

# Northern Planning Committee

## Agenda

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**Date:** Wednesday, 8th November, 2017  
**Time:** 10.00 am  
**Venue:** The Capesthorne Room - Town Hall, Macclesfield SK10 1EA

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Please note that members of the public are requested to check the Council's website the week the Northern Planning Committee meeting is due to take place as Officers produce updates for some or all of the applications prior to the commencement of the meeting and after the agenda has been published.

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and in the report.

It should be noted that Part 1 items of Cheshire East Council decision making and Overview and Scrutiny meetings are audio recorded and the recordings will be uploaded to the Council's website.

### **PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT**

1. **Apologies for Absence**

To receive any apologies for absence.

2. **Declarations of Interest/Pre Determination**

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests and for Members to declare if they have a pre-determination in respect of any item on the agenda.

3. **Minutes of the Meeting** (Pages 5 - 12)

To approve the Minutes of the meeting held on 11 October 2017 as a correct record.

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**Please Contact:** Sarah Baxter 01270 686462  
**E-Mail:** [sarah.baxter@cheshireeast.gov.uk](mailto:sarah.baxter@cheshireeast.gov.uk) with any apologies or request for further information  
[Speakingatplanning@cheshireeast.gov.uk](mailto:Speakingatplanning@cheshireeast.gov.uk) to arrange to speak at the meeting

#### 4. **Public Speaking**

A total period of 5 minutes is allocated for each of the planning applications for the following:

- Ward Councillors who are not members of the Planning Committee
- The relevant Town/Parish Council

A period of 3 minutes is allocated for each of the planning applications for the following individuals/groups:

- Members who are not members of the planning committee and are not the Ward Member
- Objectors
- Supporters
- Applicants

5. **17/4242M - 35 Heyes Lane, Alderley Edge SK9 7LA: Resubmission of application 17/2249M for proposed dropped kerb to facilitate off road parking facilities for Mr & Mrs Leonard** (Pages 13 - 18)

To consider the above planning application.

6. **17/0899M - Roundabout at Brocklehurst Way, Macclesfield: Advertisement consent for the erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Mr Richard Bramhall, Ansa Environmental Services Ltd** (Pages 19 - 24)

To consider the above planning application.

7. **17/0898M - Roundabout: A537/A523 (Tesco Roundabout) Macclesfield: Advertisement consent for the erection of 4 sponsorship signs on the roundabout for Mr Richard Bramhall, Ansa Environmental Services Ltd** (Pages 25 - 30)

To consider the above planning application.

8. **17/0895M - Roundabout: A537 Cumberland St / Churchill, Churchill Way Roundabout, Macclesfield: Erection of 3 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Richard Bramhall, Ansa Environmental Services Ltd** (Pages 31 - 36)

To consider the above planning application.

9. **17/0894M - Roundabout: A537 Cumberland St / Westminster Rd, Sainsburys Roundabout, Macclesfield: Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Richard Bramhall, Ansa Environmental Services Ltd** (Pages 37 - 42)

To consider the above planning application.

10. **17/0891M - Roundabout: A537 / Cumberland St / Oxford Rd, Cumberland Street Roundabout, Macclesfield: Erection of 5 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Richard Bramhall, Ansa Environmental Services Ltd** (Pages 43 - 48)

To consider the above planning application.

11. **17/0888M - Land Used For Advertising And Premises, Ivy Road Roundabout, Macclesfield: Advertisement Consent - Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Richard Bramhall, Ansa Environmental Services Ltd** (Pages 49 - 54)

To consider the above planning application.

12. **17/0904M - Land At, Ball Lane Roundabout, Bollington: Advertisement Consent - Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Mr Richard Bramhall, Ansa Environmental Services Ltd** (Pages 55 - 60)

To consider the above planning application.

13. **17/0905M - Land At, Flash Lane Roundabout, Prestbury: Advertisement Consent for the erection of four sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Mr Richard Bramhall, Ansa Environmental Services Ltd** (Pages 61 - 66)

To consider the above planning application.

14. **17/0839M - Land At, Harden Park Roundabout, Alderley Edge: Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout for Mr Richard Bramhall, Ansa Environmental Services Ltd** (Pages 67 - 72)

To consider the above planning application.

15. **Planning Appeals** (Pages 73 - 86)

To consider a report on Planning Appeals.

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## **CHESHIRE EAST COUNCIL**

Minutes of a meeting of the **Northern Planning Committee**  
held on Wednesday, 11th October, 2017 at The Capesthorne Room - Town  
Hall, Macclesfield SK10 1EA

### **PRESENT**

Councillor G M Walton (Chairman)  
Councillor C Browne (Vice-Chairman)

Councillors C Andrew, E Brooks, T Dean, L Durham, P Findlow, H Gaddum,  
S Gardiner, A Harewood, N Mannion and M Warren

### **OFFICERS IN ATTENDANCE**

Mrs N Folan (Planning Solicitor), Mr N Jones (Principal Development Officer),  
Mr J Thomas (Senior Planning & Highways Solicitor), Mr P Wakefield  
(Principal Planning Officer) and Mrs G Wilson (Planning Officer)

### **40 APOLOGIES FOR ABSENCE**

None.

### **41 DECLARATIONS OF INTEREST/PRE DETERMINATION**

In the interest of openness in respect of application 17/2854M, Councillor  
S Gardiner declared that following the site visit a gentleman who lives in  
the area approached him and a brief conversation took place. He  
expressed no opinion. He was subsequently sent an email which  
contained photographs of the parking area by the gentleman which he  
forwarded onto Officers. He had not pre determined the application.

In the interest of openness in respect of application 17/2854M, Councillor  
Mrs A Harewood declared that she knew one of the speakers.

In the interest of openness in respect of application 17/2854M, Councillor  
E Brooks declared that she was a Director of Engine of the North.

### **42 MINUTES OF THE MEETING**

#### **RESOLVED**

That the minutes of the meeting held on 13 September 2017 be approved  
as a correct record and signed by the Chairman.

### **43 PUBLIC SPEAKING**

#### **RESOLVED**

That the public speaking procedure be noted.

**44 17/2854M-ERECTION OF 32 NO. RESIDENTIAL DWELLINGS AND ASSOCIATED ENGINEERING WORKS, LAND OFF, MOSS LANE, MACCLESFIELD FOR MR JOHN MATTHEWS, ECCLESTON HOMES LTD**

Consideration was given to the above application.

(Councillor L Jeuda, the Ward Councillor and the Mr John Matthews, the applicant for the applicant attended the meeting and spoke in respect of the application).

**RESOLVED**

That the application be deferred in order to reconsider access to the site, parking arrangements, property type, layout and configuration of the affordable housing and the number of four bedroomed properties.

(This decision was contrary to the Officer's recommendation of approval).

**45 17/0830M-ERECTION OF 4 SPONSORSHIP SIGNS ON THE ROUNDABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT, LAND AT, RETAIL SITE SOUTH ROUNDABOUT, HANDFORTH FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

Consideration was given to the above application.

(Mr Richard Bramhall, representing the applicant attended the meeting and spoke in respect of the application).

**RESOLVED**

That for the reasons set out in the report the application be approved subject to the following conditions:-

1. Development in accord with approved plans.
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.

6. no advertisement shall be sited or displayed so as to endanger, obscure or hinder highway, railway, waterway or aerodrome operations.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of existing signage displayed.
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Planning and Enforcement Manager has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.

**46 17/0881M-THREE SPONSORSHIP SIGNS, ONE AT EACH ENTRY POINT ONTO THE ROUNDABOUT, ERECTION OF 3 SPONSORSHIP SIGNS ON THE, A34 / DEAN ROW RD, WILMSLOW FOR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

Consideration was given to the above application.

**RESOLVED**

That for the reasons set out in the report the application be approved subject to the following conditions:-

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
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8. Removal of advertisements currently displayed.
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

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47 **17/0836M-ADVERTISEMENT CONSENT FOR THE ERECTION OF 3 SPONSORSHIP SIGNS ON THE ROUNDABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT, ROUNDABOUT AT, BOLLIN VALLEY LINK, WILMSLOW FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

Consideration was given to the above application.

**RESOLVED**

That for the reasons set out in the report the application be approved subject to the following conditions:-

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
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expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.

8. Removal of advertisements currently displayed.
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In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Planning and Enforcement Manager has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.

- 48 **17/0880M-ADVERTISEMENT CONSENT FOR THE ERECTION OF FOUR SPONSORSHIP SIGNS ON THE ROUNDABOUT. NON-REFLECTIVE LAMINATED POLYCARBONATE SIGN. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT, LAND AT, THORNGROVE ROUNDABOUT, WILMSLOW FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

Consideration was given to the above application.

## **RESOLVED**

That for the reasons set out in the report the application be approved subject to the following conditions:-

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
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In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Planning and Enforcement Manager has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.

49 **17/0886M-ERECTION OF 3 SPONSORSHIP SIGNS ON THE ROUNDABOUT. ONE FACING EACH ENTRY POINT ONTO THE ROUNDABOUT, LAND AT WATERS ROUNDABOUT, ALTRINCHAM ROAD, WILMSLOW FOR MR RICHARD BRAMHALL, ANSA ENVIRONMENTAL SERVICES LTD**

Consideration was given to the above application.

**RESOLVED**

That for the reasons set out in the report the application be approved subject to the following conditions:-

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
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6. No advertisement shall be sited or displayed so as too endanger, obscure or hinder any highway, waterway, railway or aerodrome operations.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of 1 year from the date of this consent. All signage is to be removed within three months of the end of this period.
8. Removal of advertisements currently displayed.
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

In the event of any changes being needed to the wording of the

Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Planning and Enforcement Manager has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.

The meeting commenced at 10.00 am and concluded at 12.00 pm

Councillor G M Walton (Chairman)

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Application No: 17/4242M

Location: 35, HEYES LANE, ALDERLEY EDGE, SK9 7LA

Proposal: Resubmission of application 17/2249M for proposed dropped kerb to facilitate off road parking facilities.

Applicant: Mr & Mrs Leonard

Expiry Date: 09-Nov-2017

**SUMMARY**

The application raises no significant issues relating to design, highway safety or amenity.

All objections and comments received have been noted and considered during the assessment of this application. However, the proposal complies with the relevant policies of the development plan and is therefore a sustainable form of development, which should be approved without delay. Accordingly a recommendation of approval is made.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application is referred to the Northern Planning Committee as it has been called-in by the Ward Member, Councillor Craig Browne for the following reasons:

*“Similar application (17/1776M - 25 Chapel Road, Alderley Edge) was refused on grounds of failing to preserve or enhance the character of the area. There is a need for the Local Planning Authority to be and be seen to be consistent in its decision making processes.”*

**PROPOSAL**

This application seeks full planning permission for the construction of an access and parking area off Heyes Lane. The proposal seeks to remove a section of hedge along the boundary of the property and install a dropped kerb and hardstanding area for the parking of 2 vehicles.

A previous application was withdrawn earlier this year due to concerns regarding the impact on the character of the area by virtue of removing a large section of the boundary hedge.

### **SITE DESCRIPTION**

The dwelling within the application site is set well back from Heyes Lane and currently has a shared vehicular access to the rear of the property off Davey Lane which is used by approximately 5 dwellings. The boundary detail to the front of the site is a well established hedge with a small pedestrian access. The front garden is well established and inclines up to the dwelling which is positioned above the highway.

The site is within a predominantly residential area and is not located within a conservation area. The local vernacular of dwellings is a mixture of traditional and more modern dwellings constructed from a variety of materials. The dwellings on the eastern side of Heyes Lane are positioned closer to the highway and the majority have accesses and off road parking for at least 1 vehicle.

The root protection areas for 2 TPO'd trees fall within the site area, and therefore the application is supported by an Arboricultural Method Statement.

