



RIBBLE VALLEY
BOROUGH COUNCIL

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

10 DEC 2012

For office use only

Application No: 20130039P

Date received

Fee paid £

Receipt No:

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:		Surname:	
Company name:	Lloyds Pharmacy				
Street address:	Lloyds Pharmacy, 40 Berry Lane Longridge				
Town/City:	Preston				
County:					
Country:					
Postcode:	PR3 3JJ				
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:	Glen	Surname:	Lambert
Company name:	Astley Signs				
Street address:	Redforrest House Queens Court North Team Valley				
Town/City:	Gateshead				
County:	Tyne and Wear (Met County)				
Country:	United Kingdom				
Postcode:	NE11 0BP				
Telephone number:	Country Code	National Number	Extension Number		
Mobile number:		0191 4910097			
Fax number:					
Email address:	glen.lambert@astleysigns.com				

3. Site Address Details

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

House: 40 Suffix:
House name: Lloyds Pharmacy
Street address: Berry Lane
Longridge
Town/City: Preston
County:
Postcode: PR3 3JJ

Description:

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

Easting: 360431
Northing: 437421

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 neighbours or the 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):

Internally illuminated fascia and projecting sign

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

Fascia sign(s) 1 Projecting or hanging sign(s) 1 Hoarding(s) 0 Other 0

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

G8258

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: 08/12/2012 To: 08/12/2017

10. Interest in the Land

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

☒ Yes ☐ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

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

3.060 m

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

0.110 m

What are the dimensions of the proposed advertisement?

Height: 0.620 x Width: 3.350 x Depth: 0.110 metres

What materials will the sign be made of?

Aluminium box with acrylic letters

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

42.000 cm

The colour of text and background:

Dark green text and logo on a light green background, Edge illumination to letters and logo only.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 300.000 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

3.405 m

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

0.600 m

What are the dimensions of the proposed advertisement?

Height: 0.700 x Width: 0.600 x Depth: 0.119 metres

What materials will the sign be made of?

Aluminium box with acrylic letters

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

49.000 cm

The colour of text and background:

Dark green text and logo on a light green background, Edge illumination to letters and logo only.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 300.000 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. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.



Date 08/12/2012

320130039P

Heritage statement
Design and Access Statement

Lloyds Pharmacy, 40 Berry Lane, Preston.

Justification

The proposal is to install replacement signage as part of a national re-signing programme following the applicants corporate re-branding.

Property Character

The Building that Lloyds Pharmacy occupies is sited within the conservation area, therefore special consideration has been made when designing the signage changes as not to overwhelm the architectural heritage of the buildings or surrounding area.

Design

The colours were decided to fit in the client's corporate image nationally yet not detract from the special design of the building or area. A survey of the existing signage and surrounding area has been conducted and the signage for this property has been designed to compliment the historic architecture of the buildings and its settings.

