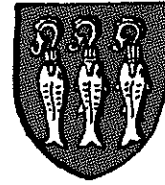


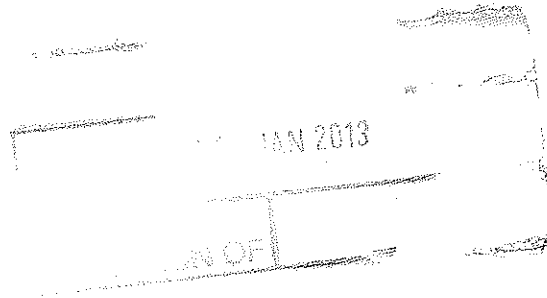
Whalley Parish Council

16 The Dales
Langho
Blackburn
Lancs.
BB6 8BW
18th January 2013



Tel: 01254 245815
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Email: whalleypccclerk@yahoo.co.uk

Planning Department
Ribble Valley Borough Council
Council Offices
Church Walk
Clitheroe
BB7 2RA



Dear Mr Macholc:

PLANNING APPLICATIONS

3/2012/1002 Proposal: Single storey extension
 Location: 18 King St Whalley BB7 9SL

No Observations

3/2012/1053 Proposal: Fell sycamore T352
 Location: Whalley Abbey The Sands Whalley

No Observations

3/2012/1064 Proposal: Application for a 'V' stack advertisement hoarding
 Location: Land at the corner of Mitton Road and Pendle Drive Whalley

Observation The parish council is dismayed to report that the advertisement hoarding has already been erected without this application being discussed by either the parish council or RVBC. This suggests a certain disregard to the planning process by the applicant.

3/2012/1069 Proposal: Application for the renewal of planning permission
 3/2009/0807P for demolition of an existing agricultural building and replacement with four holiday cottages
 Location: Abbey Farm Nethertown Close Whalley BB7 9SF
 No Observations

3/2012/1079

Proposal: 2no signs, internally illuminated

Location: Green Solicitors 79 King Street Whalley BB7 9SW

OBJECTION

The parish council regrets that the signs have been erected without planning permission.

It is considered that the existing sign will not make a positive contribution to the significance of the historic environment and does not reflect the character and appearance of the Conservation Area, contrary to Policy ENV16. The method of illumination is not considered to be appropriate, nor sympathetic to this traditional shop front and thus appears obtrusive in the street scene. The visual green prominence of the signs (especially at night) has a significant visual impact upon the appearance of the premises and the Conservation Area.

Policy S14 with respect to Conservation Areas states (i) "council will seek a high standard of design which should conserve or enhance features or architectural or historic interest"; (ii) "Traditional fascia design with indirect lighting will be considered appropriate". The application does not meet either of these criteria.

The parish council welcomes the initiative of the applicant in providing exemplars of illuminated signs on and around King St. Policy ENV16 of the Ribble Valley District Wide Local Plan states that 'the main elements of Council policy are retention and enhancement'. The policy itself states that 'within conservation areas development will be strictly controlled to ensure that it reflects the character of the area in terms of scale, size, design and materials'. The parish council urge officers to ensure that all existing illuminated signs in the Whalley Conservation Area follow this policy.

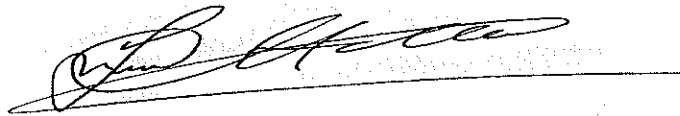
3/2013/0004

Proposal: Erection of 4 dwellings

Location: Abbey Farm Nethertown Close Whalley BB7 9SF

No Observations

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Fred Holland', written over a horizontal line.

Fred Holland

Clerk to Whalley Parish Council