

Report to be read in conjunction with the Decision Notice.								
Signed:	Officer:	EP	Date:	08/10/2026	Manager:	LH	Date:	9/10/26

Application Ref:	2026/0155			 Ribble Valley Borough Council www.ribblevalley.gov.uk
Date Inspected:	17/06/2026	Site Notice:	NA	
Officer:	EP			
DELEGATED ITEM FILE REPORT:				APPROVAL

Development Description:	Advertisement consent for 2 advertisement signs.
Site Address/Location:	Abbeyfield House Union Street Clitheroe BB7 2NH.

CONSULTATIONS:	Parish/Town Council
Clitheroe Town Council raise no objections.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	NA
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 Policy DMG1: General Considerations Policy DMG2: Strategic Considerations National Planning Policy Framework (NPPF)
Relevant Planning History: 2019/0904: Variation of condition 2 (approved drawings) from planning permission 3/2018/0117 to allow amendment of approved scheme. 2018/0117: Demolition of existing conservatory, construction of new garden room and extension to lounge, fenestration alterations, alterations to roof to provide wheelchair lift enclosure and associated external works including change of use from adjacent residential gardens to gardens for care home. 2011/0319: Application for non-material amendment for 2no. windows in lounge/dining room to be changed to doors to give access to garden area and re-introduction of PV panels previously omitted from original planning consent 3/2008/0808P. 2010/0121: Application for the following non-material amendments to planning consent 3/2008/0808P, removal of additional lift and staircase to east extension resulting in roof alterations to simplify the works; windows to front elevation (east) extension amended to suit room layouts; new staircase to east extension

and quiet room, shown to line in with rear wall; dormer construction amended to be slate roof and upvc horizontal boards to cheeks and solar panels omitted from roof.

2008/0808: Internal alterations and 2no. extensions.

ASSESSMENT OF PROPOSED DEVELOPMENT:

Site Description and Surrounding Area:

Abbeyfield care home is located on the south side of Union Street on the western side of Clitheroe. The care home lies in a predominantly residential area surrounded by residential and allotment gardens on the eastern and southern side with residential properties over the highway to the north.

Proposed Development for which consent is sought:

Advertisement consent is sought for the erection of two advertisement signs, one mounted to the existing fence with the second being free standing adjacent to the building entrance.

Impact Upon Residential Amenity:

The proposed signage is non illuminated and modest in scale, being a sufficient distance from neighbouring receptors to mitigate any adverse impact. As such, no harm to residential amenity is expected resultant.

Visual Amenity/External Appearance:

Policy DMG1 is engaged 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 new signage to promote the existing care home. Following discussion, the signage has been reduced in scale to reduce the visual prominence.

Sign 1 will be mounted onto an existing fence panel to the front of the site and will measure 1.6m by 1.2m. The sign will not project beyond the extents of the fence itself and will therefore not appear dominant within the street scene.

Sign 2 will be freestanding and sited adjacent to the main entrance of the care home. The sign itself will measure 800mm by 800mm but will measure 1.3m in height taking account of the mount. Again, this sign does not appear dominant in relation to the building and entrance itself and is considered a suitable addition to the site.

Following scale and design alterations, the advertisement scheme when read in consort with one another will not appear overly prominent within the street scene.

Highways and Parking:

No highway safety implications identified.

Landscape/Ecology:

The development is exempt from having to achieve the mandatory Biodiversity Net Gain requirement as it is subject to the de minimis exception.

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.