Proposal

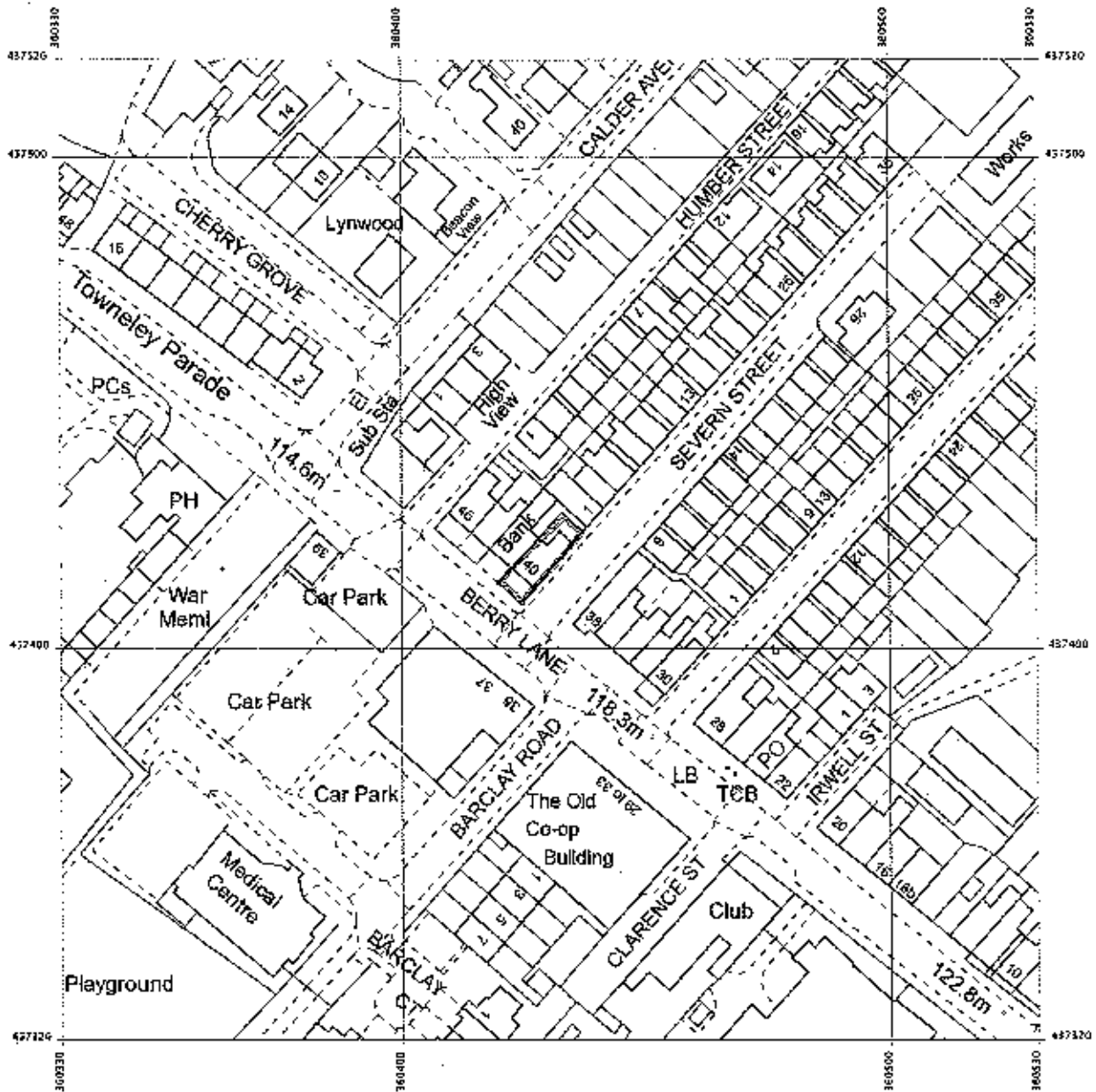
The externally illuminated fascia sign will be replaced with a new internally illuminated panel with stencil cut letters and logo. The panel will be finished light green with dark green faced text. The white illumination will be restricted to the edges of the lettering creating a concealed halo effect.

The externally illuminated projecting sign will be replaced with a new internally illuminated panel with stencil cut letters and logo. The sign will be finished light green with dark green faced text. White illumination will be restricted to the edges of the lettering creating a concealed halo effect.

Access

Access will remain unaffected.

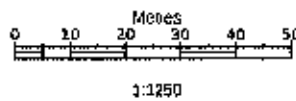
The result of the above is likely to ensure the economic development of the pharmacy and its contribution to the local community in particular, and to the public in general.



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The representation of a road, track or path is no evidence of a right of way. The representation of features as lines is no evidence of a property boundary.



