



Working for a brighter future together

Mr Billy Jones
Walsingham Planning
Brandon House, King Street, Knutsford
Cheshire East
WA16 6DX

**Development
Management**
Delamere House
Delamere Street, Crewe
CW1 2LL
Telephone: 0300 123 5014
Email: planning@cheshire-east.gov.uk

DECISION NOTICE

Application No: **25/2475/ADV**

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED) TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

Particulars of Advertisement

Advertisement consent for 1 No. hanging sign, 1 No. wall mounted sign and 1 No. fence mounted sign.

Location

Westminster House, Knutsford Road, Chelford, Macclesfield, SK11 9AS

for

In pursuance of its powers under the above Act and Regulations, the Council hereby GRANTS express consent for the display of the above advertisement(s), referred to in the application and accompanying plans submitted by you subject to compliance with the conditions specified hereunder, for the reasons indicated:

1. The development hereby approved shall be carried out in total accordance with the approved plans listed by this condition and received by the local planning authority on the date specified, except where varied by other conditions of this permission.

Location Plan REF: Site Location Plan.pdf Received: 30-06-2025 Existing and Proposed Plans REF: WBA-1550-All-Plans.pdf Received: 30-06-2025 For the avoidance of doubt, all signs are positioned within the site and shall not project beyond sit

boundaries. Reason: For the avoidance of doubt and to specify the plans to which the permission / consent relates.

2. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site. Reason: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

3. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public. Reason: In the interests of public safety and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

4. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land). Reason: In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

5. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport. Reason: In the interests of public safety and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

6. No advertisements, other than those already displayed with either deemed or express consent shall be displayed on or within the premises (as to be visible from outside) without the prior express consent of the Local Planning Authority, notwithstanding the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) or any regulations revoking or re-enacting those regulations. Reason: In the interests of amenity and to maintain a reasonable level of advertisement material on this site having regard to the prominent location of the site and the general character of the area in which it is located.

7. The advertisements shall not be illuminated. Reason: in the interests of visual amenity, preservation of the character of the area, residential amenity, light pollution control and highways safety.

INFORMATIVES

1. The Local Planning Authority (LPA), in reaching this decision, has followed the guidance in paragraph 39 of the National Planning Policy Framework. The Framework advises that the LPA should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.

Please Note: This decision notice does not convey any approval or consent which may be required under any enactment, bye-law, order or regulation other than Regulation 5 of the

Regulations.

Dated: 16 October 2025

Signed

A handwritten signature in black ink, appearing to be 'A. Smith' or similar, written in a cursive style.

Authorised Officer *for*

Cheshire East Borough Council

We enclose our decision notice in respect of the application you recently submitted to us.

You should read the notice carefully. It is your responsibility to ensure that you comply with the terms of any conditions which are attached to it. Where conditions require you to submit further information to us you will need to pay a fee and submit a separate application. The notice doesn't convey or grant consent for anything other than the application you made under the terms of the Town and Country Planning Act 1990.

If you are aggrieved by our decision to refuse planning permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State. For planning and related applications this is covered under section 78 of the Town and Country Planning Act 1990 (as amended). For listed building consent applications, this is covered under Section 20 of Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended). For advertisement consent applications, this is covered under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). You must submit your appeal within:

- 12 weeks of the date of this notice in the case of householder applications
- 8 weeks of the date of this notice for advertisement applications or
- 6 months of the date of this notice in all other cases

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. [Further details are on GOV.UK.](#)

Appeals can be made online at <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on 03034445000. The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

Purchase Notices

If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that they can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted.

In these circumstances, the owner may serve a purchase notice on the Council in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.