

Report to be read in conjunction with the Decision Notice.								
Signed:	Officer:	MC	Date:	13/08/2026	Manager:	KH	Date:	17/08/26

Application Ref:	3/2026/0418			 Ribble Valley Borough Council www.ribblevalley.gov.uk
Date Inspected:	02/07/2026	Site Notice:	02/07/2026	
Officer:	MC			
DELEGATED ITEM FILE REPORT:				
				REFUSAL

Development Description:	Retrospective application for Advertisement Consent for illuminated fascia signs
Site Address/Location:	114 Derby Road, Longridge, PR3 3FE

CONSULTATIONS:	Parish/Town Council
Longridge 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. The Town Council does not wish to see inconsistency in decisions to ensure that residents, businesses and applicants can have confidence that planning decisions relating to conservation areas are made in a fair, transparent and consistent manner.	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	No response received.
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 Policy DMG1: General Considerations Policy DME2: Landscape & Townscape Protection Policy DME4: Protecting Heritage Assets Longridge Neighbourhood Development Plan: Policy LNPD3: Longridge Design Principles

Policy LNDP4: Conserving and Enhancing Our Local Heritage
Policy LNDP9: Shop Fronts

Planning (Listed Buildings and Conservation Areas) Act 1990

National Planning Policy Framework (NPPF)

Relevant Planning History:

3/2011/0012

Proposed change of use from an electrical shop (A1) to a Cafe Bar/Ice Cream Parlour (A3).
Approved with Conditions

ASSESSMENT OF PROPOSED DEVELOPMENT:

Site Description and Surrounding Area:

The application relates to a single storey building located within the Longridge Conservation Area. The site is currently occupied by a hot food takeaway but the planning history indicates it has previously been in retail use and used as a café.

The site is located on the corner of Whittingham Road and Derby Road and occupies a prominent position within the street scene as the site lies adjacent the intersection of two main roads within the town.

Proposed Development for which consent is sought:

The proposal seeks retrospective advert consent for the installation and display of two illuminated fascia signs.

The proposed signage is located from the top of the window and extends up to the roof height due to the building being one storey. The signage spells the words 'Stonebridge Fish & Chips' and a orange and white colour with a logo and is displayed on both elevations of the building facing the road.

The fascias are approximately 0.8m in height with one being approximately 9.8m in length and the other 7m. The lettering is displayed on a dark blue powder coated aluminium background with acrylic lettering. The lettering would have a total height of approximately 0.44m and the logo a total height of approximately 0.7m. In addition, the lettering would project approximately 0.1m from the face of the building.

With regards to the illumination, the lettering is internally illuminated on a back tray from individual white LED modules at a illuminance level of 570cd/m² and 670cd/m².

Considerations:

Paragraph 141 of the NPPF states that:

'Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

As such the main considerations for the scheme are:

- Visual amenity
- Public Safety

The application shall be assessed against the relevant Policies within the Ribble Valley Core Strategy, the adopted Longridge Neighbourhood Plan and the NPPF.

Visual Amenity (including impact upon the character and appearance of the Conservation Area):

Policy DMG1 of the Ribble Valley Core Strategy states that all development must be of a high standard of building design and must be sympathetic to existing and proposed land uses in terms of its size, intensity, nature, scale, massing, style, features and building materials.

Policy LNDP3 of the adopted Longridge Neighbourhood Plan also states that:

'All new development proposals will only be supported when they are of good design that responds positively to the local character and distinctiveness of the surroundings.'

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."

Policy LNDP9 also states:

'New shop fronts should reflect the principal character of the area especially in respect of the early twentieth century architecture of many of the original buildings.'

Signage should respect the design and appearance and scale of the building on which it is to be displayed and be sympathetic to the immediate surroundings. It should not dominate buildings or street scenes. Both fascia and projecting/hanging signs should be in proportion to the building.'

Assessment

The site is located in a prominent position within the street scene with a dual aspect frontage. Whilst the building is not of any historic or architectural interest, nor is noted within the Longridge Conservation Area Appraisal as being a Building of Townscape Merit, the Council raise concerns with regards to the size, design and illumination of the signage that has been erected.

Firstly, the Conservation Area Appraisal map notes an important view looking from the former railway bridge at the junction of Derby Road and Kestor Lane, looking towards the opposite side of the former railway bridge down Chatburn Road.

The Council consider that the signage would result in an adverse impact to the Longridge Conservation Area, insofar that the colour of the signage, comprising bright blue and orange colouring, in addition to the size of the fascia and the size of the lettering in relation to the fascia would result in an unsympathetic and incongruous form of development to the building and wider street scene.

This harm would be further exacerbated by the internally illuminated nature of the signage as the large lettering would be highly visible and prominent in later hours of the day, within the Longridge Conservation Area and which would also result in a negative impact on the character and appearance of the street scene.

The Town Council have raised concerns with regards to inconsistency in assessing advertisement consents within the Conservation Area. However, each application is assessed on its own merits and it is noted that the building to which this application relates is not directly comparable to a traditional brick/stone building with a fascia sign below first floor windows, as typically found within the Conservation Area, for example on Berry Lane.

As such, for the reasons stated above, the signage results in significant harm to the character and visual amenities of the area and would result in less than substantial harm to the significance of the Longridge Conservation Area, contrary to Key Statement EN5 and Policies DMG1 and DME4 of the Ribble Valley Core Strategy, as well as Policies LNDP3, LNDP4 and LNDP9 of the adopted Longridge Neighbourhood Development Plan and Section 16 of the NPPF.

Public safety:

The Local Highway Authority have been consulted on the application but have not provided a response. In the absence of an objection from the Local Highway Authority, it is not considered that the development results in any harm to public safety.

Observations/Consideration of Matters Raised/Conclusion:

Paragraph 215 of the NPPF states that:

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”

In this instance, it is not considered that there are any public benefits that would outweigh the harm arising to the Longridge Conservation Area as a result of granting this advertisement consent, given that the benefits they relate solely to the advertisement of the proposed Takeaway and nothing more. Officers consider there is no justification for the type and style of advertising where more appropriate alternatives could be provided and as such the proposal fails to accord with Ribble Valley policies as well as the NPPF.

As such, for the above reasons and having regard to all material considerations and matters raised that the application is recommended for refusal.

RECOMMENDATION:

That advertisement consent be refused for the following reason:

01:

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.