

Development Control
Ribble Valley Borough Council

Phone: 0300 123 6780
Email: developeras@lancashire.gov.uk

Your ref: 2019/0499

Our ref:

Date: 17/06/2019

Dear Sirs

Re: Planning Application 19/0499

Address: Kitchen Green Farm Preston Road Ribchester PR3 3XL

Description: One new double-sided sign (Resubmission of 3/2019/0177).

With respect to this application we would not wish to raise any objections to the principle of the signage. However, there is a concern regarding the lack of detail of the location of the sign.

A further plan shown the sign location would be required, this plan should show the position in relation to the site access and the kerb line. This is to ensure that the sign is not placed in the visibility splay for the previously agreed access to premises.

Based on the sizing of the small case letters (x height x=125mm), it would appear that the sign is being designed to be read at the national speed limit. As this is a sign to locate a business then it should be assumed that a person travelling to it would not be traveling at the national speed limit but a lower speed. Should the sign be considered to be too large then a consideration of the use of a smaller x height of x = 100mm could be given.

Should you wish to discuss the matter further, please do not hesitate to contact me by email or by telephone on 01772 531202.

Yours faithfully

Phil Durnell

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Simon Hardie
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