


Report to be read in conjunction with the Decision Notice.

Signed:	Officer:	KH	Date:	27/06/25	Manager:	LH	Date:	27/6/25
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Application Ref:	2025/0225			 Ribble Valley Borough Council www.ribblevalley.gov.uk				
Date Inspected:	19/05/25	Site Notice Expired:	09/06/25					
Officer:	Kathryn Hughes							
DELEGATED ITEM FILE REPORT:					APPROVAL			

Development Description:	Advertisement Consent for erection of 8 non-illuminated signs of differing sizes, positioned in five locations around the site, including 4 on roundabout.
Site Address/Location:	BAE Systems Samblebury Aerodrome Balderstone BB2 7LF

CONSULTATIONS:	Parish/Town Council
No response.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	
N/A	

CONSULTATIONS:	Additional Representations.
South Ribble Borough Council: No objection.	

RELEVANT POLICIES AND SITE PLANNING HISTORY:
Ribble Valley Core Strategy: Policy DMG1 – General Considerations National Planning Policy Framework (NPPF)
Relevant Planning History: Various applications across the site.

ASSESSMENT OF PROPOSED DEVELOPMENT:
Site Description and Surrounding Area: The application relates to BAE which is located off the A59 within an extensive commercial complex. The signage hereby proposed relates to the use of the site.
Proposed Development for which consent is sought: The application seeks Advertisement Consent for the erection of eight non illuminated signs positioned around the site.

The signs proposed are as follows:

- A one 5m x 4m pvc banner sign displayed on the side of a building
- C one 5m x 4m pvc banner sign displayed on the side of a building
- D one 11m x 15m vinyl and covers a recessed wall of a building
- G one 16m x 7.5m vinyl and covers a recessed wall of a building
- H four 4m x 0.61m triangular signs to be placed on a roundabout

All of the signage proposed replacing existing signage of a similar size and position already erected on the site and approved under 3/2022/0408.

Design and Visual Impact and Highway Safety:

Policy DMG1 is also engaged in concert with Key Statement EN5 and Policy DME4 insofar that the policy sets out general Development Management considerations, with the policy having a number of inherent criterion that are relevant to the assessment of the current proposal, which state:

In determining planning applications, all development must:

DESIGN

1. *Be of a high standard of building design which considers the 8 building in context principles (from the CABI/English Heritage building in context toolkit).*
2. *Be sympathetic to existing and proposed land uses in terms of its size, intensity and nature as well as scale, massing, style, features and building materials.*
3. *Consider the density, layout and relationship between buildings, which is of major importance. particular emphasis will be placed on visual appearance and the relationship to surroundings, including impact on landscape character, as well as the effects of development on existing amenities.*

AMENITY

1. *Not adversely affect the amenities of the surrounding area.*

ENVIRONMENT

3. *All development must protect and enhance heritage assets and their settings.*

The proposed external advertisements are limited to that of 4 free standing signs on the roundabout and larger signage sited on existing buildings are ancillary to the use of the site with corporate messages to encourage safe working practices.

The proposed free-standing signage on the roundabout would be low level and similar to other signage located on roundabout in the area. The building signage would be erected on the gable and non-illuminated. This is considered to be acceptable in terms of the amenities of the area and are commensurate with its commercial use.

There would be no impact on public amenity or highway safety.

In this respect it is not considered that the proposed signage will result in any adverse impacts on the wider site within which they are contained.

As such, taking account of the above matters, it is not considered that the proposed development raises any significant direct conflict with Policy DMG1 of the Ribble Valley Core Strategy.

Observations/Consideration of Matters Raised/Conclusion:

As such, for the above reasons and having regard to all material considerations and matters raised that the application for Advertisement Consent is recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted subject to the imposition of conditions.