


Report to be read in conjunction with the Decision Notice.

Signed:	Officer:	LE	Date:	06.05.21	Manager:		Date:	
Site Notice displayed	Y	Photos uploaded						

Application Ref:	3/2021/0295	 <p>Ribble Valley Borough Council www.ribblevalley.gov.uk</p>
Date Inspected:		
Officer:	LE	
DELEGATED ITEM FILE REPORT:		Decision APPROVE

Development Description:	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.
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Site Address/Location:	Spout Farm Preston Road Longridge PR3 3BE
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CONSULTATIONS:	Parish/Town Council
No comments received	

CONSULTATIONS:	Highways/Water Authority/Other Bodies
LCC Highways:	
N/A	

CONSULTATIONS:	Additional Representations.
One representation has been received with regards to visual impact and potential loss of trees.	

RELEVANT POLICIES AND SITE PLANNING HISTORY:
Ribble Valley Core Strategy: Policy DMG1 – General Considerations
Relevant Planning History: None relevant

ASSESSMENT OF PROPOSED DEVELOPMENT:
Site Description and Surrounding Area: The site is located at the entrance to a residential development at Spout Farm, Preston Road, Longridge.
Proposed Development for which consent is sought: The application seeks consent for the display of an advertisement stack sign at the entrance of the site until 29 th July 2022.

Principle of Development:

The principle of the sales advertising is not unacceptable subject to it being appropriate in terms of the material considerations, namely public amenity and highway safety.

Public Amenity:

The sign has an overall height of 5 metres above ground level and consists of 2 boards in a V shape, measuring 2m W x 3m H each. The intension of this advertising is to draw the attention of visitors and passers-by so will be visible but it is not considered that the scale is excessive particularly in a location adjacent to the highway where there are other tall features such as lampposts and trees. It is noted that the application seeks temporary consent until July 2022 and the sign will not be illuminated.

With regards to potential loss of trees, these comments are noted however the application does not indicate the removal of trees and should not be refused on the basis that there are concerns that this could happen. Any unauthorised removal of trees would need to be considered separately if this became an issue.

Taking these factors into consideration it is not felt that the proposal as submitted will have an unacceptable impact on public amenity.

Highway Safety:

The sign is to be located on a grass verge and will cause no obstruction to highway users. It is non-illuminated and would not be a distraction to motorists due to its design or colour.

Observations/Consideration of Matters Raised/Conclusion:

The issues raised by the third-party representation have been considered and the application considered in terms of public amenity and highway safety. Subject to the standard conditions to ensure that the signage is kept in a safe and tidy condition and limits on the length of time it will remain in situ the proposal is considered acceptable and it is recommended accordingly.

RECOMMENDATION:

That advertisement consent is granted.