

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 Act (Control of Advertisements) Regulations

CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION NO: 3/2021/0295

DECISION DATE: 06 May 2021

DATE RECEIVED: 18/03/2021

APPLICANT:

Miss Hayley Pearse
Create Home
1 Neptune Court
Whitehills Business Park
Blackpool
FY4 5LZ

AGENT:

**PARTICULARS OF
ADVERTISEMENT(S):**

Development Site Sales Stack Sign for The Sandpipers, Longridge. Dimensions of sign = Height 5m x Width 4.8m. Height from ground to base of sign = 1.95m.

AT: Spout Farm Preston Road Longridge PR3 3BE

Ribble Valley Borough Council hereby give notice in pursuance of the above-mentioned Regulations that **consent has been granted** for the display of the advertisements referred to above in accordance with the application and plans submitted to compliance with the Standard Conditions set out on the attached sheet, and to any conditions which may be detailed below:

1 The permission shall relate to the development as shown on Plan References:

SS001
19-133 0001 Rev E

Reason: For the avoidance of doubt and to ensure that the development is carried out in accordance with the submitted plans.

2 The advertisements hereby permitted shall be removed from the site on or before 29th July 2022 and the site restored to its former condition to the full satisfaction of the Local Planning Authority unless a further advertisement consent has been granted by the Authority.

Reason: In the interests of visual amenity.

3 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: In the interests of visual amenity.

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- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: In the interests of visual amenity.

- 5 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aids to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: In the interests of visual amenity.

Notes

- 1 Where the local planning authority grant consent subject to conditions, the applicant may by notice given in writing within one month of receipt of this notice or such longer period as the Secretary of State may allow, appeal to the Secretary of State for the Environment, in accordance with regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1989. The Secretary of State is not required to entertain such an appeal if it appears to him, having regard to the provisions of the regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the local planning authority than subject to the conditions imposed by them.
- 2 The regulations provide that every grant of express consent shall be for a fixed period which shall not be longer than five years from the date of grant of consent without the approval of the Secretary of State and if no period is specified the consent shall have effect as consent for five years.
- 3 It is a condition of this consent that before any advertisement is displayed on land in pursuance of the consent granted, the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained.
- 4 A person who displays an advertisement in contravention of the regulations will be liable on summary conviction to a fine of £1,000 and in the case of a continuing offence to a fine of £40 for each day during which the offence continues after conviction.
- 5 The applicant is advised that should there be any deviation from the approved plan the Local Planning Authority must be informed.
- 6 The Local Planning Authority operates a pre-planning application advice service which applicants are encouraged to use. Whether or not this was used, the Local Planning Authority has endeavoured to work proactively and positively to resolve issues and considered the imposition of appropriate conditions and amendments to the application to deliver a sustainable form of development.

John Machole

**pp NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING**

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