


Report to be read in conjunction with the Decision Notice.

Signed:	Officer:	SK	Date:	6.8.25	Manager:	LH	Date:	6/8/25
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Application Ref:	2025/0529			 Ribble Valley Borough Council www.ribblevalley.gov.uk				
Date Inspected:	16.7.25	Site Notice:	16.7.25					
Officer:	Stephen Kilmartin							
DELEGATED ITEM FILE REPORT:					APPROVAL			

Development Description:	Advertisement Consent for one non-illuminated hanging sign and two tray signs.
Site Address/Location:	Wade House 2 Church Brow Clitheroe BB7 2AA

CONSULTATIONS:	Parish/Town Council
No representations received in respect of the proposal.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
N/A	
N/A	
CONSULTATIONS:	Additional Representations.
No representations received in respect of the proposal.	

RELEVANT POLICIES AND SITE PLANNING HISTORY:

Ribble Valley Core Strategy:

Key Statement DS1: Development Strategy
Key Statement DS2: Sustainable Development
Key Statement EN5: Heritage Assets

Policy DMG1: General Considerations
Policy DMG2: Strategic Considerations
Policy DME4: Protecting Heritage Assets

Planning (Listed Buildings and Conservation Areas) Act
National Planning Policy Framework (NPPF)
Clitheroe Conservation Area Appraisal

Relevant Planning History:

2025/0521:

Listed Building Consent for replacement of one non-illuminated hanging sign and two tray signs. (Undetermined partner application)

ASSESSMENT OF PROPOSED DEVELOPMENT:

Site Description and Surrounding Area:

The application relates to Wade House, 2 Church Brow, Clitheroe. The building is a two-storey commercial premises located within the Designated Clitheroe Conservation Area, with the building also being a Grade II Designated Heritage Asset. The immediate surrounding area is predominantly residential in character with a small number of other commercial premises being found to the south.

Proposed Development for which consent is sought:

The application seeks advertisement consent for the installation of one non-illuminated hanging sign and two 'tray signs' to be located on either side of the existing main front door to the building.

The proposed hanging sign will be located on an existing hanging bracket, replacing existing hanging signage with a sign of an identical size to the current configuration (450mm x 750mm). The proposed two 'tray signs' will also replace existing signage on a like for like basis (190mm x 330mm) with only the associated branding being different.

Impact upon Listed Building(s) and Setting:

The application relates to Wade House, 2 Church Brow, Clithere, with the property being a Grade II Listed Designated Heritage Asset (List Entry Number: 1072373). With the respective listing reading as follows:

This list entry was subject to a Minor Amendment on 30/09/2015

SD 7442 2/248

CHURCH BROW (East Side) No 2

(Formerly listed as Premises occupied by the Ribble Valley Borough Council Environmental Health Department, CHURCH BROW)

GV II Mid-late C19. 2 storeys in coursed stone with rusticated quoins and stone brackets and band at eaves. 3 windows in stone surrounds with chamfered reveals on tabs. Ground floor has 2 similar windows of 2 lights but with cornice and on 3 wide tabs. Feature is doorway, which is arched and with drip mould and carved ornament and monogram. Marginal glazing bars to arched fanlight. Pink granite columns to spandrels have carved capitals. 3 steps. Included as part of a group.

No 2 and Nos 4 to 8 (even) form a group with Nos 22 and 24 Church Street.

Listing NGR: SD7445842052

The application building is also directly adjacent to and located within the setting of a number of nearby Grade II listed buildings with a Grade II* Listed Building (Parish Church of St. Mary Magdalene) being located on the opposing side of Church Brow to the west. The respective listings for the adjacent and nearby designated heritage assets are as follows:

CLITHEROE, CHURCH STREET (West side), PARISH CHURCH OF ST MARY MAGDALENE:

19.05.1950 II Parish church with C15 tower and east end; the remainder 1828-29 by T. Rickman, with tower heightened and spire added 1844, clerestory added in 1898 by F. Robinson.*

MATERIALS: Coursed rubble gritstone with freestone dressings and hammer-dressed buttresses, slate roof with clay ridge tiles.

PLAN: Aisled nave with west tower, south-west vestry, short lower chancel with south chapel and two-storey north vestry.