### **RELEVANT SITE HISTORY**

17/2249M - Dropped kerb and new driveway. Withdrawn 2017.

### **LOCAL AND NATIONAL POLICY**

#### **National Planning Policy Framework**

Paragraph 17 – Core Planning Principles  
Section 7 – Requiring Good Design

#### **Cheshire East Local Plan**

MP1 (Presumption in Favour of Sustainable Development)  
SD1 (Sustainable Development in Cheshire East)  
SD2 (Sustainable Development Principles)  
SE1 (Design)  
SE5 (Trees, Hedgerows and Woodland)

#### **Macclesfield Borough Local Plan**

DC3 (Protection of the amenities of nearby residential properties)  
DC6 (Access)  
DC9 (Tree Protection)

All of the above policies are considered to be consistent with the NPPF.

#### **Alderley Edge Neighbourhood Plan**

The area has been designated as a Neighbourhood Plan area; however a draft plan is not yet available.

### **CONSULTATIONS**

Highways – No objection.

Alderley Edge Parish Council – No comments received.

### **REPRESENTATIONS**

No neighbour comments have been received.

### **APPRAISAL**

#### **ENVIRONMENTAL SUSTAINABILITY**

##### **Design**

This application has been called in to the Northern Planning Committee due to concerns that the proposed development will have a detrimental impact on the character of the Heyes Lane. As previously identified Hayes Lane has a mixture of old and new dwellings, and a number of dwellings have off road parking and access from Heyes Lane. Directly adjacent to the proposed access is an existing cobbled lane access heading north west off the highway.

35 Heyes Lane is positioned towards the end of an established hedgerow which has a number of small pedestrian access points leading to the dwellings off the footpath. This hedgerow is punctuated by these access points and access roads along the length of Heyes Lane.

Opposite the site are a number of dwellings all with provision for off road parking adjacent to the highway. These driveways establish a presence of cars parked to the front of dwellings within the direct vicinity of the site, and therefore vehicles are already an established part of the character of the street scene.

The gap created in the hedgerow has been reduced significantly from a previously withdrawn application which sought to remove the hedgerow the width of the site.

Whilst the removal of a 4.5m section of the hedgerow will remove some of the green vegetation adjacent to the highway, and also have an impact on the continuation of the hedgerow, as no gates are proposed, an anomalous feature with a detrimental impact will not be introduced to the area. The driveway is also partially hidden behind hedging to be retained therefore views of the parked cars will also be partially hidden. A condition can also prevent gates from being added in the future.

As parked cars are an established part of the street scene, and it is considered that the removal of the hedgerow will not significantly harm the character of Hayes Lane. It is considered that this proposal is acceptable in terms of design, and therefore is compliant with CELPS policies SE1 and SD2.

## **Arboricultural Impacts**

Cheshire East Local Plan policy SE5, and saved policy DC9 of the Macclesfield Local Plan state that development which would result in a threat to the continued wellbeing of trees which are considered worthy of protection will not be allowed. The root protection areas of 2 TPO'd trees have been identified within the site and as such the arboricultural officer has been consulted and has provided comments.

Comments received state that whilst the RPAs are within the site to be developed, there is unlikely to be a significant impact on the health and longevity of the protected trees by virtue of the development and construction of retaining walls. In order to ensure that there is no significant harm to the health of the trees by virtue of the development, a tree protection condition is recommended.

## **Highways**

As Heyes Lane is a classified highway it is vital to ensure that the proposed new access does not have a detrimental impact on the safe use of the highway. The proposed access has been reviewed by the highways team with regard to the visibility available when exiting and entering the site.

Highways have confirmed that there are no highway safety issues as a result of the proposed access to be created as the width of the entrance is wide enough to ensure adequate visibility along Heyes Lane. It is also considered that there is sufficient space within the proposed driveway to ensure that vehicles can enter and exit the site in a forward gear.

Therefore it is considered that the proposed access is acceptable in terms of highway safety, and the proposal therefore complies with policy DC6 of the MBLP.

## **SOCIAL SUSTAINABILITY**

### **Residential Amenity**

MBLP policy DC3 places significant weight in the protection of the amenity of existing neighbours and future residents of new properties. Development should not have a detrimental impact on the privacy, light or comfort of neighbouring residents.

As the proposed access and driveway is positioned to the front of the dwelling, and is at a lower height than the neighbouring dwellings adjacent to the site, there are no amenity concerns as a result of this proposal. Dwellings opposite will also not suffer from a loss of amenity as the proposed driveway will not result in loss of privacy.

As there are no amenity concerns it is considered that the proposed development complies with policies DC3 of the Macclesfield Borough Local Plan.

## **ECONOMIC SUSTAINABILITY**

Due to the nature and scale of the proposed development there are limited economic benefits to this proposal. However it will not have detrimental impact on the economic sustainability of the area. As such, it is considered that the proposed development would be economically sustainable.

## CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. However, the proposal complies with the relevant policies of the development plan and is therefore a sustainable form of development, which should be approved without delay. Accordingly a recommendation of approval is made.

## RECOMMENDATION

### Approved Subject to conditions

1. Commencement of development
2. In accordance with plans
3. Materials as application
4. Tree protection
5. Levels details to be submitted
6. No gates to be erected

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*

Application for Householder

RECOMMENDATION: Approve subject to following conditions

1. Commencement of development
2. Development in accord with approved plans
3. Materials as application
4. Tree protection
5. No gates - new access
6. Submission of levels



Application No: 17/0899M

Location: Roundabout at, BROCKLEHURST WAY, MACCLESFIELD

Proposal: Advertisement consent for the erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Brocklehurst Way Roundabout, the junction of Hulley Road, Brocklehurst Way and A523 The Silk Road. The site runs parallel to the Middlewood Way. To the east is Silk Retail Park, Silk Point Industrial Estate and beyond this Hurdsfield Industrial Estate. To the west is a predominantly residential area comprising two large housing estates. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or regarding public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4no. signs are proposed which will measure 0.6m in width by 0.45m in height positioned at 0.3m from ground level to underside of sign on posts.

**SITE DESCRIPTION**

The roundabout in question is a large sized, grass roundabout with feature, manicured soft planting in the centre including several mature trees and border plants serving Hulley Road, Brocklehurst Way and A523 The Silk Road. It is a well used roundabout and serves the Silk

Retail Park, Silk Point Industrial Estate, Hurdsfield Industrial Estate and to the west a predominantly residential area comprising two large housing estates.

## **RELEVANT SITE HISTORY**

None.

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

### **Cheshire East Local Plan**

None relevant

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

## **CONSULTATIONS**

Macclesfield Town Council – objected to proposals on the grounds of highways distraction and its impact on road safety.

Highways – No objection.

## **REPRESENTATIONS**

None received

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.



Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The 4no. signs will be positioned on the entry point to the roundabout from each of the aforesaid roads. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing highways directional and chevron signage. A condition addressing concerns regarding visual clutter forming a highways distraction where existing advertisements/ boards have been erected on the roundabouts will be added to any planning approval. Noting the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Macclesfield Town Council stating that the proposed signage will be a highways distraction and would impact road safety. The Strategic Highways Manager raises no objections to the proposals. The proposed size and location of the signage on the roundabout is acceptable and does not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### **CONCLUSION**

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or harm public safety.

The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

### **RECOMMENDATION**

#### **Approve subject to the following conditions:**

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*



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Application No: 17/0898M

Location: Roundabout: A537/A523 (Tesco Roundabout) Macclesfield

Proposal: Advertisement consent for the erection of 4 sponsorship signs on the roundabout

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Tesco Roundabout, the junction of A527 Hibel Road, A523 The Silk Road and B5470 Hurdsfield Road. The site is located on the outskirts of Macclesfield Town Centre located to the west and adjacent to Tesco superstore to the north east. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or regarding public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4no. signs are proposed which will measure 0.6m in width by 0.45m in height positioned at 0.3m from ground level to underside of sign on posts.

**SITE DESCRIPTION**

The roundabout in question is a large sized, raised, grass roundabout with feature, manicured soft planting in the centre including several mature trees and border plants serving A527 Hibel Road, A523 The Silk Road and B5470 Hurdsfield Road. It is a very busy roundabout and is a key junction for those travelling into the Town Centre to the west and north, east and south to the surrounding predominantly residential areas and southern end of the Town Centre alongside Macclesfield Train Station and pockets of industrial areas and warehouses.

### **RELEVANT SITE HISTORY**

None.

### **LOCAL AND NATIONAL POLICY**

#### **National Planning Policy Framework**

Paragraph 67 – Advertisements

#### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

#### **Cheshire East Local Plan**

None relevant

#### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **CONSULTATIONS**

Macclesfield Town Council – objected to proposals on the grounds of highways distraction and its impact on road safety.

Highways – No objection.

### **REPRESENTATIONS**

None received

### **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The 4no. signs will be positioned on the entry point to the roundabout from each of the aforesaid roads. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing highways directional and chevron signage. A condition addressing concerns regarding visual clutter forming a highways distraction where existing advertisements/ boards have been erected on the roundabouts will be added to any planning approval. Noting the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Macclesfield Town Council stating that the proposed signage will be a Highways distraction and would impact road safety. The Strategic Highways Manager raises no objections to the proposals. The proposed size and location of the signage on the roundabout is acceptable and does not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or harm public safety.

The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

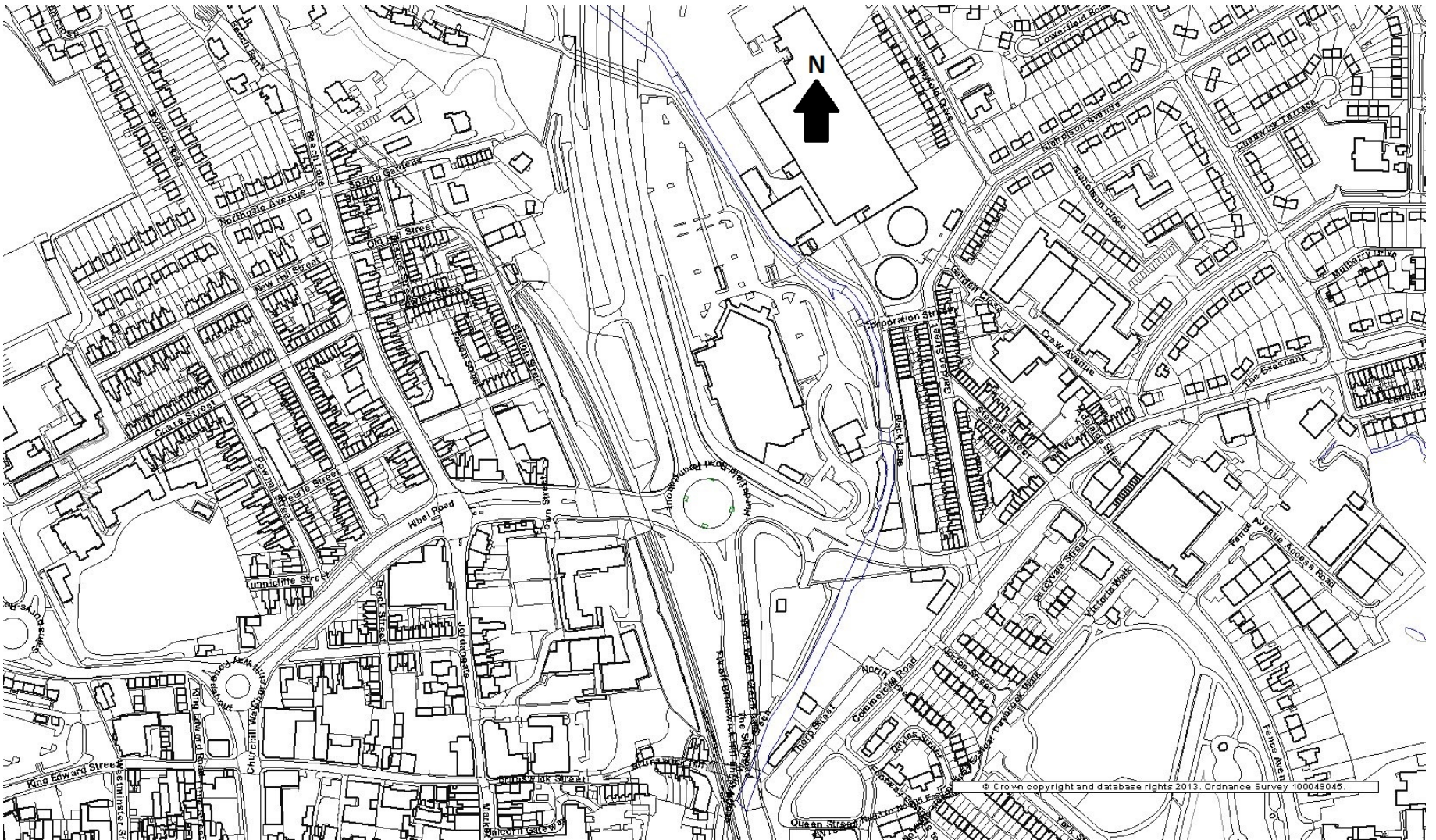
### RECOMMENDATION

#### Approve subject to following conditions:

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*





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Application No: 17/0895M

Location: Roundabout: A537 Cumberland St / Churchill, CHURCHILL WAY  
ROUNABOUT, MACCLESFIELD

