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WISWELL PARISH COUNCIL

Chairman - Councillor J H Strong

DIRECTOR OF COMMERCIAL SERVICES	
27 APR 2012	
FAO	

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Mr J Machole
Head of Planning Services
Ribble Valley Borough Council
Council Offices
Church Walk
Clitheroe
Lancashire
BB7 2RA

24th April 2012

Dear Mr Machole

Planning Application No: 3/2012/0286

Proposal: Refurbishment of restaurant and changes to elevations

Location: McDonalds Restaurant, Ribble Valley Enterprise Park, Barrow, Clitheroe, Lancashire

The Councillors have no objections to the refurbishment and commented that the proposals are more in keeping with the surrounding area. As littering is an on-going problem, the Councillors have requested that the replacement rubbish bins located off site are regularly checked and emptied.

Planning Application No: 3/2012/0287

Proposal: Installation of freestanding totem sign

Location: McDonalds Restaurant, Ribble Valley Enterprise Park, Barrow, Clitheroe, Lancashire

The Councillors have strong objections to the installation of a freestanding 6.5m totem sign. They consider the illuminated totem sign to be unnecessary, obtrusive and far too tall for a countryside location, more in keeping with Blackpool than the Ribble Valley.

In addition, the Councillors are concerned that the totem sign would be distracting to motorists and that such a high sign in this location would be subject to winds and have the potential to cause accidents on the A59.

It is noted that a similar planning application was refused in 2006 as it was considered to be contrary to Policies G1, ENV3 and RI7 of the Ribble Valley Districtwide Local Plan. The sign was considered to be advertising, unrelated to highway requirements and positioned to attract the attention of drivers which would lead to the detriment of highway safety. It was also seen as an incongruous element in the locality and detrimental to visual amenity. Furthermore, approval would create a precedent for similar signs which would have a cumulative effect on the visual amenities of the locality. The Councillors believe that these reasons for refusal are still valid and should be applied to the current application.

Planning Application No: 3/2012/0288

Proposal: Installation of replacement and new signage

Location: McDonalds Restaurant, Ribble Valley Enterprise Park, Barrow, Clitheroe, Lancashire

The Councillors have no objections.

Planning Application No: 3/2012/0289

Proposal: Installation of various signage

Location: McDonalds Restaurant, Ribble Valley Enterprise Park, Barrow, Clitheroe, Lancashire

The Councillors have no objections.

Yours sincerely

Victoria Wilson

Mrs Victoria Wilson
Clerk to the Parish Council