



Longridge

Town Council

Considerations by Longridge Town Council

Application: 3/2026/0032

Longridge Town Council supports the principle of appropriate signage for the Banking Hub; however, it objects to the proposed illumination.

Berry Lane lies within the **Longridge Conservation Area**, where signage is expected to be restrained and sympathetic to the historic streetscape. The illumination of advertising signage would introduce an overly prominent and modern feature that would harm the character and appearance of the Conservation Area, particularly during hours of darkness.

The proposal conflicts with **Policy ENV13 (Conservation Areas)**, **Policy DME4 (Advertisements)** and **Policy DMG1 (General Considerations)** of the Ribble Valley Borough Council Local Plan, and fails to meet the statutory duty under **Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990** to preserve or enhance the Conservation Area.

The Town Council therefore requests that consent, if granted, be **restricted to non-illuminated signage only**.

Submitted to RVBC by the Town Clerk on 09-02-2026