EXTERIOR: The Perpendicular four-stage west tower has angle buttresses in the lower two stages, and square south-east stair turret. The west doorway has two orders of continuous hollow chamfer, and C19

ribbed doors. Above is a three-light window. The second stage has narrow square-headed windows and in the third stage, which was formerly the bell stage, are two-light windows. The mid C19 upper stage has deep chamfers to accommodate the octagonal angle turrets, which are carried above the embattled parapet. Round clock faces in square frames are in the main directions. The stone spire has flying buttresses and lucarnes. The six-bay nave has two-light square-headed clerestory windows and an embattled parapet, with octagonal angle turrets over the east end. Aisles have plain parapets, buttresses with gable caps, two-light Decorated west windows and tall two-light transomed north and south windows with Decorated tracery. On the south side the 5th bay has a doorway in a projecting gabled surround, with continuous moulding and ribbed door. In the corresponding bay on the north side is a doorway to a link to a late C20 vestry. The chancel east wall is C15, with diagonal south-east buttress, but the angle north buttress and five-light Perpendicular east window are mainly C19 fabric, as is the cusped window in the embattled gable. The south chapel has a blocked doorway and square-headed two-light east window. The two-storey north vestry has a similar blocked north doorway and two-light east window, below a triangular window with curved sides in the east wall.

INTERIOR: The interior is impressively lofty and designed to accommodate galleries in the aisles of the Georgian rebuilding, but the tall tower arch, with two orders of continuous chamfer, indicates that the previous church also had a tall nave. The nave arcades have tall octagonal piers and two-centred arches with linked hoods. The chancel arch is similar but on corbels. The nave roof of 1898 combines hammerbeams and arched braces, with arcading above. Aisles have tie-beam roofs on corbelled brackets, with arcading above the beams and boarded undersides. The chancel has a boarded keeled wagon roof and, in the south wall, a C14-C15 ogee-headed cusped piscina. Walls are plastered except for exposed masonry in the nave. The chancel has stone-paved floor of c1980.

PRINCIPAL FIXTURES: North and south galleries are carried on cast-iron posts and segmental timber arches. The gallery front has blind arcading. Gallery stairs are in the aisles and have Gothic balustrades. Gallery benches have shaped ends with sunk quatrefoils and are probably of 1898. Nave and aisles have similar benches also said to be of 1898 (Rickman's plan of the church suggest that originally there were box pews). The plain octagonal font is said to be C17 but is on a C20 base. Most of the other fixtures are later. The polygonal pulpit was brought here in 1979 from Darwen St John. Priests' stalls have ends incorporating poppy heads and linenfold panelling. C20 Choir stalls by John Higson have moulded ends and fielded-panel backs incorporating some linenfold panels. The communion rail is on wrought-iron uprights with scrolled brackets. There are several monuments reinstated from the old church. In the south chapel are damaged mid C15 effigies, said to be Sir Richard Radcliffe (d 1441) and his wife Catherine. Small brass inscription panels include memorials to John Webster (d 1682), astrologer, metallurgist and headmaster of the local grammar school, and John Harrison (d 1718) by F. Ainsworth. The latter was taken from a tomb chest, which is now used as an altar in the south aisle. In the chancel north wall is a hatchment and wall tablets to the Aspinall family, namely John Aspinall (d 1784) John Aspinall (d 1851) by the Westminster Marble Co, and John Aspinall (d 1865) by Poole & Sons of Westminster. On the south chancel wall is a Gothic wall tablet to Thomas Wilson (d 1813) by Richard Westmacott. The north aisle has a memorial with portrait bust to James Thomson (d 1851) by F. Webster of Kendal (the bust is possibly by Thomas Duckett of Preston), and Thomas Southwell (d 1796). In the north aisle is an alabaster 1914-18 war memorial with roll call in raised letters on cast metal panels. The east window of c1828 has heraldic glass, possibly by James Hall Miller. There are fragments of medieval glass in tracery lights.

HISTORY: An earlier church was granted to the Priory of St John, Pontefract, in 1122. The principal surviving element is the west tower. The east end of the chancel, including a piscina, is also C14-C15. The remainder was rebuilt by Thomas Rickman (1776-1841). Rickman entered the architectural profession in Liverpool, and made his name in 1817 when he published the influential 'An Attempt to discriminate the Styles of Architecture in England'. His many churches are characterised by a combination of credible Gothic design and Georgian planning. He was in partnership with Henry Hutchinson (1800-31), with whom he designed his best-known secular work, the New Court with its Bridge of Sighs, at St John's College, Cambridge (1826-31). Clitheroe is typical of Rickman's work, and the style of the 1820s, in having a nave with aisles, but also galleries and short chancel: this considerably enlarged the capacity of the church, in keeping with the town's expansion. An octagonal stage was added to the tower, with a spire, in 1844. The

architect is not known but 'Mr Sutcliffe' is mentioned as a sculptor. The church was restored in 1898 when the nave clerestory was added by Frederick Robinson (1833-92), architect of Derby, and new seating was installed. The south-aisle roof and gallery were partially reconstructed after a fire in 1979.

