

RIBBLE VALLEY BOROUGH COUNCIL

Development Department

Council Offices, Church Walk, Clitheroe, Lancashire, BB7 2RA

Telephone: 01200 425111 www.ribblevalley.gov.uk planning@ribblevalley.gov.uk

Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) Regulations

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION NO: 3/2026/0418
DECISION DATE: 17 August 2026
DATE RECEIVED: 24/06/2026

APPLICANT:

Ms Michelle Shevlin
28 Carbis Avenue
Grimsargh
Preston
PR2 5LU

AGENT:

PARTICULARS OF ADVERTISEMENT(S):

Retrospective application for Advertisement Consent for illuminated fascia signs

AT: 114 Derby Road Longridge PR3 3FE

Ribble Valley Borough Council hereby give notice in pursuance of the above-mentioned Regulations that **consent has been refused** for the display of the advertisements referred to above for the following reason(s):

- 1 The development results in an inappropriate, incongruous and unsympathetic form of advertisement that would result in harm to visual amenity and the significance of the Conservation Area. As such the proposal fails to accord with Key Statement EN5, Policies DMG1 and DME4 of the Ribble Valley Core Strategy, Policies LNDP3, LNDP4 and LNDP9 of the adopted Longridge Neighbourhood Development Plan and Paragraph 215 of the National Planning Policy Framework.

Note(s)

1. For rights of appeal in respect of any reason(s) attached to the decision see the attached notes.
2. The Local Planning Authority operates a pre-planning application advice service which applicants are encouraged to use. The proposal does not comprise sustainable development and there were no amendments to the scheme, or conditions that could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.
3. This Decision Notice should be read in conjunction with the officer's report which is available to view on the website.

Nicola Hopkins

NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

Right of Appeal

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

If you want to appeal against your local planning authority's decision, then you must do so within 6 months of the date of this notice unless the following apply:

- If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals should be made online via <https://appeal-planning-decision.service.gov.uk/before-you-start>. If someone does not have access to the internet and needs help completing the appeal digitally, they should contact the Planning Inspectorate customer service team on 0303 444 5000 who will provide details of support options available.

Before making an appeal, you may find it helpful to review guidance and watch a video explaining the appeals process at <https://www.gov.uk/government/collections/make-an-appeal-to-the-planning-inspectorate-and-associated-guidance>.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.