Proposal: Erection of 3 sponsorship signs on the roundabout. One facing each entry  
point onto the roundabout

Applicant: Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Churchill Way Roundabout, the junction of Cumberland Street (A537), Churchill Way and Hibel Road (A537). The site is located in the boundary of Macclesfield Town Centre. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or regarding public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

3no. signs are proposed which will measure 0.6m in width by 0.45m in height positioned at ground level.

**SITE DESCRIPTION**

The roundabout in question is a medium sized, raised, grass roundabout with feature, manicured soft planting in the centre including mature fir trees and border plants serving

Cumberland Street (A537), Churchill Way and Hibel Road (A537). It is a very busy roundabout and is a key junction for those travelling into the Town Centre to the east and west/south to the surrounding predominantly residential areas and southern end of the Town Centre.

## **RELEVANT SITE HISTORY**

None.

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

### **Cheshire East Local Plan**

None relevant

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

## **CONSULTATIONS**

Macclesfield Town Council – objected to proposals on the grounds of highways distraction and its impact on road safety.

Highways – No objection.

## **REPRESENTATIONS**

None received

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The 3no. signs will be positioned on the entry point to the roundabout from each of the aforesaid roads. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing highways directional signage. A condition addressing concerns regarding visual clutter forming a highways distraction where existing advertisements/ boards have been erected on the roundabouts will be added to any planning approval. Noting the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Macclesfield Town Council stating that the proposed signage will be a Highways distraction and would impact road safety. The Strategic Highways Manager raises no objections to the proposals. The proposed size and location of the signage on the roundabout is acceptable and does not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

## CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or harm public safety.

The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

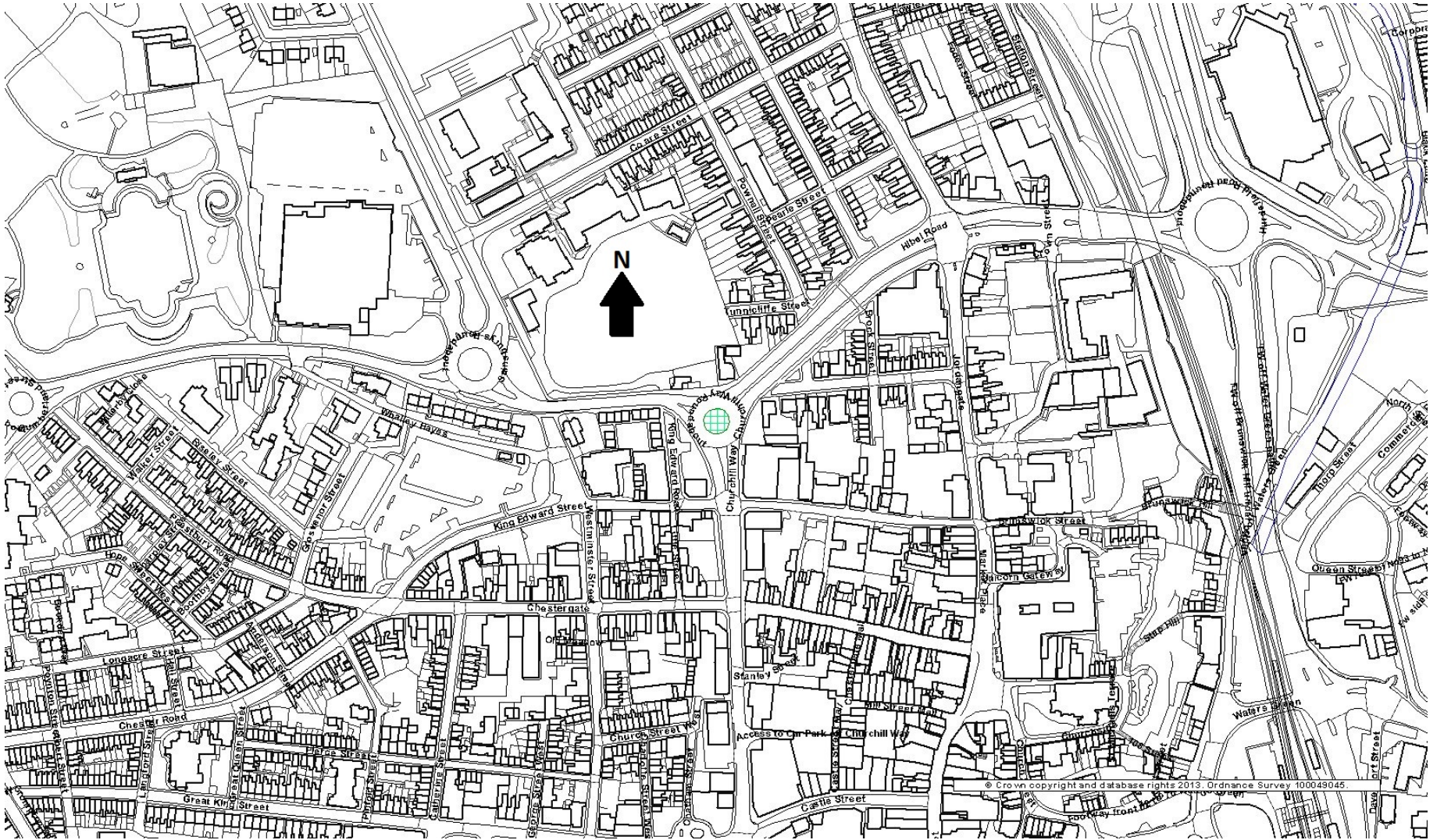
## RECOMMENDATION

### **Approve subject to following conditions:**

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*





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Application No: 17/0894M

Location: Roundabout: A537 Cumberland St / Westminster Rd,, SAINSBURYS ROUNDABOUT, MACCLESFIELD

Proposal: Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout

Applicant: Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Sainsburys Roundabout, the junction of Cumberland Street (A537), Westminster Road and the Sainsburys supermarket access spur. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or regarding public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4no. signs are proposed which will measure 0.6m in width by 0.45m in height sat at ground level.

**SITE DESCRIPTION**

The roundabout in question is a large, raised, grass roundabout with feature, manicured soft planting in the centre including a mature tree serving Cumberland Street (A537), Westminster Road and the Sainsburys supermarket access spur. It is a very busy roundabout and is an arterial junction for those travelling into the Town Centre and west to the surrounding predominantly residential areas. To the north of the site is Sainsburys supermarket and The Kings School. To the south east includes residential properties and religious establishments and to the south west are residential and small commercial premises including dentists and physiotherapy surgeries and a nursery school.

## **RELEVANT SITE HISTORY**

None.

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

### **Cheshire East Local Plan**

None relevant

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

## **CONSULTATIONS**

Macclesfield Town Council – objected to proposals on the grounds of highways distraction and its impact on road safety.

Highways – No objection.

## **REPRESENTATIONS**

None received

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The 4no. signs will be positioned on the entry point to the roundabout from each of the aforesaid roads. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing highways directional signage and chevrons. A condition addressing concerns regarding visual clutter forming a highways distraction where existing advertisements/ boards have been erected on the roundabouts will be added to any planning approval. Noting the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Macclesfield Town Council stating that the proposed signage will be a Highways distraction and would impact road safety. The Strategic Highways Manager raises no objections to the proposals. The proposed size and location of the signage

on the roundabout is acceptable and does not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or harm public safety.

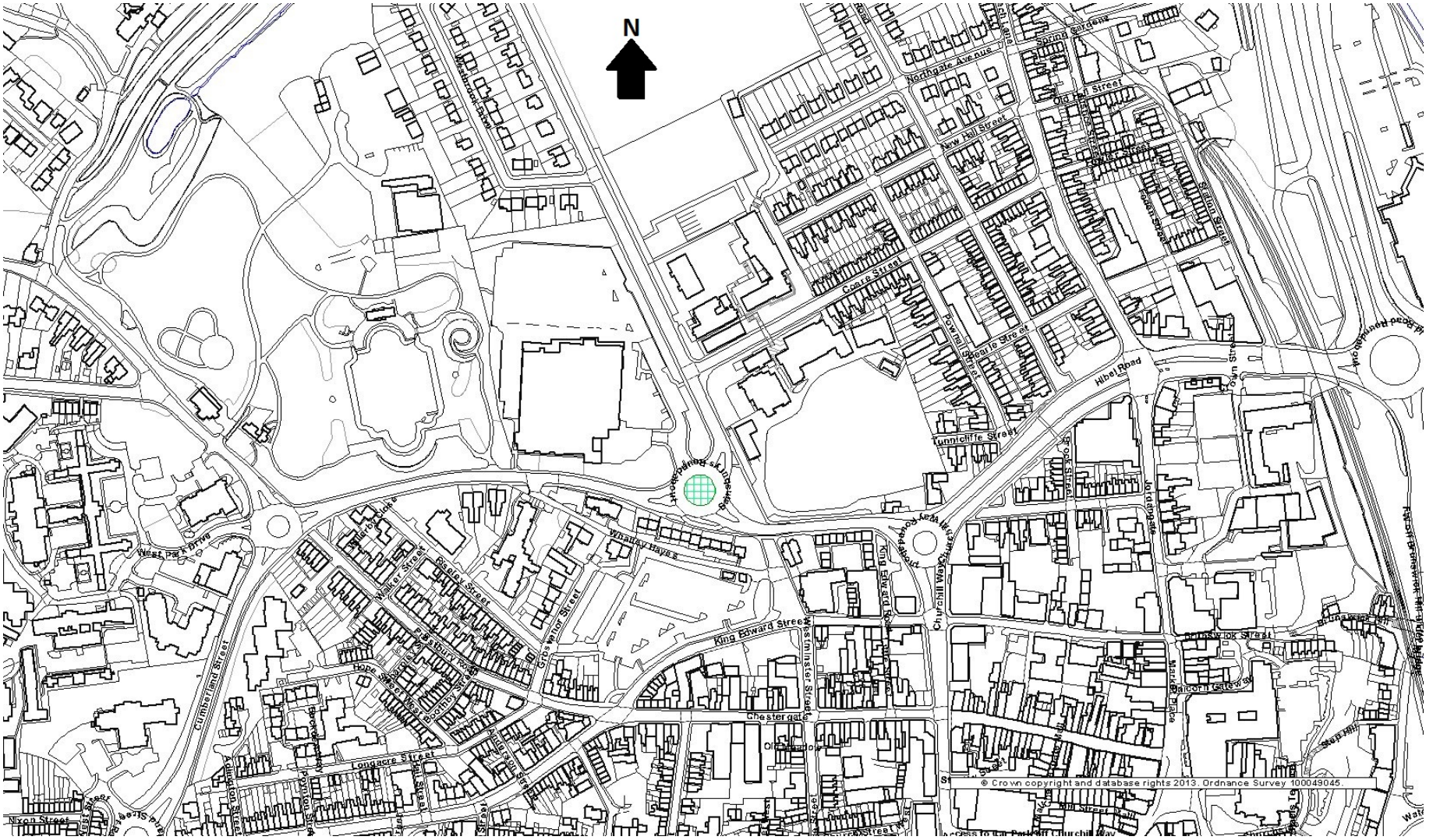
The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

### RECOMMENDATION

#### Approve subject to following conditions:

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*



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Application No: 17/0891M

Location: Roundabout: A537 / Cumberland St / Oxford Rd., CUMBERLAND STREET ROUNDABOUT, MACCLESFIELD

Proposal: Erection of 5 sponsorship signs on the roundabout. One facing each entry point onto the roundabout

Applicant: Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Cumberland Street Roundabout, the junction of Cumberland Street, A537 (Chester Road), West Road and Oxford Road. To the north and south west are predominantly residential areas. Directly to the south is a mixed use area with a Grade II listed Mill set back from the highway by its walled yard area. Immediately to the north is Regency (The Spire) Hospital, a private medical facility. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood including the setting of the listed building, or public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

5no. signs are proposed which will measure 0.6m in width by 0.45m in height at a pole height of 0.3m.