SOURCES: Hartwell, C. and Pevsner, N., The Buildings of England, Lancashire North (2009), 240. Hudson, J., The Parish Church of St Mary Magdalene, Clitheroe (2006). Lambeth Palace Library, Incorporated Church Building Society Archives.

REASONS FOR DESIGNATION: The church of St Mary Magdalene, Church Street, Clitheroe, is designated at Grade II for the following principal reasons: * For the significant surviving medieval fabric of the tower and the chancel. * The church is a good example of the work of Thomas Rickman, an important pioneer of Gothic-revival architecture in the early C19, and is one of a minority of churches of the period that has retained its galleries. * The interior has monuments of special interest, including C15 effigies, C17 brass and early-C19 Gothic tablet by Richard Westmacott, a prominent monument designer. * The church is prominently sited near the centre of the town and makes an important contribution to the historical townscape.*

CHURCH STREET (East Side) No 24:

GV II Late C18 or early C19. 2 storeys in roughly dressed limestone with Welsh slate roof. 3 windows, stone surrounds, no glazing bars. 2 windows to ground floor and centre door with a moulded cornice and architrave, rectangular fanlight. Nos 22 and 24 form a group with Nos 2 to 8 (even) Church Brow.

Listing NGR: SD7445542040

CHURCH BROW (East Side) Nos 4 to 8 (even):

GV II Mid C19. 2 storeys in stone with 2 gables with carved bargeboards, 1 window each in gable. 2 windows each to 1st floor and 2 to centre. Ground floor has 3 windows of 2 lights, all in stone surrounds. 3 doors of 6 panels beneath fanlights and rectangular dripmoulds with human mask terminals and carved foliated spandrels. Included as part of a group.

Premises occupied by No 2 and Nos 4 to 8 (even) form a group with Nos 22 and 24 Church Street.

Listing NGR: SD7446642069

As such, in assessing the proposal, regard must be given to the statutory duties imposed on the authority in respect of the preservation and enhancement of such assets. In this respect, at a local level, Key Statement EN5 and Policy DME4 are primarily, but not solely, engaged for the purposes of assessing likely impacts upon designated heritage assets resultant from the proposed development.

Key Statement EN5:

In this respect Key Statement EN5 states that:

There will be a presumption in favour of the conservation and enhancement of the significance of heritage assets and their settings. The Historic Environment and its Heritage Assets and their settings will be conserved and enhanced in a manner appropriate to their significance for their heritage value; their important contribution to local character, distinctiveness and sense of place; and to wider social, cultural and environmental benefits.

This will be achieved through:

- *Recognising that the best way of ensuring the long term protection of heritage assets is to ensure a viable use that optimises opportunities for sustaining and enhancing its significance.*
- *Keeping Conservation Area Appraisals under review to ensure that any development proposals respect and safeguard the character, appearance and significance of the area.*
- *Considering any development proposals which may impact on a heritage asset or their setting through seeking benefits that conserve and enhance their significance and avoids any substantial harm to the heritage asset.*
- *Requiring all development proposals to make a positive contribution to local distinctiveness/sense of place.*
- *The consideration of Article 4 Directions to restrict permitted development rights where the exercise of such rights would harm the historic environment.*

Policy DME4:

With Policy DME4 stating, in respect of development within conservation areas or those affecting the listed buildings or their setting, that development will be assessed on the following basis:

1: CONSERVATION AREAS

Proposals within, or affecting views into and out of, or affecting the setting of a conservation area will be required to conserve and where appropriate enhance its character and appearance and those elements which contribute towards its significance. This should include considerations as to whether it conserves and enhances the special architectural and historic character of the area as set out in the relevant conservation area appraisal. development which makes a positive contribution and conserves and enhances the character, appearance and significance of the area in terms of its location, scale, size, design and materials and existing buildings, structures, trees and open spaces will be supported.

In the conservation areas there will be a presumption in favour of the conservation and enhancement of elements that make a positive contribution to the character or appearance of the conservation area.

2: LISTED BUILDINGS AND OTHER BUILDINGS OF SIGNIFICANT HERITAGE INTEREST

Alterations or extensions to listed buildings or buildings of local heritage interest, or development proposals on sites within their setting which cause harm to the significance of the heritage asset will not be supported. Any proposals involving the demolition or loss of important historic fabric from listed buildings will be refused unless it can be demonstrated that exceptional circumstances exist.

