



Appeal Decision

Site visit made on 18 November 2025

by K Williams MTCP (Hons) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 12 December 2025

Appeal Ref: APP/R0660/H/25/3372778

8 Nantwich Road, Crewe CW2 6AD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against conditions imposed when granting express consent.
 - The appeal is made by Wildstone Estates Limited against the decision of Cheshire East Council.
 - The application Ref 25/2603/ADV was approved on 20 August 2025 and express consent was granted for the display of an advertisement subject to conditions.
 - The advertisement permitted is for the erection of 1 x D-Poster Advertisement.
 - The condition in dispute is No [7] which states that: "This consent grants permission for the display of the advertisement(s) shown on the approved plans for a period of 5 years from the date of this consent. On or before 5 years after the day of consent, the advertisement(s) hereby permitted shall be removed from the site and the land / building(s) restored to its former condition."
 - The reasons given for the condition is: "In accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 to ensure deemed consent is not granted after the 5 year expiry having regard to the nature of the site and proposal".
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Decision

1. The appeal is allowed and the express consent for the erection of 1 x D-Poster Advertisement at 8 Nantwich Road, Crewe CW2 6AD in accordance with the terms of the application, Reference 25/2603/ADV granted on 20 August 2025, without compliance with condition 7 previously imposed on a planning permission, dated 20 August 2025, but subject to other conditions imposed therein on the attached schedule, so far as the same are still subsisting and capable of taking effect, and subject to the substituted condition No 7.

Main Issue

2. The main issue is whether the condition is necessary and reasonable with regard to amenity and public safety.

Reasons

3. The appeal site comprises the west facing gable end wall of 8 Nantwich Road. The A534 Nantwich Road also lies adjacent to the site. Highway users would be able to view the site when heading east towards Crewe railway station. In this context, the site is viewed and experienced within a predominantly commercial forecourt, with a large office tower block to the rear of the site, and an impressive red brick building across Nantwich Road alongside other traditional and characteristic two and three storey buildings containing commercial and residential uses.
4. I observed that the area is not wholly proliferated by signage, but contained numerous upstanding signs, fascia and projecting shop signs. The proposal would

not lead to an unacceptable accumulation given its limited scale and positioning. I also observed that it would not impede views of the commercial forecourt as vehicles enter this area or be of a size or prominence that is likely to distract drivers or pedestrians. As such, it would not pose a road safety hazard or have a harmful effect on amenity.

5. Advertisement consent usually lasts for 5 years and that unless the local planning authority has imposed a condition that it must be removed after the consent expires, it may normally continue to be displayed without submitting any further application. The Planning Practice Guidance states that Councils should never as matter of general policy, seek to prevent the continued display of an advertisement under Class 14 deemed consent¹.
6. Whether or not a condition to remove the display is necessary or reasonable depends upon whether the advertisement would be likely to be unacceptable at the end of the specified period. As such, there needs to be convincing reasons why circumstances would change to make it unacceptable in terms of either road safety or amenity.
7. The Council advises that the location of the approved advertisement signage is in a prominent position adjacent to a busy road, where the degradation of a sign could be harmful if not maintained. However the standard advertisement conditions, have a requirement for advertisements to be maintained in a condition that does not impair the visual amenity of the site or endangers the public. Anyone who displays an advertisement in contravention of the Regulations commits an offence. For example, by displaying an advert without the necessary consent or without complying with the conditions attached to that consent².
8. Overall, there is no evidence before me concerning how likely it is, given the above standard conditions and those attached by the Council, that the advertisement would be subject to degradation. There is also no evidence of future changes to the context of the site that would make it unacceptable on either road safety or amenity grounds after five years have lapsed. Even if this were the case, the Council has the option of issuing a discontinuance notice to control any harm that might arise. Given the above, the removal of the advertisement is both unreasonable and unnecessary.
9. The Council has also stated the amended condition suggested by the appellant is considered to be reasonable. The amended condition suggested by the appellant identifies that express consent is for five years. As such this specifies a date whereby it will have the benefit of deemed consent under Class 14 of Schedule 3 of the Regulations but can be removed if discontinuance action is taken by the local planning authority.

Conditions

10. The additional, non-standard condition [1] relating to plans is necessary for the avoidance of doubt. The Council approved the proposal subject to a number of other conditions. I have reimposed these as the appellant has not requested that these have been removed or varied. Other than condition [7] which specifies a

¹ Planning Practice Guide - Paragraph: 034 Reference ID: 18b-034-20140306

² Planning Practice Guide - Paragraph: 015 Reference ID: 18b-015-20140306

time limit, the remaining conditions are imposed in the interest of amenity and public safety.

Conclusion

11. For the reasons given, the appeal should be allowed.

K Williams

INSPECTOR

Schedule of Conditions

- 1) The development hereby approved shall be carried out in total accordance with the approved plans numbered 'Proposed Site Plan - 25667/PA/03' and 'Existing and proposed elevations - 25667/PA/04' received by the Local Planning Authority on 09/07/2025 except where varied by other conditions of this permission.
- 2) Any advertisement must be maintained in a condition that does not impair the visual amenity of the site.
- 3) Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public.
- 4) If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.
- 5) No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority if the sign is to be placed on highway land).
- 6) No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport.
- 7) The period of express consent shall expire five years from the date of this decision.
- 8) The maximum luminance level of the sign hereby permitted shall not exceed the relevant thresholds specified in the Institute of Lighting Professionals (ILP) guidance document "PLG05 - The Brightness of Illuminated Advertisements," or any updated guidance. The allowed luminance levels shall be as follows: Up to 5,000cd/m² (sunrise to sunset) 300cd/m² (sunset to sunrise) The illumination will consist solely of static lighting and static images. Changes between advertisements shall occur instantaneously, with no sequencing, fading, swiping, or merging of images. Advertisements shall not change more frequently than once every ten seconds.

End of Schedule