**SITE DESCRIPTION**

The roundabout in question is a large, raised, grass roundabout with feature, manicured soft planting in the centre serving Cumberland Street, A537 (Chester Road), West Road and Oxford Road. This roundabout serves the predominantly residential areas to the east, north west and south west, a mixed use area to the south east containing Regency Mill, Grade II listed and immediately to the north Regency (The Spire) Hospital, a private medical facility. It is a busy roundabout and is an arterial junction for those travelling into the Town Centre from the east and south.

### **RELEVANT SITE HISTORY**

None.

### **LOCAL AND NATIONAL POLICY**

#### **National Planning Policy Framework**

Paragraph 67 – Advertisements

#### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

#### **Cheshire East Local Plan**

SE7 The Historic Environment

#### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **CONSULTATIONS**

Macclesfield Town Council – objected to proposals on the grounds of highways distraction and its impact on road safety.

Highways – No objection.

### **REPRESENTATIONS**

None received

### **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.



Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The 5no. signs will be positioned on the entry point to the roundabout from each of the aforesaid roads. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing highways directional signage. A condition addressing concerns regarding visual clutter forming a highways distraction where existing advertisements/ boards have been erected on the roundabouts will be added to any planning approval. Noting the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area. It is considered there would be a no significant impact on the setting of the Grade II listed Regency Mill which is set back from the site to the south by its existing boundary treatments and yard area.

### **Public Safety**

An objection has been received from Macclesfield Town Council stating that the proposed signage will provide be a Highways distraction and would impact road safety. The Strategic Highways Manager raises no objections to the proposals. The proposed size and location of the signage on the roundabout is acceptable and does not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or harm public safety.

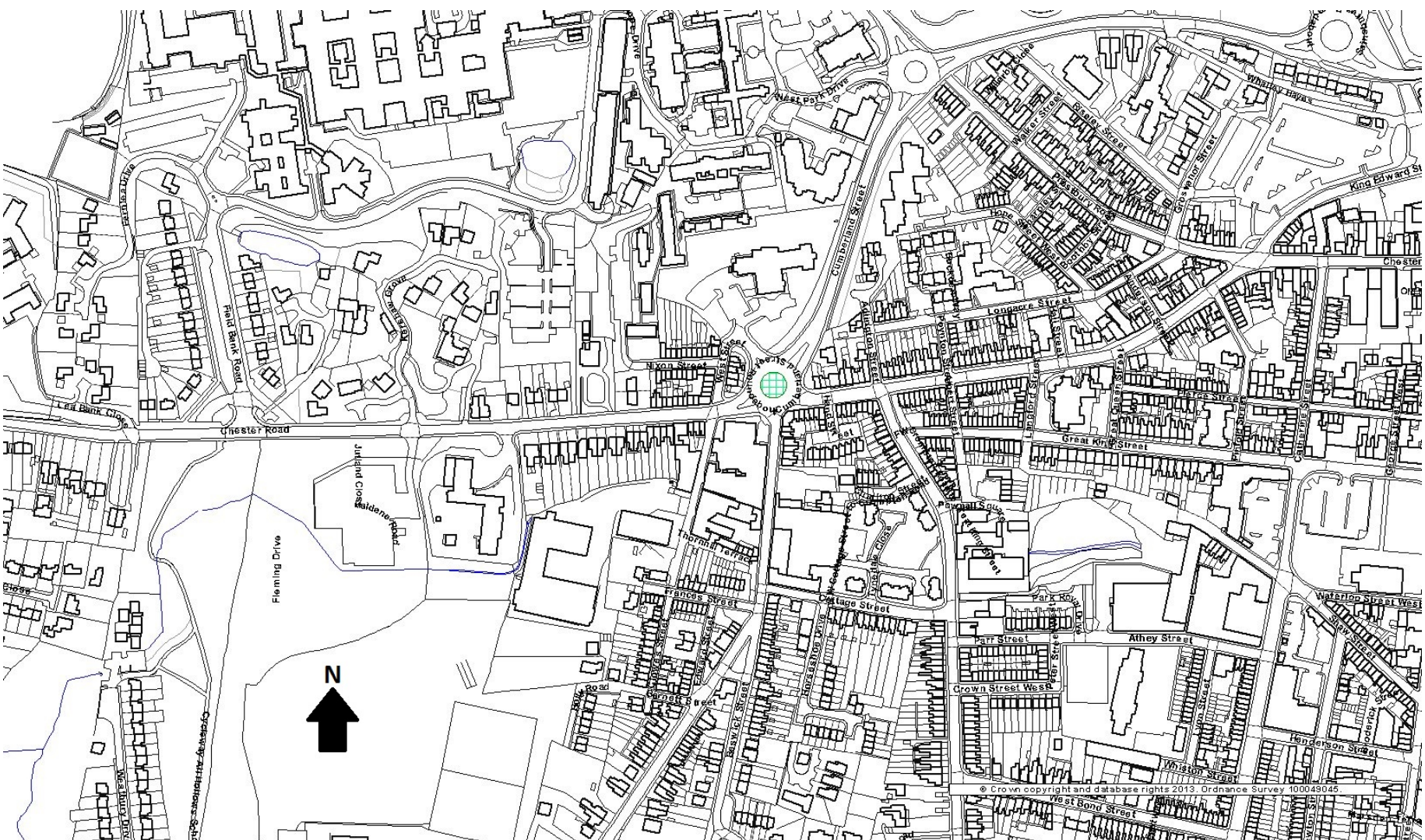
The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan and SE7 of the Cheshire East Local Plan Strategy. The application is therefore recommended for approval subject to conditions.

### RECOMMENDATION

#### Approve subject to the following conditions:

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*



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Application No: 17/0888M

Location: Land Used For Advertising And Premises, IVY ROAD ROUNDABOUT, MACCLESFIELD

Proposal: Advertisement Consent - Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout.

Applicant: Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Ivy Road Roundabout, the junction of Chester Road (A537), Ivy Road and Bishopton Drive. The surrounding area is a predominantly residential. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4no. signs are proposed which will measure 0.6m in width by 0.45m in height at a pole height of 0.3m.

**SITE DESCRIPTION**

The roundabout in question is a large, raised, grass roundabout with feature soft planting in the centre serving Ivy Road, Bishopton Drive and Chester Road (A537). This roundabout serves the predominantly residential area to all directions.

## **RELEVANT SITE HISTORY**

None.

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **Cheshire East Local Plan**

No relevant policies.

## **CONSULTATIONS**

Macclesfield Town Council – objected to proposals on the grounds of highways distraction and its impact on road safety.

Highways – No objection.

Environmental Health – no objection.

Forestry – no objection.

## **REPRESENTATIONS**

None received

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The signs will be positioned on the entry point to the roundabout to each of the aforesaid roads. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing chevron signage. A condition addressing concerns regarding visual clutter forming a highways distraction where existing advertisements/ boards have been erected on the roundabouts will be added to any planning approval. Noting the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Macclesfield Town Council stating that the proposed signage will provide be a Highways distraction and would impact road safety. The Strategic Highways Manager raises no objections to the proposals. The proposed size and location of the signage on the roundabout is acceptable and does not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

## CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or harm public safety.

The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

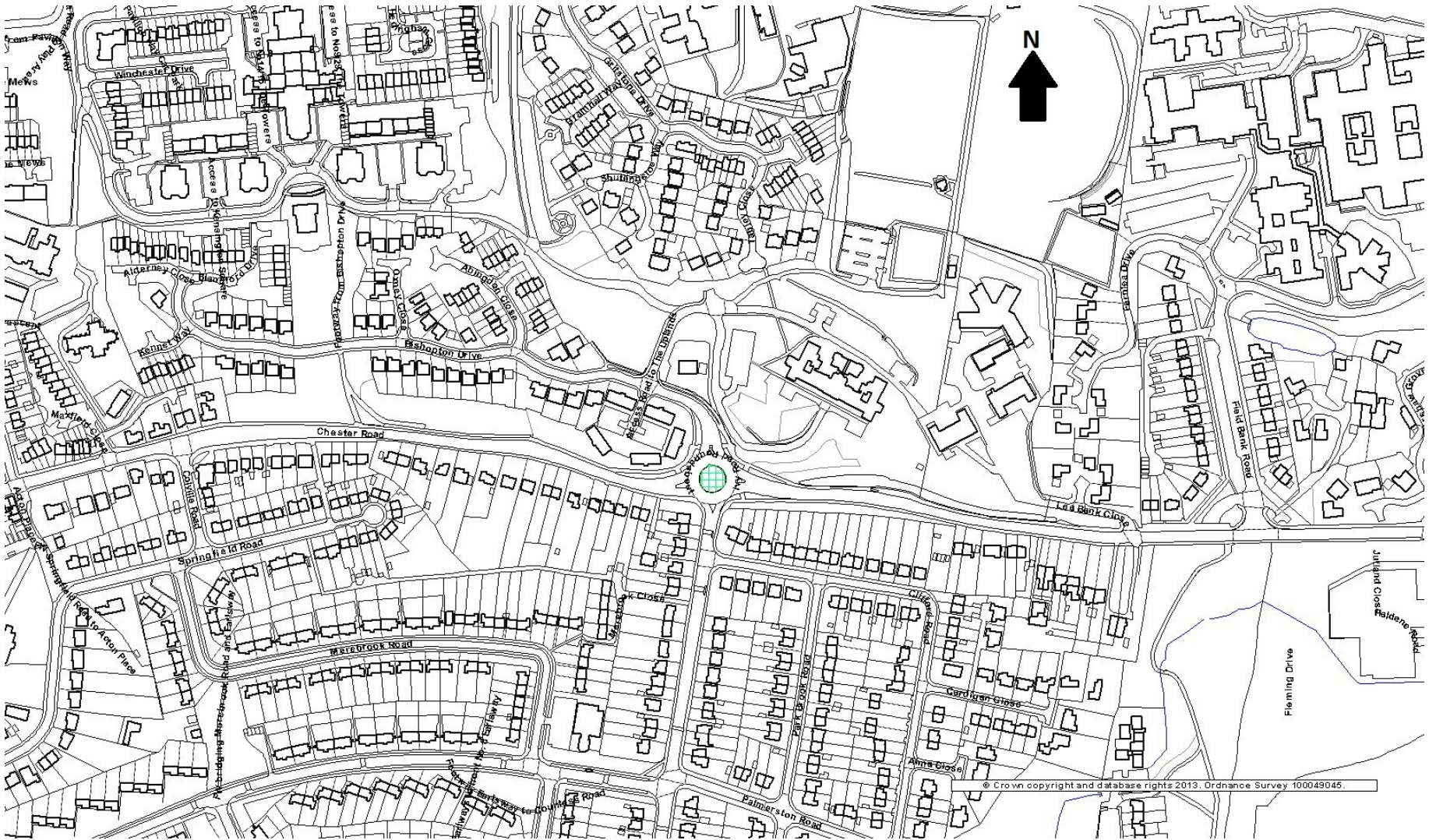
## RECOMMENDATION

### Approve subject to following conditions:

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*





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Application No: 17/0904M

Location: Land At, BALL LANE ROUNDABOUT, BOLLINGTON

Proposal: Advertisement Consent - Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the Silk Road (A523) in Macclesfield, with junctions to both Bollington and Tytherington via the B5090. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4 signs are proposed which will measure 0.6m in width by 0.45m in height at a pole height of 0.3m.