40 BERRY LANE
PRESTON
PR3 3JJ

Supplied by: Latitude Mapping Ltd
Reference: OIS11056
Centre coordinates: 360420 437420

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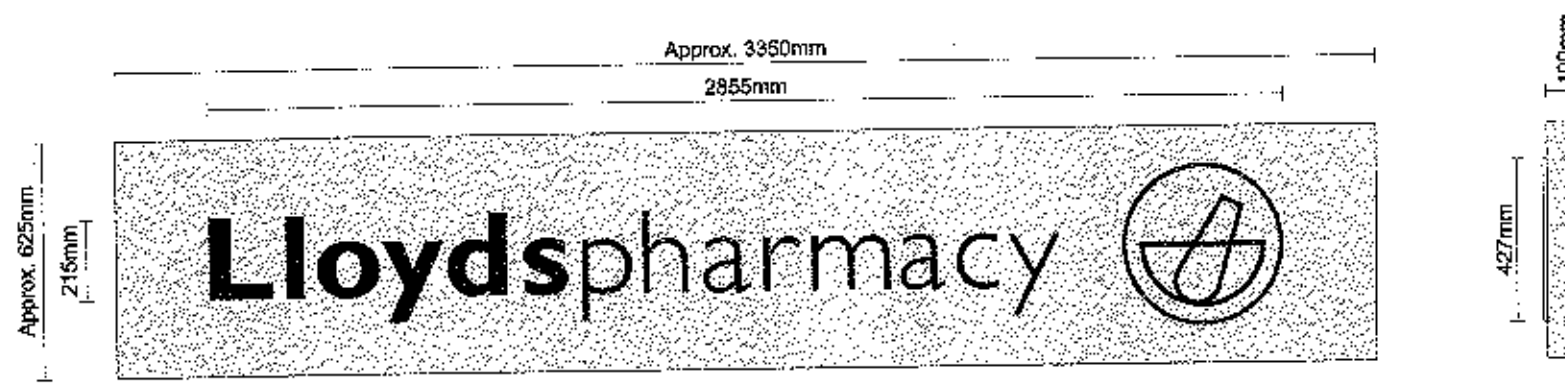


Existing view



Proposed front elevation - scale 1:50 @ A3

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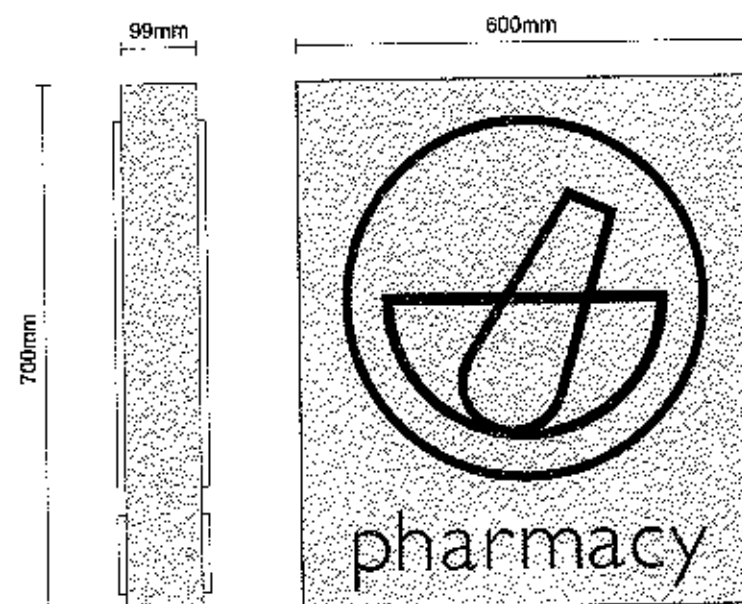


Item 1 scale 1:20 @ A3

1 No. fabricated aluminium box sign with a stencil cut face panel & powder coated mint matching PMS 324c. Apertures having pushed through 10mm thick clear acrylic letters & logo, with edges scraped (not polished), faced with dark green vinyl matching PMS 330c and backed off with 3mm opal acrylic. Returns of box being 100mm deep.

Internally illuminated by means fluorescent tubes (an electrical feed to be supplied to sign position by others).

Note: Sizes T.B.C.



Item 2 - scale 1:10 @ A3

Internally illuminated projections sign. 600 x 700mm.

Fret cut push through text & logo.

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