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From: Contact Centre (CRM) <contact@ribblevalley.gov.uk>
Sent: 24 May 2024 13:39
To: Planning
Subject: Planning Application Comments - 3/2024/0274 FS-Case-617271339

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Planning Application Reference No.: 3/2024/0274

Address of Development: Langho Football and Social Club, Dewhurst Road, Langho, Blackburn BB68AF

Comments: I object to this planning application for the following reasons.

Public Amenity

The number and size of the advertising hoardings are not within the amenity of the area.

Ref: Department for Communities and Local Government, Outdoor advertisements and signs: a guide for advertisers

Circular 03/2007 and PPG 19. Each planning authority must interpret what is meant by these expressions as they apply in particular cases. In practice, 'amenity' is usually understood to mean the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement. So in assessing amenity, the planning authority will always consider the local characteristics of the neighbourhood.

The illegal advertising signs that are already in place, some of which are described in this planning application, are visually dominating in what is a green space used for recreational activities and are not be within the amenity of the local area.

Annoyance

Ref: Lease- Ribble Valley Borough Council and Langho Sports and Social Club

Clause 14. Not to permit to be done upon the demised land anything which may be a nuisance or annoyance to or in anyway interfere with the quiet and comforts of the occupants of the adjacent buildings and neighbourhood.

The size and number of signs are a visual annoyance as they are positioned in a green open space and in an area identified for the use as a playing field / recreational / sports facility.

Use of the Land

Ref: Lease- Ribble Valley Borough Council and Langho Sports and Social Club

Clause 10. Not to use the demised land or any part of it except for the playing of sport or other activities of a general recreational nature.

It is apparent that the placement of advertising hoardings on the land designated for recreational use is in breach of the terms of the lease.

The planning application has been submitted by an agent acting on behalf of Langho Football Club, Scott Dawson Advertising. Their company website states they are a Full Service Advertising & Marketing Agency.

Are Scott Dawson Advertising acting as advisors for the planning application or is this a commercial relationship in partnership with Langho Football Club to sell and manage commercial advertising space on the demised land.

If this is the case the land ceases to be used for recreational purposes and it becomes a 'commercial asset' to be exploited by Langho Football club, it's 'partners' and other third party organisations.

Incomplete Application

The planning application omits a large sign that has been erected on the access road (Dewhurst Road) to the Football Club car park. This sign contains both an advertisement and a traffic sign.

The Road Traffic Regulation Act 1984 states that a "traffic sign" means any object or device (whether fixed or portable) for conveying, to traffic on roads or any specified class of traffic, warnings, information, requirements, restrictions or prohibitions of any description. In addition, it also states that a traffic sign must be placed by a person authorised to do so.

Has this large sign received planning consent from Ribble Valley Council and has it been installed by a person authorised to do so?