**SITE DESCRIPTION**

The site in question is a fairly large, grassed roundabout with trees to the centre. It is located on the Silk Road (A523) and provides access to Bollington via the B5090 and Tytherington and the Tytherington Business Park.

## **RELEVANT SITE HISTORY**

None

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **Cheshire East Local Plan**

No relevant policies.

## **CONSULTATIONS**

Highways – No objection.

Bollington Town Council – Refusal recommended on the grounds of highway safety. Bollington Town Council would like to note the new Toucan Crossing installed on the adjacent the Silk Road, which they state school children are likely to use and feel any further distraction should be avoided.

## **REPRESENTATIONS**

None received.

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The signs will be positioned on a busy stretch of road and a key route into and out of Bollington and Macclesfield. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing chevron signage. A condition will address a concern regarding visual clutter where existing advertisements/boards have been erected on the roundabouts. Whilst it is understood that the roundabout is positioned within the Green Belt it is considered given the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Bollington Town Council stating that the proposed signage will provide a visual distraction to drivers, thereby causing a safety issue on the highway. The Strategic Highways Manager raises no objections to the proposal. The proposed size and location of the signage on the roundabout is acceptable, they do not interfere with visibility, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan

## CONCLUSION

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or public safety

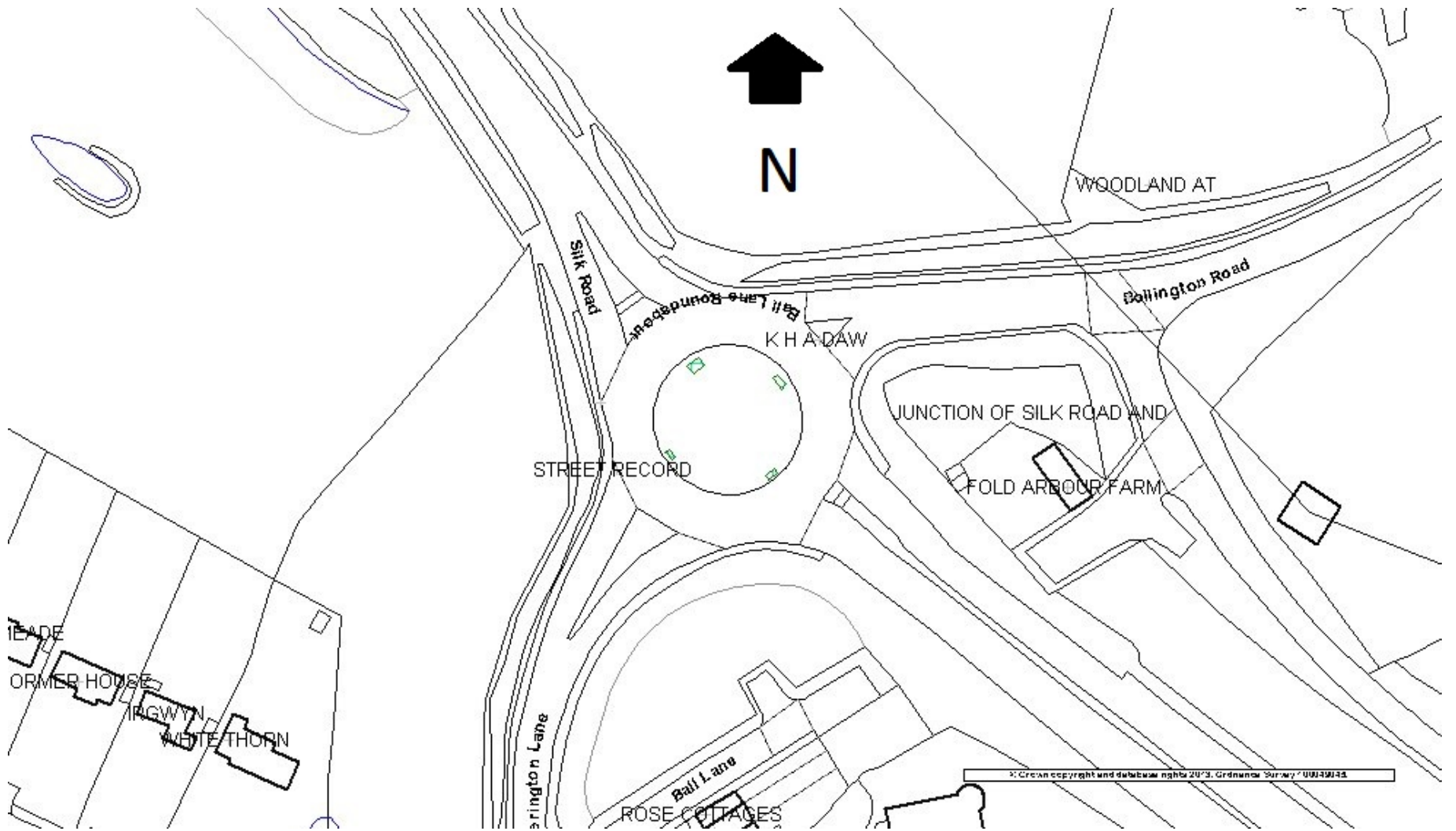
The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject conditions.

## RECOMMENDATION

### Approve subject to following conditions:

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*



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Application No: 17/0905M

Location: Land At, FLASH LANE ROUNDABOUT, PRESTBURY

Proposal: Advertisement Consent for the erection of four sponsorship signs on the roundabout. One facing each entry point onto the roundabout.

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

### **SUMMARY**

The site is located on the Silk Road/London Road (A523) in Prestbury with junctions to Tytherington via B5091 (also known as London Road) and Bollington via B5091, Flash Lane. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or public safety. Accordingly the application is recommended for approval.

### **SUMMARY RECOMMENDATION**

Approve subject to conditions.

### **REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

### **PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4 signs are proposed which will measure 0.6m in width by 0.45m in height at a pole height of 0.3m.

### **SITE DESCRIPTION**

The site in question is a fairly large, grassed roundabout with trees to the centre. It is located on the Silk Road/London (A523) and provides access to Bollington via Flash Lane (B5091) and Tytherington via London Road (B5091).

## **RELEVANT SITE HISTORY**

None

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **Cheshire East Local Plan**

No relevant policies.

## **CONSULTATIONS**

Highways – No objection.

Prestbury Council – Object on the grounds of unnecessary clutter.

## **REPRESENTATIONS**

None received.

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

#### **Amenity**

The signs will be positioned on a busy stretch of road between Bollington and Prestbury. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. An objection has been received from Prestbury Parish Council on the grounds of unnecessary clutter. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing chevron signage. The proposal is of a small scale and is not considered to result in significant clutter on the roundabout. A condition will address a concern regarding visual clutter where existing advertisements/boards have been erected on the roundabouts. Whilst it is understood that the roundabout is positioned within the Green Belt it is considered given the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

#### **Public Safety**

The Strategic Highways Manager raises no objections to the proposal. The proposed size and location of the signage on the roundabout is acceptable, they do not interfere with visibility, and therefore no concerns are raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### **CONCLUSION**

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area or public safety

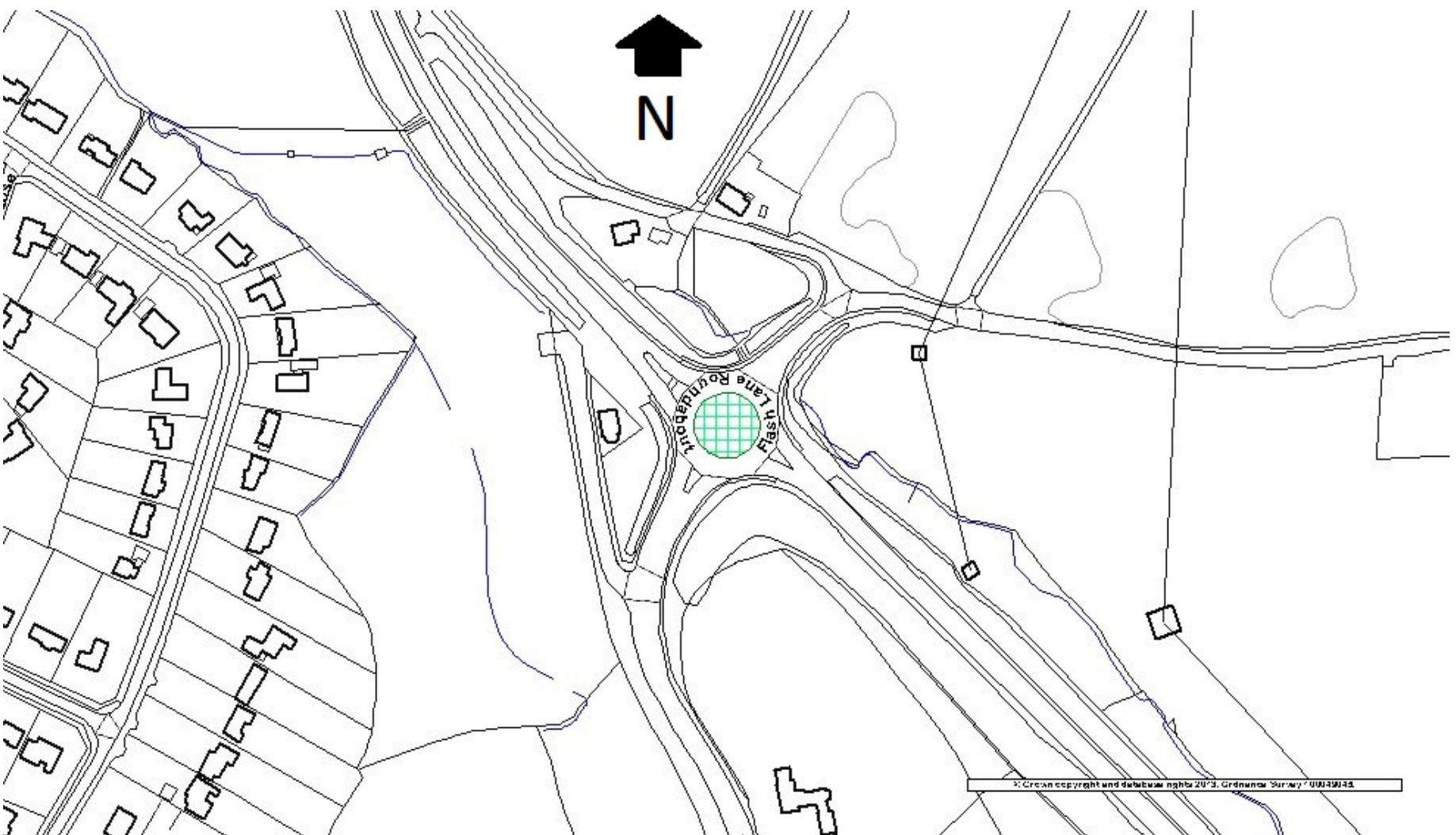
The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

### **RECOMMENDATION**

#### **Approve subject to following conditions:**

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*



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Application No: 17/0839M

Location: Land At, HARDEN PARK ROUNDABOUT, ALDERLEY EDGE

Proposal: Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout.