Policy DMG1:

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 CABE/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.*

Planning (Listed Building and Conservation Areas) Act 1990:

Given the proposal relates to a Grade II Designated Heritage Asset, special regard must also be given to the statutory duties imposed on the authority, pursuant to national legislation, particularly in respect of the preservation and enhancement of such assets.

The principle statutory duty under the Planning (Listed Building and Conservation Areas) Act 1990 (as amended by s.58B (1) of Levelling-up and Regeneration Act 2023) is to preserve or enhance the special character of heritage assets, including their setting. As such, in determining applications that affect designated heritage assets, the authority must consider the duties contained within the principle Act which states the following;

Listed Buildings – Section 66(1) (as amended by s.58B of Levelling-up and Regeneration Act 2023):

In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving or enhancing the building or its setting. Under s.58B (2) this includes preserving or enhancing any feature, quality or characteristic of the asset or setting that contributes to the significance of the asset.

Listed buildings - Section 16 (2) (as amended by s.58B of Levelling-up and Regeneration Act 2023):

In considering whether to grant listed building consent for any works to a listed building the local planning authority shall have special regard to the desirability of preserving or enhancing the building. Under s.58B (2) this includes preserving or enhancing any feature, quality or characteristic of the asset or setting that contributes to the significance of the asset.

National Planning Policy Framework (December 2024):

The National planning Policy Framework (NPPF) sets out further duties in respect of determining proposals that affect heritage assets stating that *'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation'.*

The Framework sets out further duties in respect of considering potential impacts upon designated heritage assets with Paragraphs 212 – 220 reading as follows:

Considering Potential Impacts:

212:

When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

213:

Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

214:

Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) the nature of the heritage asset prevents all reasonable uses of the site; and*
- b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and*
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.*

215:

Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

216:

The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

217:

Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

218:

Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

219:

Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

220:

Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 207 or less than substantial harm under paragraph 208, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

Assessment of Impacts:

The application seeks advertisement consent for the installation of one non-illuminated hanging sign and two 'tray signs' to be located on either side of the existing main front door to the building.

The proposed hanging sign will be located on an existing hanging bracket, replacing existing hanging signage with a sign of an identical size to the current configuration (450mm x 750mm). The proposed two 'tray signs' will also replace existing signage on a like for like basis (190mm x 330mm) with only the associated branding being different.

The proposed signage will be well proportioned in relation to the existing elevational proportioning of the main elevation of the building, with the signage replacing existing signage on a like for like basis in terms of scale, with only the commercial branding being different. As such it is not considered that the proposed signage will be read as being unsympathetic or anomalous, nor will it result in undermining the inherent character of the Grade II Designated Heritage Asset to which the application relates.

As such, taking account of the above matters, it is not considered that the proposed development raises any significant direct conflict(s) with Key Statement EN5 or Policies DMG1 and DME4 of the Ribble Valley Core Strategy, nor any significant measurable conflicts with the aims, objectives and requirements of Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 nor Paragraphs 212 – 220 of the National Planning Policy Framework. Particularly In respect of measurable adverse impacts upon or development that would result in measurable harm to Grade II Designated Heritage Assets nor their setting.

Impact upon Character/appearance of Conservations Area:

The application relates to an existing commercial premises located within the designated Clitheroe Conservation Area. As such, in assessing the proposal, regard must be given to the statutory duties imposed on the authority in respect of the preservation and enhancement of such assets. In this respect, at a local level, Key Statement EN5 and Policy DME4 are primarily, but not solely, engaged for the purposes of assessing likely impacts upon designated heritage assets resultant from the proposed development.

Key Statement EN5:

In this respect Key Statement EN5 states that:

There will be a presumption in favour of the conservation and enhancement of the significance of heritage assets and their settings. The Historic Environment and its Heritage Assets and their settings will be conserved and enhanced in a manner appropriate to their significance for their heritage value; their important contribution to local character, distinctiveness and sense of place; and to wider social, cultural and environmental benefits.

