



Longridge

Town Council

Considerations by Longridge Town Council

Application: 3/2026/0418. Retrospective Advertisement Consent for Illuminated Fascia, 114 Derby Road, Longridge PR3 3FE

Longridge Town Council has considered planning application **3/2026/0418**, relating to the retrospective advertisement consent application for an illuminated fascia at 114 Derby Road, Longridge.

The Town Council wishes to raise a broader concern regarding the need for consistency in Ribble Valley Borough Council's approach to illuminated signage within and adjoining conservation areas in Longridge.

The Council notes that Ribble Valley Borough Council has previously taken a restrictive approach to illuminated signage proposals within the Longridge Conservation Area, citing the importance of preserving and enhancing the character and appearance of the conservation area. In considering this application, the Town Council would therefore expect the same planning principles and assessment criteria to be applied consistently.

Whilst the Town Council recognises that each application must be determined on its own merits, it is important that residents, businesses and applicants can have confidence that planning decisions relating to conservation areas are made in a fair, transparent and consistent manner. Any perceived inconsistency in the treatment of illuminated signage risks undermining confidence in the planning process and the objectives of conservation area protection.

Accordingly, Longridge Town Council requests that Ribble Valley Borough Council carefully considers this application against its established policies and previous decisions relating to illuminated signage within the Longridge Conservation Area and provides a clear justification for its determination.

Submitted to RVBC by the Town Clerk on 05-07-2026