



Appeal Decision

Site visit made on 5 October 2020

by Conor Rafferty LLB (Hons), AIEMA, Solicitor

Decision by K Taylor BSc (Hons) PGDip MRTPI

an Inspector appointed by the Secretary of State

Decision date: 17 November 2020

Appeal Ref: APP/U4610/Z/20/3255605

73 Spon End, Coventry CV1 3HE

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Mr Ben Porte of Clear Channel against the decision of Coventry City Council.
- The application Ref ADV/2020/0647 dated 12 March 2020 was refused by notice dated 12 May 2020.
- The advertisement proposed is the installation of illuminated digital poster advertisement.

Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Procedural Matters

3. The Regulations, National Planning Policy Framework and Planning Practice Guidance make it clear that advertisements should be subject to control only in the interests of public safety and amenity. I have therefore taken into account Policies DE1 and HE2 of the Coventry Local Plan 2016. These policies seek to protect amenity and so are material in this case but are not determinative in reaching a decision on the appeal.

Main Issue

4. The main issue in this case is the effect of the proposed advertisement on the visual amenity of the area.

Reasons for the Recommendation

5. The appeal site is located at 73 Spon End, a locally listed former pub, currently in use as a house of multiple occupation (HMO). The surrounding area is characterised by a range of uses. While streets within the vicinity are residential in nature, overall the immediate area is defined by the predominantly commercial uses and appearance of the neighbouring sites and buildings opposite.
6. The proposed advertisement would comprise a freestanding digital display with changing static images. While in principal it would be appropriate with regards to the overall commercial feel of the surrounds, it would appear at odds with the immediate setting. From certain viewpoints the proposal would obscure much of the side elevation of the appeal property and would appear as an awkward addition to the site when compared with the traditional architectural style of 73 Spon End.

7. Although views would be limited travelling westwards, the advert would be visible when travelling eastwards along Spon End where it would be experienced in the context of the signage already present in the vicinity. From this direction it would be situated just behind signage for the neighbouring autocare centre, a road sign for Arches Industrial Estate and an advertisement for the HMO, as well as alongside the Black Horse logo protruding from the front elevation of 73 Spon End. Various advertisements also exist on the opposite side of the road, similarly visible on the approach to the site.
8. The proposal would be notably larger than these signs, and although it would display static content with an industry standard rate of change, the illumination would nonetheless add to its prominence. In this sense it would appear as an unduly dominant and visually jarring feature in the immediate vicinity. Furthermore, its addition alongside these signs would create an increased sense of clutter, detracting from the appearance of the streetscape.
9. The appeal property is also located between two conservation areas, being Spon End Conservation Area to the east, and Chaplefields Conservation Area to the west. The Council has concluded that the advertisement would have a minor impact on the Chaplefields Conservation Area due to the limited visibility of the proposal when travelling westwards and I see no reason to conclude otherwise.
10. However, the impact on the Spon End Conservation Area would be greater. While the proposal does not overlook this Conservation Area, from certain vantage points it would be viewed in the context of it. The main defining feature of the Spon End Conservation Area in the locality is the landmark railway arches. In this context the imposing design of the proposal and the clutter it would create would become more apparent such that the advertisement would appear as an incongruous addition, detracting from the character of these arches. The proposal, by nature of its siting and appearance would therefore cause visual harm to the immediate setting on account of the inter-relationship between the site and the character of the Spon End Conservation Area.
11. For all of the reasons given above I therefore find that the proposal would have a harmful effect on the visual amenity of the area.

Conclusion and recommendation

12. Having had regard to all matters raised, I recommend that the appeal is dismissed.

C Rafferty

APPEAL PLANNING OFFICER

Inspector's Decision

13. I have considered all the submitted evidence and the Appeal Planning Officer's report and on that basis I too agree that the appeal is dismissed.

K Taylor

INSPECTOR