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

**SUMMARY**

The site is located on the A34 within the Green Belt to the north of Alderley Edge. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or public safety. Accordingly the application is recommended for approval.

**SUMMARY RECOMMENDATION**

Approve subject to conditions.

**REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

**PROPOSAL**

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

4 signs are proposed which will measure 1m in width by 0.45m in height at a pole height of 0.5m.

**SITE DESCRIPTION**

The roundabout in question is a large, grass and tree covered roundabout on the A34 north of Alderley Edge, where the A34 becomes a dual carriageway. The roundabout provides access to both the south of Wilmslow and the north of Alderley Edge.

## **RELEVANT SITE HISTORY**

None.

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

Extract from PPG section 18b:

*Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.*

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **Cheshire East Local Plan**

No relevant policies.

### **Alderley Edge Neighbourhood Plan**

The area has been designated within the Neighbourhood Plan area, however a draft plan is not yet available.

## **CONSULTATIONS**

Highways – No objection.

Alderley Edge Parish Council - No objection to this application subject to the following two conditions:

- CEC should consult with the Parish Council on who the sponsors are
- A proportion of the sponsorship raised is spent on Alderley Edge projects

## **REPRESENTATIONS**

None received.

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.



The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by ANSA prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to Highway Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

### **APPRAISAL**

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.

Para 67 of The Framework relates to advertisements and states that:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

This indicates that the main issues are amenity and public safety.

### **Amenity**

The signs will be positioned on a very busy stretch of road where the A34 becomes a dual carriageway. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51 states that the visual amenity of the immediate area and public safety should not be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing chevron signage. A condition will address a concern regarding visual clutter where existing advertisements/boards have been erected on the roundabouts. Whilst it is understood that the roundabout is positioned within the Green Belt it is considered given the size of the roundabout and the scale of the signage proposed, there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

The Strategic Highways Manager raises no objections to the proposal in terms of public safety and the safe use of the highway. The proposed size and location of the signage on the roundabout is acceptable as they do not interfere with visibility. Therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### **Other Matters**

Comments received from Alderley Edge Parish Council have raised no objection, however conditions have been suggested. The Parish Council wishes to be consulted on who the sponsors of the roundabout are, and would also like a proportion of the sponsorship raised to be spent on projects in Alderley Edge. As these are not material planning considerations, it would be considered unreasonable to place conditions on the decision to this effect.

### **CONCLUSION**

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area, nor would it harm public safety

The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to conditions.

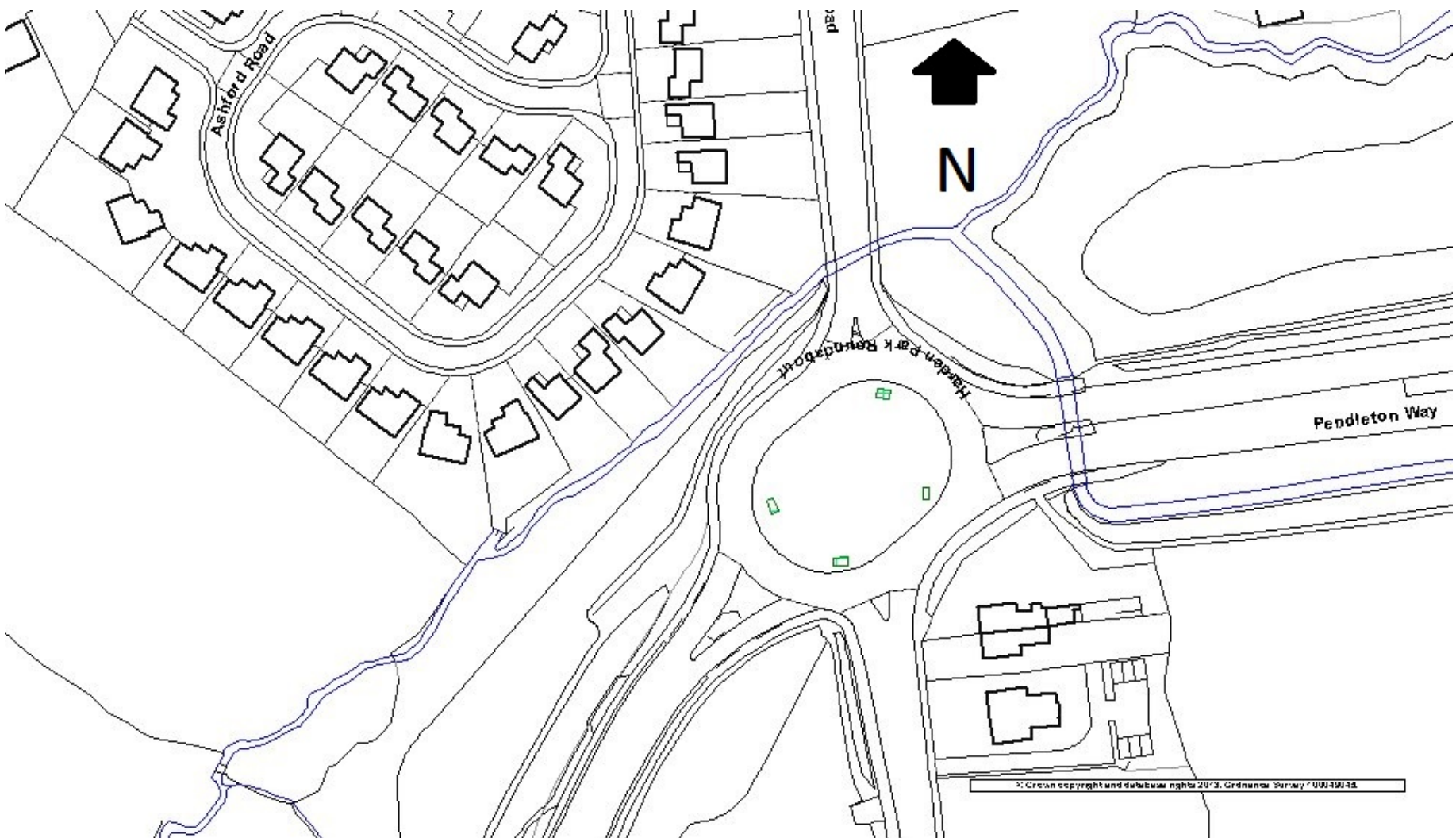
### **RECOMMENDATION**

#### **Approve subject to the following conditions:**

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall 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 or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent. In the event of the 1 year trial period expiring or the advertisement scheme or contract ending, all signs shall be removed within 3 a three month period.
8. Removal of advertisements currently displayed
9. The proposed signage approved by virtue of this consent will be non-reflective and not illuminated, and shall remain as such unless otherwise approved in writing by the Local Planning Authority.

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for*

*approval/refusal) prior to the decision being issued, the Head of Planning Regulation has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*



## CHESHIRE EAST COUNCIL

### NORTHERN PLANNING COMMITTEE

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**Date:** 8 November 2017  
**Report of:** David Malcolm: Head of Planning (Regulation)  
**Title:** Planning Appeals Report

#### **1.0 Purpose of Report**

- 1.1 To summarise the outcome of Planning Appeals that have been decided between 1<sup>st</sup> April 2017 and 30<sup>th</sup> September 2017. The report provides information that should help measure and improve the Council's quality of decision making in respect of planning applications.

#### **2.0 Decision Required**

- 2.1 That the report be noted.

#### **3.0 Background**

- 3.1 All of the Council's decisions made on planning applications are subject to the right of appeal under section 78 of the Town and Country Planning Act 1990. Most appeals are determined by Planning Inspectors on behalf of the Secretary of State. However, the Secretary of State has the power to make the decision on an appeal rather than it being made by a Planning Inspector – this is referred to as a 'recovered appeal'.
- 3.2 Appeals can be dealt with through several difference procedures: written representations; Informal Hearing; or Public Inquiry. There is also a fast-track procedure for householder and small scale commercial developments.
- 3.3 All of the Appeal Decisions referred to in this report can be viewed in full online on the planning application file using the relevant planning reference number.
- 3.4 This report relates to planning appeals and does not include appeals against Enforcement Notices or Listed Building Notices.

#### **4.0 Commentary on Appeal Statistics**

- 4.1 The statistics on planning appeals for the first quarter (Q1) and second quarter (Q2) of the year are set out in Appendix 1. A list of the appeals is set out in Appendix 2 and 3.

- 4.2 The statistics in Appendix 1 are set into different components to enable key trends to be identified:
- Overall performance;
  - Performance by type of appeal procedure;
  - Performance on delegated decisions;
  - Performance on committee decisions;
  - Overall numbers of appeals lodged;
  - Benchmarking nationally.
- 4.3 The overall number of appeals lodged has fallen by 39% when compared to the same period in 2016. Between 1st April 2016 and 30th September 2016 69 Appeals were lodged. 42 Appeals were lodged between 1st April 2017 and 30th September 2017. It is also noticeable that the number of appeals lodged has fallen in the 2nd quarter this year, from 29 in Q1 to 13 in Q2. The number of planning applications determined has remained constant at a high level, so the reduction in appeals is not a result of fewer planning decisions made. The reduction in appeals lodged therefore appears to be an indication of improvements in the overall quality of decision making. This may be reflective of improved negotiation with applicants in reaching solutions to issues, and the adoption of the Local Plan reducing the number of speculative appeals.
- 4.4 In terms of the outcomes of the appeals decided, more have been allowed than would be expected against a national average, across the board (with the exception of householder appeals). Overall, in the year to date, 47% of appeals have been allowed against a national average of 31%.
- 4.5 The vast majority of appeals were determined by written representation, 47 out of 62. Of those 47 decisions, 51% were allowed against a national average of 29%. The sample of decisions by Public Inquiry and Informal Hearing is too low to provide meaningful trends, although it is notable that both Inquiries determined in this period were allowed.
- 4.6 In respect of Householder Appeals, only 20% were allowed which is better than the national average of 36%.
- 4.7 31% of appeals against delegated decisions were allowed, which is exactly in line with national average.
- 4.8 Appeals against committee decisions have been less favourable. Overall 69% of appeals made against committee decisions have been allowed. In the second quarter this figure rose to 75%. This outcome is not solely a result of Members overturning a planning officer recommendation. Appendix 2 and 3 illustrate that 7 refusals of planning permission against officer recommendation were successfully defended by the Council. However, the overwhelming majority of decisions where officer recommendations were overturned have resulted in the appeal being

allowed. This was the case for 67% of those decisions. These figures emphasise that a decision contrary to officer recommendation based on good planning grounds may be defended, but too often decisions are made contrary to officer advice without good reason and with insufficient evidence. The total of 21 appeals over the period against decisions made contrary to officer advice should be considered too many in itself.

- 4.9 It should be noted that, due to the timescales of the appeals process, any improvements in committee decision making made in the last 3 months will not yet have filtered through.

