

RIBBLE VALLEY BOROUGH COUNCIL

Development Department

Council Offices, Church Walk, Clitheroe, Lancashire, BB7 2RA

Telephone: 01200 425111 [www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk) [planning@ribblevalley.gov.uk](mailto:planning@ribblevalley.gov.uk)

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Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) Regulations

## **REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS**

**APPLICATION NO:** 3/2025/0993  
**DECISION DATE:** 17 February 2026  
**DATE RECEIVED:** 23/12/2025

**APPLICANT:**

Mr Alexander Bourne  
Oakmere Homes  
Helm Bank  
Natland  
Kendal  
LA9 7PS

**AGENT:**

Mrs Kelly Hill  
Oakmere Homes  
Helm Bank  
Helm Lane  
Natland  
Kendal  
LA9 7PS

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**PARTICULARS OF ADVERTISEMENT(S):**

Advertisement Consent for the erection of two marketing sale boards on either side of the site access measuring 3.1m high and 1.35m wide and 0.12m deep.

**AT:** Land South of Accrington Road Whalley

Ribble Valley Borough Council hereby give notice in pursuance of the above-mentioned Regulations that **consent has been refused** for the display of the advertisements referred to above for the following reason(s):

- 1 The proposed signage, by virtue of its siting, high level of visibility from the public realm, and scale results in a discordant, unsympathetic and incongruous form of development which results in significant detriment to the character and visual amenities of the area, undermining the inherent character of the streetscene and proving injurious to the character and visual amenities of the adjacent Whalley Conservation Area. As such the proposal is considered to be in direct significant conflict with Key Statement EN5 and Policies DMG1 and DME4 of the Ribble Valley Core Strategy.

**Note(s)**

1. For rights of appeal in respect of any reason(s) attached to the decision see the attached notes.
2. The Local Planning Authority operates a pre-planning application advice service which applicants are encouraged to use. The proposal does not comprise sustainable development and there were no amendments to the scheme, or conditions that could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.
3. This Decision Notice should be read in conjunction with the officer's report which is available to view on the website.

*Nicola Hopkins*

NICOLA HOPKINS  
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

### **Right of Appeal**

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

- If you want to appeal against your local planning authority's decision then you must do so within 6 months of the date of this notice.
- If this is a decision to refuse planning permission, or approve with conditions, a householder application, if you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
- If this is a decision to refuse planning permission, or approve with conditions, a minor commercial application, if you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

Appeals can be made online at: <https://www.gov.uk/appeal-planning-decision> . If it is a householder appeal it can be made online at: <https://www.gov.uk/appeal-householder-planning-decision> . If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000. The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order. If an enforcement notice is served relating to the same or substantially the same land and development as in your application and if you want to appeal against your local planning authority's decision on your application, then you must do so within: 28 days of the date of service of the enforcement notice, or within 6 months [12 weeks in the case of a householder appeal] of the date of this notice, whichever period expires earlier. In certain circumstances, a claim may be made against the local planning authority for compensation, where permission is refused or granted subject to conditions by the Secretary of State on appeal or on a reference of the application to him. The circumstances in which such compensation is payable are set out in section 114 of the Town and Country Planning Act 1990.

### **Purchase Notices**

If permission to develop land is refused or granted subject to conditions, whether by the local planning authority or by the Secretary of State for the Environment and the owner of the land claims that the land has become incapable of reasonably beneficial use in its existing state and cannot be rendered capable of reasonably beneficial use by the carrying out of any development which has been or would be permitted, they may serve on the Council of the county borough or county district in which the land is situated a purchase notice requiring that Council to purchase their interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990. county borough or county district in which the land is situated a purchase notice requiring that Council to purchase their interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.

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