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From: Contact Centre (CRM) <contact@ribblevalley.gov.uk>
Sent: 17 February 2023 17:05
To: Planning
Subject: Planning Application Comments - 3/2023/001 to 3/2023/008 FS-Case-488239869

[REDACTED]

[REDACTED]

Lancashire

[REDACTED]

Planning Application Reference No.: 3/2023/001 to 3/2023/008

Address of Development: Various addresses as listed in each of the applications.

Comments: I am completely opposed to the installation of such advertising boards within the town centre areas of Clitheroe and Whalley, for the following reasons:-

- They will be a major distraction to passing traffic and as such will represent a hazard to drivers, their passengers and pedestrians in the locale.
- In the event of an accident it will cause major traffic congestion in a parts of the towns where traffic flow is already extremely poor; this is especially true of Clitheroe.
- They will be out of keeping with the aesthetics of our traditional "oldy worldy" towns, which is one of their major features as tourist attractions.
- They will add no benefit to the people and businesses of Clitheroe and Whalley, and represent nothing but glorified billboards aimed at generating advertising income for a telecoms giant.
- Any technological benefits they provide to the people and businesses of Clitheroe and Whalley should be capable of being provided by other means and as a service provider the company should morally be seeking to do so to justify the high fees it charges. for the services it provides.