

From: clerk@longridge-tc.gov.uk
Sent: 25 May 2023 20:18
To: Planning
Subject: Fwd: Application 3/2023/0309 - Proposed installation of signs

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Good evening.

Longridge Town Council would like the following comment (see email below) to be added to the comments on the above planning application.

[REDACTED] has raised some very valid points on behalf for the Town Council which we would like to be considered.

Thank you.

Jess

Begin forwarded message:

[REDACTED]
Cc: clerk@longridge-tc.gov.uk
Subject: RE: Application 3/2023/0309 - Proposed installation of signs

Dear Planning Committee,

RE: Application 3/2023/0309 - Proposed installation of externally illuminated fascia sign and externally illuminated hanging sign.

https://webportal.ribbonvalley.gov.uk/site/scripts/planx_details.php?appNumber=3%2F2023%2F0309

Whilst I recognise that the application seems to comply with planning regulations I would like to impart some suggestions so that the signage accounts for recommendations set out in the 'Ribble Valley Borough Council - Longridge Conservation Area Management Guidance' document:

<https://www.ribbonvalley.gov.uk/downloads/file/70/longridge-conservation-area-management-guidance>

The document states:

A The Sign

(i) The sign is in keeping with the character of the shopfront and the area.

(ii) The sign is not positioned above the fascia level.

(iii) Existing first-floor pilasters and architectural details such as string courses and pilasters are not obscured.

(iv) Projecting signs on brackets are not set away from the fascia board.

(v) Projecting signs should be sited high enough to avoid danger to pedestrians.

(vi) Signage should not be over-intensive.

(vii) Materials used should reflect the character in the conservation area.

The sign that has been proposed and subsequently erected despite not having been granted permission from planning does not meet the criteria set out in the document for the following reasons:

- The sign is not in keeping with the character of the area because of the general design that is used at Subways in cosmopolitan areas and does not account for the tradition, heritage, and charm of the high street set in a conservation area.
- The sign is over-intensive because of the font size relative to the sign's area, the bold/bright colours used, and the gaudy white background.
- The aluminum sign tray with S/A Vinyl letters does not reflect the character of the conservation area because they are modern and no consideration has gone into even trying to replicate traditional craftsmanship or portray the characteristics or heritage of the conservation area.

The old Swifts building is listed as a 'building of townscape merit' and because of this any sign that is fixed to the building should seek to enhance the appearance of the facade and wider townscape. In my opinion, the current sign does not.

From the research that I have done, I know that the Subway corporation has the means to make special allowances when it comes to amending their ordinary signage to fit in with the characteristics of the location where the advertisement is being displayed. Please see the photos attached.

I would like to propose that the planning committee recommends to the Town Council makes recommendations to the applicant that the sign should be changed to reflect the standards set in the 'Longridge Conservation Area Management Guidance' and to that of the character of our town.

Kind regards