## **5.0 Commentary on Appeal Decisions**

- 5.1 This section summaries several appeal decisions that have implications for the Council. All of the decisions have importance for different reasons but due to the volume of decisions only a few are selected for comment in this report.
- 5.2 The Council is now beginning to receive appeal decisions since the adoption of the Cheshire East Local Plan Strategy. Application ref. 17/0197C is an example of decisions being made in accordance with the adopted Development Plan. The proposal was for a small housing development in the Open Countryside at Betchton. The appeal was dismissed. The Inspector noted that:

*The Council is now able to demonstrate a five year supply of housing land. The development plan is not absent or silent and relevant policies for the supply of housing are not out-of-date. Consequently, the appeal proposal must be determined in accordance with the development plan unless material considerations indicate otherwise in accordance with Section 38(6) Planning and Compulsory Purchase Act.*

- 5.3 This is an important guiding principle of the plan-led system. The appeal was subsequently dismissed as the Inspector agreed with the Council that the proposal ran contrary to policies of the Development Plan and there were no material considerations sufficient to outweigh a decision in accordance with it.
- 5.4 The decision also emphasises the importance of maintaining a five year supply of housing land.
- 5.5 An appeal decision for an 'out of centre' retail development in Macclesfield exemplifies the challenging decisions that are required to be made at Planning Committee. Application ref. 15/5676M, for the development of the Barracks Mill site, was refused by the Council due to the concern that there would be significant impact on the vitality and viability of Macclesfield Town Centre.

- 5.6 In allowing the appeal for 12,800 square metres of out-of-centre retail floorspace, the Inspector found that the proposal would divert trade from Macclesfield Town Centre and would therefore impact on its vitality and viability. The Inspector considered that the cumulative comparison impact on the town centre would be in the region of 9.6%. However, he found that such an impact on vitality and viability and on local consumer choice and trade would not be 'significantly adverse', which is the test of the National Planning Policy Framework and the newly adopted Local Plan Strategy (Policy EG 5 refers). These conclusions were drawn subject to the imposition of detailed conditions restricting the amount and type of retail goods that can be sold from the site.
- 5.7 The retail conditions imposed by the Inspector would limit the amount of 'bulky' items such as carpets, floor coverings, furniture, home furnishings, electrical goods, domestic appliances, DIY goods and materials and gardening tools and equipment that could be sold. More importantly, the conditions would limit overlap with clothes retailers in the town centre by restricting the sale of such goods to 10% of the total net floorspace. This makes the conditions more restrictive than originally proposed in the committee report and certainly more restrictive than the appellant argued for. By restricting the ratio of clothing for sale, the conditions will also preclude other clothing retailers from relocating their clothing, beauty and fashion sales to the Barracks Mill site. A minimum unit size has also been imposed to ensure that the scheme does not create smaller shops with similar occupiers to the town centre.
- 5.8 In terms of qualitative impact, the Inspector noted that presently, shoppers are choosing to travel to other 'out-of-centre' retail parks to destinations such as Lyme Green, Handforth Dean, Stanley Green, Stockport, Manchester City Centre and the Trafford Centre. To this end, the Inspector considered that the appeal proposal would provide a realistic alternative to competing retail parks further afield and therefore would improve local consumer choice and reduce present leakage from Macclesfield by bringing "different types of retailers to Macclesfield who would otherwise struggle to find suitable premises in the town". In doing so, the Inspector concluded that "this would represent a significant benefit, as would the regeneration and redevelopment of a vacant brownfield site in a prominent location close to the town centre". The appeal was therefore allowed.
- 5.9 In the majority of appeals, both parties bear their own costs of the process. This was the case with the Barracks Mill appeal, for example. However, a costs award may be made by the Inspector where they consider that unreasonable behaviour has occurred. The Appellant is required to evidence why the appeal should be made, but of equal importance the Council must be able to properly evidence its decision based on planning grounds alone. Applications ref. 16/3569M and 16/4087M are examples of costs being awarded against the Council because it was unable to substantiate the reason for refusal. In this case planning permission existed for 2No. Apartments on the site. The



applicant wished to further subdivide the building into either 3 or 4No. Apartments. The subdivision involved a small extension to the building, of circa 16 sq. m. Both applications were refused due to “over development and over intensification of use causing harm to the character and appearance of the Conservation Area”. The Inspector allowed the appeals and concluded that the Council had failed to substantiate the reasons for refusal, in the face of advice from its officers that the proposals were acceptable. He concluded that the appellant should not have needed to deal with these reasons for refusal and had incurred unnecessary expense in doing so.

- 5.10 This was an example of a clear cut decision that should not have gone to appeal. However, as mentioned at paragraph 4.8 of this report, committee decisions contrary to officer recommendation can be a healthy part of the process when it is based on evidence, policy and good planning grounds. A good example of this is ref. 16/3610M. The proposal was for 3No. Apartments, redeveloping a site that had previously been granted permission for an office development. Planning permission was refused, contrary to officer advice, due to the substandard level of amenity for future occupiers. The Inspector agreed with the Council’s decision and dismissed the appeal. On this occasion officers were able to substantiate the reason for refusal during the appeal because it could be evidenced that the proposal breached policies of the Development Plan.

## **6.0 Recommendation**

- 6.1 That Members note the contents of the report.

## **7.0 Risk Assessment and Financial Implications**

- 7.1 As no decision is required there are no risks or financial implications.

## **8.0 Consultations**

- 8.1 None.

## **9.0 Reasons for Recommendation**

- 9.1 To learn from outcomes and to continue to improve the Council’s quality of decision making on planning applications.

### ***For further information:***

*Portfolio Holder: Councillor Ainsley Arnold*

*Officer: Peter Hooley – Planning & Enforcement Manager*

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*Email: Peter.Hooley@cheshireeast.gov.uk*

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Quarterly Planning Appeals Report

**Appendix 1. Planning Appeal Statistics**

<b>All s.78 Planning Appeals decided</b>			
<b>Q1 (1<sup>st</sup> April 2017 to 30 June 2017)</b>			
<b>Q2 (1<sup>st</sup> July 2017 to 30<sup>th</sup> Sept 2017)</b>			
	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of Planning Appeals determined	32	30	62
Total Allowed	17	12	29
Total Dismissed (%)	15	18	33
<b>Percentage allowed</b>	<b>53%</b>	<b>40%</b>	<b>47%</b>
<i>Note: appeals that were withdrawn, deemed invalid or part allowed/part dismissed are excluded from the figures provided.</i>			

<b>Public Inquiries</b>	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of appeals determined	1	1	2
Total Allowed	1	1	2
Total Dismissed	0	0	0
<b>Percentage allowed</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Hearings</b>	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of appeals determined	2	1	3
Total Allowed	1	0	1
Total Dismissed	1	1	2
<b>Percentage allowed</b>	<b>50%</b>	<b>0%</b>	<b>33%</b>

<b>Written representations</b>	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of appeals determined	22	25	47
Total Allowed	13	11	24
Total Dismissed	9	14	23
<b>Percentage allowed</b>	<b>59%</b>	<b>44%</b>	<b>51%</b>

<b>Householder Appeal Service</b>	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of appeals determined	7	3	10
Total Allowed	2	0	2
Total Dismissed	5	3	8
<b>Percentage allowed</b>	<b>29%</b>	<b>0%</b>	<b>20%</b>

Quarterly Planning Appeals Report

**Appeals against Delegated Decisions**

	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of appeals determined	18	18	36
Total Allowed	8	3	11
Total Dismissed	10	15	25
<b>Percentage allowed</b>	<b>44%</b>	<b>17%</b>	<b>31%</b>

**Appeals against Planning Committee Decisions**

	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Number of appeals determined	14	12	26
Total Allowed	9	9	18
Total Dismissed	5	3	8
<b>Percentage allowed</b>	<b>64%</b>	<b>75%</b>	<b>69%</b>

**Appeals Lodged this year**

	<b>Q1</b>	<b>Q2</b>	<b>Year to date</b>
Public Inquiries	0	3	3
Hearing	3	1	4
Written Rep	20	5	25
Household fast-track	6	4	10
<b>Total</b>	<b>29</b>	<b>13</b>	<b>42</b>

**Benchmarking**

**National figures for s78 Planning Appeals**

<b>First Quarter Apr – Jun 2017</b>				
	<b>Public Inquiry</b>	<b>Hearings</b>	<b>Written Representations</b>	<b>All</b>
Number of appeals determined	66	138	2340	2544
<b>Percentage allowed</b>	<b>50%</b>	<b>41%</b>	<b>29%</b>	<b>31%</b>

**National figures for Householder Appeal Service**

<b>First Quarter Apr – Jun 2017</b>	
	<b>Householder</b>
Number of appeals determined	1137
<b>Percentage allowed</b>	<b>36%</b>

**Appendix 2.** Appeals determined 1<sup>st</sup> April 2017 to 30<sup>th</sup> June 2017

<b>LPA ref.</b>	<b>Site Address</b>	<b>Development Description (short description)</b>	<b>Decision Level</b>	<b>Procedure</b>	<b>Appeal Outcome</b>	<b>Over-turn?</b>
14/0365N	Land north of Moorfields, Willaston	Development of up to 170 no dwellings with associated infrastructure	Strategic Planning	Public Inquiry	Allowed	N/A
16/2643C	Land off MACCLESFIELD ROAD, CONGLETON	Proposal for construction of 202 dwellings off Macclesfield Road Congleton	Southern Planning	Informal Hearing	Withdrawn	N/A
15/5166N	Smithy Lodge, NANTWICH ROAD, WRENBURY, CW5 8EW	Proposed Development of 10No. residential dwellings.	Southern Planning	Written Representations	Dismissed	Y
16/2010N	LAND OFF OAK GARDENS, BUNBURY	Outline application for proposed residential development for 15 dwellings	Southern Planning	Written Representations	Allowed	Y
16/3924C	WATERWORKS HOUSE, DINGLE LANE, SANDBACH, CW11 1FY	Demolition of existing two-storey dwelling, removal of water treatment storage	Southern Planning	Written Representations	Allowed	Y
16/4792N	Land to the west of CLOSE LANE, ALSAGER	Outline planning application for residential development and access	Southern Planning	Written Representations	Allowed	N
15/2274M	Land off SCHOOL LANE, MARTON	Outline application for up to 27 dwellings with details of access.	Northern Planning	Informal Hearing	Dismissed	Y
16/3514C	Land to east of MANOR LANE, HOLMES CHAPEL	Outline permission for New residential development to create up to 114 dwelling	Northern Planning	Public Inquiry	Withdrawn	N/A
15/4515M	WARFORD HALL, WARFORD HALL DRIVE, GREAT WARFORD, SK9 7TP	Change of use from dwelling and ancillary offices to dwelling with conference /	Northern Planning	Written Representations	Dismissed	Y
16/0834M	1, BUTLEY LANES, PRESTBURY, SK10 4HU	Demolition of Existing Dwelling and erection of 2 new houses	Northern Planning	Written Representations	Allowed	Y
16/2622M	109, WHIRLEY ROAD, MACCLESFIELD, SK10 3JW	Development of a new house within the existing site boundary	Northern Planning	Written Representations	Dismissed	Y
16/3569M	Coppers, 10, CONGLETON ROAD, ALDERLEY EDGE, SK9 7AA	Proposed 3no. apartments to replace former single detached dwelling.	Northern Planning	Written Representations	Allowed	Y
16/4087M	Coppers, 10 Congleton Road, Alderley Edge, SK9 7AA	Proposed 4no. apartments to replace former single dwelling detached dwelling.	Northern Planning	Written Representations	Allowed	Y

