


Report to be read in conjunction with the Decision Notice.

Signed:	Officer:	EP	Date:	17/02/2026	Manager:	LH	Date:	17/2/26
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Application Ref:	2025/0993			 Ribble Valley Borough Council www.ribblevalley.gov.uk				
Date Inspected:	22/01/2026	Site Notice:	22/01/2026					
Officer:	EP							
DELEGATED ITEM FILE REPORT:					REFUSAL			

Development Description:	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.
Site Address/Location:	Land South of Accrington Road Whalley

CONSULTATIONS:	Parish/Town Council
No comments received.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	No objection.

CONSULTATIONS:	Additional Representations.
No comments received.	

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

National Planning Policy Framework (NPPF)

Relevant Planning History:

3/2022/1158: Erection of 17 dwellings and 57 apartments with associated access, roads, car parking, landscaping and infrastructure, including a public car park to serve Whalley town centre. (Allowed at Appeal)

3/2021/1277:

Erection of 23 dwellings and 81 apartments, of which 49 are for people aged over 55, with associated roads, car parking, landscaping and infrastructure, accessed from Accrington Road. (Refused)

3/2018/1100:

Construction of part of the vehicular access to the site from Accrington Road. (Approved)

3/2018/0423:

Non-material amendment to approved outline planning permission 3/2012/0179 (Outline application for a residential development for the elderly, comprising of 37 bungalows and 40 retirement apartments) to allow variation of conditions 15 and 19 to allow the formation of the site access to take place before the completion of the flood compensation scheme and the wildlife pond. (Approved)

3/2018/0135:

Discharge of conditions 9 (energy reduction), 20 (external lighting) and 27 (car park details) from planning permission 3/2012/0179. (Approved)

3/2018/0120:

Discharge of conditions 3 (finished floor levels), 5 (boundary treatments), 7 (elevations plans) 10 (sustainable drainage), 14 (phasing) and 15 (street maintenance and management) from planning permission 3/2016/0344. (Approved)

3/2017/0551:

Discharge of condition 4 (construction scheme), 7 (programme of archaeological work) 13 (method statement), 17 (surface water drainage scheme), 22 outline for the general system of drainage for foul and surface water flows), 23 (foul drainage scheme), 24 (separate foul and surface water schemes) and 25 (surface water drainage and means of disposal) from planning permission 3/2012/0179. (Approved)

3/2016/0526:

Residential development comprising 17 bungalows, 12 houses, 20 apartments and 26 sheltered apartments together with access roads, car parking, landscaping, open space and flood compensation storage area. (Withdrawn)

3/2016/0344:

Application for approval of reserved matters of layout, scale, appearance and landscaping and the additional reserved matters required by Conditions 2 and 8 following outline planning permission 3/2012/0179 for a residential development for the elderly, comprising of 37 bungalows and 40 retirement apartments. (Approved)

3/2012/0179:

Outline application for a residential development for the elderly, comprising of 37 bungalows and 40 retirement apartments. (Approved)

ASSESSMENT OF PROPOSED DEVELOPMENT:**Site Description and Surrounding Area:**

The application relates to an area of land located at the eastern extents of and within the defined settlement limits of the settlement of Whalley. The site is bounded to the south by the River Calder with residential properties fronting Accrington Road and Woodfield View bounding the western extents of the site.

Proposed Development for which consent is sought:

Consent is sought for the erection of two signage boards to be located at either side of the newly approved site access for marketing the new housing development.

Impact Upon Residential Amenity:

The nearest neighbouring receptors are located to the north of Accrington Road and are in excess of 40m from the proposed signage, with existing boundary treatment along the northern edge of Accrington Rd providing screening of the proposed. As such, no adverse impact in respect to residential amenity is expected.

Visual Amenity/External Appearance:

With reference to making decisions on applications for development in conservation areas, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that:

“...special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”

This guidance is reiterated in Key Statement EN5 of the Ribble Borough Valley Core Strategy which stipulates that all development proposals *‘should respect and safeguard the character, appearance and significance of all Conservation Areas’* and that *‘there will be a presumption in favour of the conservation and enhancement of the significance of heritage assets and their settings’*.

The Whalley Conservation Area Appraisal (2005) identifies modern shopfronts, poor quality signage and modern lighting as being the primary threat to the village’s designated Conservation Area with the shop fronts of No. 1-3 Accrington Road being specifically referred to in the appraisal.

Whilst the application site is not within the Conservation Area itself, it is immediately adjacent to the boundary and therefore the proposed development has the potential to impact the heritage asset and its setting.

The proposed signage will be located immediately adjacent to Accrington Road and will therefore be readily visible from within the public realm. In respect of scale, the signs will each measure 1.35m in width, with a height of 2.2m or 3m inclusive of the mount. The scale is substantial given the two boards are located immediately adjacent to one another and resulting in the creation of development that would be overly prominent and dominate the street scene. Their visual prominence would be exacerbated by virtue of the dark colour palette which will be seen in contrast within the existing landscaping and built form found within the existing street scene. This is particularly unacceptable given the signage would be seen within the context of the adjacent conservation area and subsequently effect its setting.

With the above in mind, it is considered that the proposed signage would be an inappropriate and unacceptable addition to the existing street scene by virtue of its visibility and scale which would be largely unsympathetic to and detract from the area’s features and immediately adjacent heritage asset, Whalley Conservation Area.

Highways and Parking:

LCC Highways were consulted in relation to the proposal and raised no objection on highway safety grounds.

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 planning consent be refused 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.