


Report to be read in conjunction with the Decision Notice.

Signed:	Officer:	MC	Date:	20/03/2026	Manager:	LH	Date:	24/3/26
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Application Ref:	3/2026/0032				Ribble Valley Borough Council www.ribblevalley.gov.uk	
Date Inspected:	06/02/2026	Site Notice:	06/02/2026			
Officer:	MC					
DELEGATED ITEM FILE REPORT:					APPROVAL	

Development Description:	Installation of non-illuminated fascia sign, non-illuminated hanging sign and 2 no. non-illuminated window poster signs
Site Address/Location:	19 - 21 Berry Lane Longridge PR3 3JA

CONSULTATIONS:	Parish/Town Council
Longridge Town Council supports the principle but objects to the proposed illumination which would not be sympathetic to the historic streetscape. The illumination would result in harm to the Longridge Conservation Area and conflicts with the Ribble Valley Core Strategy.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	No objection to conditions restricting the level of illumination and screening the light sources.

CONSULTATIONS:	Additional Representations.
None 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 Key Statement EC1: Business and Employment Development Key Statement EC2: Development of Retail, Shops and Community Facilities Policy DMG1: General Considerations Policy DMG2: Strategic Considerations Policy DMG3: Transport & Mobility Policy DME2: Landscape & Townscape Protection Policy DME4: Protecting Heritage Assets Policy DMB1: Supporting Business Growth and the Local Economy Policy DMR2: Shopping in Longridge and Whalley Longridge Neighbourhood Development Plan Planning (Listed Buildings and Conservation Areas) Act National Planning Policy Framework (NPPF)

Relevant Planning History:**3/2026/0031**

Planning permission for the installation of 2 no. new louvred grills to the side elevation of the property
Pending Consideration

3/2025/0394

Part retrospective planning permission for proposed conversion of existing single residential flat above commercial unit into two separate flats. External alterations to include insertion of new and replacement existing side-facing windows, insertion of rooflight, alterations to existing shop front to include insertion of door and windows to ground floor front elevation and replacement of side door.
Approved with Conditions

3/2023/0978

Proposed alterations to front elevations and creation of new access to first floor flat.
Approved with Conditions

3/2001/0326

Erection of illuminated replacement signs
Approved with Conditions

3/1998/0678

Extension to form four-bedroom house and alterations to rear
Approved with Conditions

3/1997/0166

Extension to form 2no. new flats and alterations to rear
Approved with Conditions

3/1993/0677

Extension to form lounge and garage areas (resubmission)
Approved with Conditions

3/1993/0332

New single storey extension to form lounge, garage, and ancillary rooms
Withdrawn

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

The application relates to a two-storey detached property at no. 19 and 21 Berry Lane located within the town centre of Longridge and the designated Longridge Conservation Area. No.19 Berry Lane comprises an existing ground floor commercial premises, which are currently vacant but were previously occupied as a tanning salon. No.21 Berry Lane consists of a first-floor residential unit, currently access via the north-western gable elevation of the property. The surrounding area is characterised by a mixture of both commercial and residential properties.

Proposed Development for which consent is sought:

The proposal seeks advert consent for the installation and display of a non-illuminated fascia sign, non-illuminated hanging sign and 2 no. non-illuminated window poster signs.

The proposed fascia sign would be non-illuminated and would read the words 'Banking Hub' with the Post Office logo. The fascia sign would have a width of approximately 3.66m and a height of 0.6m and would be constructed of aluminium composite, with black and white text as well as the Post Office logo which is red and white.

A projecting sign is also proposed which would be approximately 0.35m in height, 0.64m in width and would be constructed of aluminium with an acrylic logo. The colours and text would match the fascia sign.

Internally, two metal poster signs are proposed which include the Directory of Services (suspended sign) and the Banking Hub Opening Hours.

Principle of Development:

The principle of development is secured, given the proposal seeks advertisement consent for a business use within a Principal Settlement, in an area that is largely commercial in nature and occupies a wide variety of existing business inclusive of advertisements. As such, the proposal is considered to comply with Key Statement EC1 and EC2 and Policies DMB1 and DMR2 of the Ribble Valley Core Strategy.

Notwithstanding the above, further consideration must be given to additional policies and key statement with regards to the impact of the proposal on the significance and character of the Longridge Conservation Area, with particular regard given to Section 16 of the NPPF.

Design, Visual Amenity and Impact upon the character and appearance of the Conservation Area:

The proposal site is situated within the Longridge Conservation Area. With reference to making decisions on application for development in Conservation Areas, Section 72 of the Planning (Listed Building 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 Valley Core Strategy which stipulates that all development proposals should respect and safeguard the character, appearance, and significance of all Conservation Areas.

Furthermore, Policy DME4 of the Ribble Valley Core Strategy states that *'proposals within, or affecting views into or out of, or affecting the setting of a Conservation Area will be required to conserve and where appropriate enhance its character and appearance'*.

Policy LNDP4 of the adopted Longridge Neighbourhood Plan also states that:

"All of the town's heritage assets, including the three Conservation Areas, will be conserved in a manner appropriate to their significance."

Assessment

The proposed signage is considered to be acceptable in terms of its size, siting and external materials of construction. The signage would no longer be illuminated which is considered to be more appropriate within the Longridge Conservation Area and the signage would be similar in terms of size, scale and colour to other advertisements within the vicinity of the site.

Having regard to the above, it is not considered that the proposed signage would have any adverse impact on the Longridge Conservation Area and any impact would be neutral.

The proposal is therefore considered to be in accordance with Key Statement EN5 and Policies DMG1 and DME4 of the Ribble Valley Core Strategy, as well as Policies LNDP3 and LNDP4 of the adopted Longridge Neighbourhood Development Plan and Section 16 of the NPPF.

Highways and Parking:

Whilst the application has been assessed by LCC Highways with regard to the illumination and candela level, no objection has been raised. Given that the scheme has now been amended to non-illuminated signage, no conditions are considered necessary in relation to illumination.

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.
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