## Quarterly Planning Appeals Report

<b>LPA ref.</b>	<b>Site Address</b>	<b>Development Description (short description)</b>	<b>Decision Level</b>	<b>Procedure</b>	<b>Appeal Outcome</b>	<b>Over-turn?</b>
16/4527M	1, ORME CLOSE, PRESTBURY, SK10 4JE	Demolition of the existing house to be replaced with two new build detached dwellings	Northern Planning	Written Representations	Allowed	Y
16/4826M	2, LANCASTER ROAD, WILMSLOW, SK9 2HF	Proposed two storey 3 bedroom detached dwelling	Northern Planning	Written Representations	Dismissed	Y
16/5788C	Grove Inn, MANCHESTER ROAD, CONGLETON, CW12 1NP	Proposed conversion of public house and extensions & additions to form retail	Northern Planning	Written Representations	Allowed	Y
16/4300M	Glengarry, Middlewich Road, Lower Peover, WA16 9PN	Erection of two storey rear extension, single storey side extensions with amended	Delegation	Householder Appeal Service	Dismissed	
16/5337M	The Old School, MAIN ROAD, LANGLEY, SK11 0BU	Renovations, Alteration and Side/Front Extension, with Associated Landscaping	Delegation	Householder Appeal Service	Dismissed	
16/5500M	142, BUXTON ROAD, DISLEY, SK12 2HG	Side extension to first floor above existing garage.	Delegation	Householder Appeal Service	Allowed	
16/5886M	THE FIRS, CARTER LANE, CHELFORD, CHESHIRE, SK11 9BD	Erection of a single storey extension to the rear of an existing barn conversion	Delegation	Householder Appeal Service	Allowed	
16/5973N	THE HAYBARN, EATON ROAD, WETTENHALL, CW7 4HJ	Proposed Single Storey Extension	Delegation	Householder Appeal Service	Dismissed	
16/6174C	116, WEST ROAD, CONGLETON, CW12 4EU	Drop kerb for vehicle access	Delegation	Householder Appeal Service	Dismissed	
17/0404C	123, CREWE ROAD, SANDBACH, CW11 4PA	Two storey extension to rear of property.	Delegation	Householder Appeal Service	Dismissed	
16/0198C	LAND OPPOSITE FIVE ACRES FARM, CLEDFORD LANE, MIDDLEWICH	Variation of condition 4 of 10/0015C	Delegation	Informal Hearing	Allowed	
16/2327C	Land off NEWCASTLE ROAD, ARCLID	12 new dwellings and a new access	Delegation	Public Inquiry	Withdrawn	
16/1892N	GRESTY LODGE BARN, 347, CREWE ROAD, SHAVINGTON, CW2 5AD	Retrospective Application for Erection of High Wall to Highway and Associated Gates	Delegation	Written Representations	Allowed	

## Quarterly Planning Appeals Report

<b>LPA ref.</b>	<b>Site Address</b>	<b>Development Description (short description)</b>	<b>Decision Level</b>	<b>Procedure</b>	<b>Appeal Outcome</b>	<b>Over-turn?</b>
16/2016N	Woodlands House, London Road, Stapeley, CW5 7JL	Single dwelling	Delegation	Written Representations	Allowed	
16/2085C	55, WEST STREET, CONGLETON	Demolition of existing building and construction of new building	Delegation	Written Representations	Deemed Invalid by DoE	
16/3040N	Birds Nest, AUDLEM ROAD, AUDLEM, CW3 0HF	Proposed Housing Development on Land adjacent Birds Nest for 20 dwellings	Delegation	Written Representations	Dismissed	
16/3108M	HIBBERTBROW FARM, BROOKLEDGE LANE, ADLINGTON, SK10 4JX	Garage, store and tractor shed.	Delegation	Written Representations	Dismissed	
16/3547M	TYTHERINGTON OLD HALL, DORCHESTER WAY, MACCLESFIELD, SK10 2LQ	Listed building consent for alterations to convert from current office accommodation	Delegation	Written Representations	Withdrawn	
16/3612N	Honeysuckle Cottage, HEATLEY LANE, BROOMHALL, CW5 8BA	Proposed retention of agricultural building incorporating half mezzanine floor	Delegation	Written Representations	Allowed	
16/3735C	37, BRAMBLE CLOSE, MIDDLEWICH, CW10 9FZ	Change of use of vacant land to form extended garden	Delegation	Written Representations	Dismissed	
16/3951C	Holly Bank, BYLEY LANE, CRANAGE, CW10 9LP	3 No. 3 bedroom single storey cottage	Delegation	Written Representations	Dismissed	
16/4597N	138, Main Road, Shavington, CW2 5DP	Construction of 3 detached 3 bedroom dwellings	Delegation	Written Representations	Dismissed	
16/4646M	Half Acre, BEECHFIELD ROAD, ALDERLEY EDGE, SK9 7AU	Erection of one detached dwelling	Delegation	Written Representations	Allowed	
16/5055N	LAND ADJACENT 206, FORD LANE, CREWE, CW1 3TN	Detached dwelling	Delegation	Written Representations	Allowed	

**Appendix 3.** Appeals determined 1<sup>st</sup> July to 30<sup>th</sup> Sept 2017

<b>LPA ref.</b>	<b>Site Address</b>	<b>Development Description (short description)</b>	<b>Decision Level</b>	<b>Procedure</b>	<b>Appeal Outcome</b>	<b>Over-turn?</b>
15/5676M	BARRACKS MILL, BLACK LANE, MACCLESFIELD	Outline planning application with all matters reserved except for access	Strategic Planning	Public Inquiry	Allowed	Y
16/2433N	Land south of NANTWICH ROAD, WRENBURY	Outline application for residential development to include details of access	Strategic Planning	Written Representations	Dismissed	N
14/5834C	DUNKIRK FARM PADDOCK, OFF LONDON ROAD, BRERETON, CW4 8AX	Construction of 10 dwellings (resubmission of planning application reference 14/	Southern Planning	Written Representations	Allowed	N/A
16/0646N	6 & Land rear of no.6 BUNBURY LANE, BUNBURY, CW6 9QZ	Outline planning application for the demolition of 1no. bungalow and the erection of 15No. dwellings	Southern Planning	Written Representations	Allowed	Y
16/3433N	Grand Junction Way, Crewe	Demolition of an existing building, part demolition of the former pet hire building	Southern Planning	Written Representations	Withdrawn	N/A
16/3664N	THE WHITE LION, AUDLEM ROAD, HANKELOW, CW3 0JA	Demolition of public house and erection of 5no. four-bedroom detached dwellings	Southern Planning	Written Representations	Allowed	Y
16/3974N	Land East of WHITCHURCH ROAD, ASTON	Development of up to 24 dwellings with all matters reserved except access	Southern Planning	Written Representations	Dismissed	Y
16/5562C	Rectory Farm, OLD KNUTSFORD ROAD, CHURCH LAWTON, ST7 3EQ	Outline application for the erection of up to 5 residential dwellings	Southern Planning	Written Representations	Allowed	Y
16/6202N	Land off MILL LANE, BULKELEY	Outline application for 13 dwellings with access off Mill Lane	Southern Planning	Written Representations	Allowed	N
17/0388N	Land adjacent 11 Walthall Street, Crewe, CW2 7JZ	Variation of Condition 2 on approved planning application 16/4784N	Southern Planning	Written Representations	Allowed	Y
16/3539M	Land to the rear of the Water Street Centre, WATER STREET, BOLLINGTON	Proposed erection of two detached houses on former playground, construction of new road bridge	Northern Planning	Written Representations	Allowed	Y
16/3610M	LAND TO THE REAR OF 14-18, LONDON ROAD, ALDERLEY EDGE	Proposed demolition of existing building to the rear of No's 14-18 London Road,	Northern Planning	Written Representations	Dismissed	Y



## Quarterly Planning Appeals Report

<b>LPA ref.</b>	<b>Site Address</b>	<b>Development Description (short description)</b>	<b>Decision Level</b>	<b>Procedure</b>	<b>Appeal Outcome</b>	<b>Over-turn?</b>
17/0181M	Brundred Farm, 45, CASTLE HILL, PRESTBURY, SK10 4AS	Erection of 1no. detached dwelling	Northern Planning	Written Representations	Allowed	Y
15/0950M	TOP CROFT, RIDGE HILL, SUTTON, SK11 0LU	Proposed agricultural building	Delegation	Written Representations	Allowed	
15/5808M	Maple Farm, STRAWBERRY LANE, WILMSLOW, SK9 6AH	Application for a Lawful Development Certificate for an Existing Use	Delegation	Written Representations	Dismissed	
16/0798C	NORTEK (M H E) LTD, Vale Mill, PRIESTY FIELDS, CONGLETON, CW12 4AQ	Outline application for residential development comprising up to 10No dwellings	Delegation	Written Representations	Dismissed	
16/2615M	LAND ADJACENT TO SANDICOT, WOOD LANE SOUTH, ADLINGTON	Vehicular access. (Retrospective)	Delegation	Written Representations	Dismissed	
16/2980M	92A, KING STREET, KNUTSFORD, WA16 6ED	Advertisement Consent for 1 Fascia Sign	Delegation	Written Representations	Dismissed	
16/3025N	52A, STALBRIDGE ROAD, CREWE, CW2 7LP	Change of use of office building to form one dwelling	Delegation	Written Representations	Dismissed	
16/3687M	HEATHFIELD HOUSE, BOLLINGTON LANE, NETHER ALDERLEY, SK10 4TB	Removal of conditions 7 & 8 on approval 82411P for conversion of disused MOD building	Delegation	Written Representations	Allowed	
16/4653M	17, FLETSAND ROAD, WILMSLOW, SK9 2AD	Variation of condition 9 (Obscure Glazing Requirement) of 15/2861M	Delegation	Written Representations	Withdrawn	
16/5305M	The Old Rectory, Church Lane, MOBBERLEY, WA16 7RD	Listed building consent for internal and external alterations to an outbuilding	Delegation	Written Representations	Dismissed	
16/5759C	Yeowood Farm, Elton Road, Sandbach, CW11 3NE	Prior notification of agricultural or forestry development - proposed road	Delegation	Written Representations	Allowed	
16/5910M	22, DAVEHALL AVENUE, WILMSLOW, SK9 5NE	Two story side extension with loft conversion. Three bedrooms, one with en-suite	Delegation	Householder Appeal Service	Dismissed	
16/6034C	SPRING BANK FARM, CONGLETON ROAD, ARCLID, CW11 2UD	New 2 storey 3 Bed House and change of use of agricultural building to B1 uses	Delegation	Informal Hearing	Dismissed	
16/6053M	2 & 4, CROFT LANE, KNUTSFORD, WA16 8QH	Demolition, Extension and alterations to existing dwellings	Delegation	Written Representations	Dismissed	

## Quarterly Planning Appeals Report

<b>LPA ref.</b>	<b>Site Address</b>	<b>Development Description (short description)</b>	<b>Decision Level</b>	<b>Procedure</b>	<b>Appeal Outcome</b>	<b>Over-turn?</b>
16/6056M	5, BLAKELOW GARDENS, MACCLESFIELD, SK11 7EE	Change of use from allotment garden to domestic garden	Delegation	Written Representations	Dismissed	
16/6075M	Oak Lodge, MARTON LANE, GAWSWORTH, SK11 9EZ	Proposed two storey rear extension	Delegation	Householder Appeal Service	Dismissed	
17/0197C	Land adjacent Betchton Heath Cottages, REYNOLDS LANE, BETCHTON	Outline application with some matters reserved for up to 2no. dwellings	Delegation	Written Representations	Dismissed	
17/0658C	123, Crewe Road, Sandbach, CW11 4PA	Certificate of Lawful Proposed Use for a single storey side extension.	Delegation	Written Representations	Withdrawn	
17/0797C	Premier Motors, THE HILL, SANDBACH, CW11 1JJ	Advertisement Consent for digital advertising screen	Delegation	Written Representations	Dismissed	
17/1122N	THE CROFT, FISHERS LANE, BURLAND, CW5 8LZ	Outline application for detached dwelling	Delegation	Written Representations	Dismissed	
17/1232N	21, MYTTON DRIVE, NANTWICH, CW5 5UF	Extension of boundary wall	Delegation	Householder Appeal Service	Dismissed	