


Report to be read in conjunction with the Decision Notice.

Signed:	Officer:	EP	Date:	01/04/2026	Manager:		Date:	
----------------	-----------------	-----------	--------------	-------------------	-----------------	--	--------------	--

Application Ref:	2025/005			 Ribble Valley Borough Council <small>www.ribblevalley.gov.uk</small>				
Date Inspected:	17/02/2026	Site Notice:	17/02/2026					
Officer:	EP							
DELEGATED ITEM FILE REPORT:					APPROVAL			

Development Description:	Advertisement consent for 1 no. non illuminated fascia sign. 1 no. projecting sign. 3 no. window vinyls.
Site Address/Location:	Former Lloyds Bank 7 Church Street Clitheroe BB7 2DD

CONSULTATIONS:	Parish/Town Council
No objection but concerns raised over illuminated signage.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	No comments received.

CONSULTATIONS:	Additional Representations.
One letter of representation has been received raising the following points	
<ul style="list-style-type: none">- Concerns over large painted aluminium sign, individual letter would be considered more appropriate.- Brightly coloured vinyl stickers.- More sensitive design should be utilised.	
For clarity, amended plans have been submitted since these comments were made.	

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)
Relevant Planning History:
2018/0671: Alteration of pavement levels and removal of stone steps at the entrance doorway to suit a lowered internal floor level and ramp within the branch, Internally the entrance area floor level will be lowered to provide a level entrance. A ramp will then be formed to access the main banking hall floor level. Installation of new entrance door and frame.

2015/1016: Alterations to include green lights to be suspended inside existing ground floor window openings.

ASSESSMENT OF PROPOSED DEVELOPMENT:

Site Description and Surrounding Area:

The application site relates to a mid-terrace property located within Clitheroe. The property lies within Clitheroe designated conservation area and is surrounded by Listed buildings.

Proposed Development for which consent is sought:

Consent is sought for the erection of new fascia signing, one projecting sign and several vinyl stickers within the principal elevation of the property.

Impact upon Character/appearance of Conservations Area (Where Applicable):

The application relates to a commercial mid-terrace building 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 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.*

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 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:

- 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.*

The application seeks advertisement consent for the installation of a new fascia signage to accommodate the new use/change in occupants. Following discussion, the fascia sign has been reduced in scale to reduce the visual prominence. The fascia signage will now be of a modest appearance not too dissimilar to the scale and configuration of other signage found on neighbouring properties, with the lettering considered to be well-proportioned in relation to the fascia margin. The application property is substantial in scale, the proposed sign is modest in relation and proportionate to the scale of the property. In this respect it is not considered that the proposed fascia signage will be read as being either visually incongruous nor anomalous within the immediate and wider streetscene.

In respect of the proposed projecting signage, the submitted details propose that the signage will be of modest proportions and comparable in design to the proposed fascia signage. It was proposed that this signage would be illuminated but following discussion it has been agreed that all signs will be non-illuminated to reduce their visual prominence. In this respect the hanging signage is unlikely to result in any additional material impacts upon the character or visual amenities of the designated Clitheroe Conservation Area or the wider streetscene.

The application also involves the inclusion of vinyl sheets to allow for screening to be provided for privacy in the treatment rooms. Initially, these screens were of solid green colouring which would have resulted in an overprominent addition to the street scene of harm to the character of the conservation area, particularly when read in consort with the fascia signage. As such, the scheme has been altered to allow for one plain frosted screen with no design or colouring and one printed screen in muted colouring, to reduce their visual prominence within the conservation area.

Following scale and design alterations, the advertisement scheme when read in consort with one another will not appear overly prominent within the street scene or wider 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 - particularly in respect of potential detrimental impacts upon the character and visual amenities of the designated Clitheroe Conservation Area.

Impact Upon Residential Amenity:

The proposed signage is non-illuminated and as such there will be no adverse impact on residential amenity resultant.

Highways and Parking:

No highway implications identified.

Landscape/Ecology:

No ecological constraints identified.

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 granted subject to the imposition of conditions.