town.

The proposed installations do not contravene any planning policies and are deemed appropriate for the area, which is occupied by other commerce. The installation of the units will add to the surveillance of otherwise quiet evening streets, with the possible benefit of deterring anti – social behavior. There will be no works to the existing fascia signage.

The new units will increase the banks marketing presence without having a negative impact on the surrounding area.

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Location Plan
Scale: 1:500



Lloyds TSB Lloyds TSB Bank plc 100 Broad Street Birmingham B1 2HT		SW SW 100 SW 100	
Location Plan YARDLEY PRIME PROGRAMME 4 Storey Prime 4 Storey Prime 4 Storey Prime 4 Storey Prime		PLANNING 0544540 1	

NOTES:

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**INTERNAL WALLS AND FITTINGS REMOVED, IN
LINE WITH LTSB SECURITY GUIDELINES**

[illegible]



- Existing glazing and frames to be removed and replaced with new to increase natural light within branch New frames to be stained to match existing windows.
- New illuminated A1 merchandising unit

Side/Rear Elevations Generally
 Jet wash stone, deep clean signage and doors.
 Deep clean soham fire exit door to rear
 Remove all leaves and debri from rear car park.

Brick wall

Car park entrance

Proposed Elevations
Scale: 1:50

- New Vent Axia retro style window vent.

- Existing sash window to be replaced with new, type and colour to match existing.

Front Elevation Generally
Jet wash stone, deep clean signage and door.
Spray existing automatic door both sides and paint existing external soffits - Colour to match existing.
Remove horse graphic to front door and install new all in one opening hours and automatic door vinyls.
Replace existing corroded branch name plate.
Deep clean and re-lamp existing lighting.

- New illuminated ATM tablet to be fixed to wall above ATM.

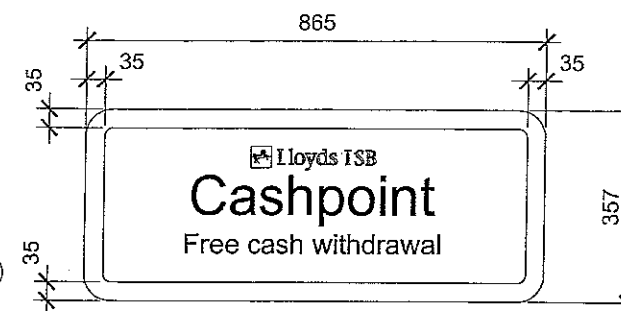
- Existing ATM machine

New Vent Axia retro style window - vents

Barcode manifestation applied to new windows.

Existing glazing and frames to be removed and replaced with new to increase natural light within branch. New frames to be stained to match existing windows

New illuminated A1 merchandising units



PROPOSED ATM TABLET (1:20)

Dimension from Pavement to U/S of ATM tablet may vary slightly to accommodate site specific dimensions.

GENERAL SPECIFICATION:

External Single sided, Illuminated ATM Tablet for ATMs
ATM tablet to fit above ATM comprising of

- 1 Back Panel - 3.0mm Aluminium Powder coated to LT5B Green, 60% gloss with graduated digi print & Reflective Laquer.
- 2 Face Panel - 10mm Clear Acrylic with 3.0m chamfered and polished edges to outside and around cut out. Rear applied digi printed decal, opaque LT5B blue (Light Blocking) ground with white translucent text and full colour logo, White LED backlighting to all texts. Face panel bonded to frame all round using 25mm wide 3M VHB tape
- 3 Halo Illumination provided by green LED light engine & diffuser concealed between panels.
- 4 Wall Fixing comprising of 6 No. 8x40 screws concealed behind removable face panel and edge sealed with contact adhesive/sealant
5. Power supply to be located in the back

COLOUR REFERENCES

Pantone Ref: 2747U (RAL 6029)

Pantone Ref: 354C (RAL 5002)

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PROPOSED SIDE ELEVATION

A	10-11-1	Position of vent axis window vents added	PM
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Lloyds TSB

Longridge - 50450882
4 Berry Lane
Longridge, Preston
Lancashire, PR3 3TZ



2.5 MW "Duke" Manchester Peak - AZ
Greenville, WY
E: +440 515255
C: +440 1519255

Leveling	Proposed Elevations
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YSD2011 PRIME PROGRAMME

Grade	Date	Owner	Checked	Accepted
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1.50	28.10.11	PW
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PLANNING

Drawing No.
D9543-401

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