



Appeal Decision

Site visit made on 30 November 2023

by A.Graham BA(hons) MAued IHBC

an Inspector appointed by the Secretary of State

Decision date: 19th November 2023

Appeal Ref: APP/R0660/Z/23/3327615

Land off Crewe Green Road, Crewe

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Wexham Homes Ltd against the decision of Cheshire East Council.
 - The application Ref 22/4397N, dated 8 November 2022, was refused by notice dated 6 July 2023.
 - The application is for consent to display an advertisement: 2 x 48 sheet digital advertising display units.
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Decision

1. The appeal is dismissed.

Main Issues

2. The main issue is the impact of the proposal upon visual amenity through its impact upon the character and appearance of the area.

Reasons

3. This appeal is against the refusal of express consent to erect a double digital 48 sheet advertising unit along this main approach into Crewe. The two boards would be placed in a V shape so as to be seen from both sides of the carriageway and would replace an existing billboard sign. The existing sign measures around 1.2m in width and 1.7m in height standing upon two 1.4m poles.
4. The proposed scheme would be noticeably larger and grounded onto the existing grass verge upon a solid plinth. The digital display itself would therefore be raised a similar distance from the ground (around 1.34m) and would measure around 3.32m in height by 6.32m in length including the frame.
5. The site of this appeal is concerned with a wide and generous tree lined grass verge adjacent to the main Crewe Green Road as it approaches the town centre. The road, although of a busy nature, is largely characterised by generous grass verges and robust, established landscape that appeared to me to be effective at both greening the road and screening adjacent development.
6. In this regard I consider that there is a landscape quality of some sort to this approach that is overwhelmingly positive. Despite this I saw on my site visit that there were signs, lampposts and estate agent boards along this road that I

consider somewhat detracted from what could be seen as a key landscaped route into Crewe.

7. In assessing this appeal I am aware of Policy GEN.3 of the Cheshire East Site Allocations and Development Plan Document (SADPD) that states that advertisements should not be detrimental to the amenity of an area due to their design, size, materials etc and that proposals should not be out of keeping with the character of an area. These general design principles are reflected in the Framework and its emphasis upon good design as a key part of achieving sustainable development.
8. Although the proposal replaces an existing sign, the proposed replacement would be of such an increased scale and size as to much more noticeably intrude upon this landscape dominated approach. Although there are other signs of both permanent and temporary nature, I consider that the cumulation of such signage is such that further interventions such as the proposal before me, would seriously undermine the important landscape character that currently exists here.
9. As a result, the proposal would introduce a large scale intervention that would run the risk of obscuring much of the landscape here and would contribute to a harmful cumulation of signage along this route. As such the proposal would erode the landscape quality of Crewe Green Road and have a detrimental effect upon the amenity of the area defined by its overall strong sense of place and positive character and appearance.
10. In light of this assessment, I consider that the proposed digital panels would have an unacceptable impact upon the amenity of the area. As such I consider that the proposal would be contrary to Policy GEN.3 of the SADPD and other design policies including Policies SD.1 and SE.1 of the Cheshire East Local Plan. As such the appeal must fail.

Conclusion

11. For the reasons above, taking into account the particular criteria of this proposal, I dismiss the appeal.

A Graham

INSPECTOR