This will be achieved through:

- *Recognising that the best way of ensuring the long term protection of heritage assets is to ensure a viable use that optimises opportunities for sustaining and enhancing its significance.*
- *Keeping Conservation Area Appraisals under review to ensure that any development proposals respect and safeguard the character, appearance and significance of the area.*
- *Considering any development proposals which may impact on a heritage asset or their setting through seeking benefits that conserve and enhance their significance and avoids any substantial harm to the heritage asset.*
- *Requiring all development proposals to make a positive contribution to local distinctiveness/sense of place.*
- *The consideration of Article 4 Directions to restrict permitted development rights where the exercise of such rights would harm the historic environment.*

Policy DME4:

With Policy DME4 stating, in respect of development within conservation areas or those affecting the listed buildings or their setting, that development will be assessed on the following basis:

1: CONSERVATION AREAS

Proposals within, or affecting views into and out of, or affecting the setting of a conservation area will be required to conserve and where appropriate enhance its character and appearance and those elements which contribute towards its significance. This should include considerations as to whether it conserves and enhances the special architectural and historic character of the area as set out in the relevant conservation area appraisal. development which makes a positive contribution and conserves and enhances the character, appearance and significance of the area in terms of its location, scale, size, design and materials and existing buildings, structures, trees and open spaces will be supported.

In the conservation areas there will be a presumption in favour of the conservation and enhancement of elements that make a positive contribution to the character or appearance of the conservation area.

2: LISTED BUILDINGS AND OTHER BUILDINGS OF SIGNIFICANT HERITAGE INTEREST

Alterations or extensions to listed buildings or buildings of local heritage interest, or development proposals on sites within their setting which cause harm to the significance of the heritage asset will not be supported. Any proposals involving the demolition or loss of important historic fabric from listed buildings will be refused unless it can be demonstrated that exceptional circumstances exist.

Policy DMG1:

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

4. *Be of a high standard of building design which considers the 8 building in context principles (from the CABE/English Heritage building in context toolkit).*
5. *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.*
6. *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

- 2. Not adversely affect the amenities of the surrounding area.*

ENVIRONMENT

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

Planning (Listed Building and Conservation Areas) Act 1990:

Given the proposal relates to development within a Conservation Area, special regard must also be given to the statutory duties imposed on the authority, pursuant to national legislation, particularly in respect of the preservation and enhancement of such assets.

The principle statutory duty under the Planning (Listed Building and Conservation Areas) Act 1990 is to preserve or enhance the special character or appearance of that area, including their setting (s.72).

National Planning Policy Framework (December 2024):

The National planning Policy Framework (NPPF) sets out further duties in respect of determining proposals that affect heritage assets stating that *'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation'.*

The Framework sets out further duties in respect of considering potential impacts upon designated heritage assets with Paragraphs 212 – 220 reading as follows:

Considering Potential Impacts:

212:

When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

213:

Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- c) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*
- d) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

214:

Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- e) the nature of the heritage asset prevents all reasonable uses of the site; and*
- f) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- g) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and*
- h) the harm or loss is outweighed by the benefit of bringing the site back into use.*

215:

Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

216:

The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

217:

Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

218:

Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

219:

Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

220:

Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 207 or less than substantial harm under paragraph 208, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

Assessment of Impacts:

The application seeks advertisement consent for the installation of one non-illuminated hanging sign and two 'tray signs' to be located on either side of the existing main front door to the building.

The proposed hanging sign will be located on an existing hanging bracket, replacing existing hanging signage with a sign of an identical size to the current configuration (450mm x 750mm). The proposed

two 'tray signs' will also replace existing signage on a like for like basis (190mm x 330mm) with only the associated branding being different.

As such, taking into account that the proposed signage is of a similar scale to that of the previous configuration, also being of a scale that is commensurate with other such signage in the area, it is not considered that the signage will result in any adverse measurable visual impacts upon the character or visual amenities of the Designated Clitheroe Conservation Area.

As such, taking account of the above matters, it is not considered that the proposed development raises any significant direct conflict(s) with Key Statement EN5 or Policies DMG1 and DME4 of the Ribble Valley Core Strategy, nor any significant measurable conflicts with the aims, objectives and requirements of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Impact Upon Residential Amenity:

The application relates to a commercial premises within the designated Clitheroe Conservation Area. Whilst the premises is located directly adjacent existing residential receptors, taking into account of the nature of the proposed signage insofar that it will not be internally illuminated, it is not considered that there will be any measurable detrimental impacts upon residential amenities resultant from the proposal.

As such, and taking account of the above matters, the proposal does not raise any significant direct conflicts with Policy DMG1 which seeks to ensure of adequate standards of residential amenity and protect against development(s) that would result in measurable detrimental impact(s) upon nearby existing residential amenities.

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 is recommended for approval.

RECOMMENDATION:

That advertisement consent be granted subject to the imposition of conditions.