



Appeal Decision

Site visit made on 22 January 2025

by Ian McHugh DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 17 February 2025

Appeal Ref: APP/U4610/Z/24/3355651

Jubilee Crescent, Radford, Coventry, CV6 3ET

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Wildstone Estates Ltd against the decision of Coventry City Council.
 - The application Ref is PL/2024/0001658/ADV.
 - The advertisement proposed is the erection of one D6 advertisement display.
-

Decision

1. The appeal is allowed and express consent is granted for the display of the erection of one D6 advertisement display at Jubilee Crescent, Radford, Coventry, CV6 3ET in accordance with the terms of the application, Ref PL/2024/0001658, dated 30 August 2024. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional conditions: -
 1. The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² and the sign shall not be illuminated by intermittent or flashing lighting.
 2. No individual advertisements displayed shall contain moving images, animation, video, or full motion images.
 3. The advertisement display shall not change more frequently than every 10 seconds and the interval between successive advertisements shall be 1 second or less. Changes between advertisements to take place instantly with fade effect and no other sequencing, fading, swiping, or merging effects.
 4. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

Main Issue

2. The main issue is the effect of the proposal on the amenity of the area.

Reasons

3. The Council's decision notice refers to a conflict with policies DE1 and HE2 of the Coventry Local Plan 2016. These policies are not determinative as proposals for Advertisement Consent are determined solely in relation to amenity and public safety. Nevertheless, the policies assist in understanding the Council's reasoning.

4. The appeal site is within the forecourt of a petrol filling station, which is situated on the edge of Jubilee Crescent and Catesby Road. Jubilee Crescent is a busy and vibrant local centre comprising a range of retail and commercial uses. Advertisements are numerous, although the majority are fascia signs above ground floor windows. Catesby Road is a residential road and the appeal site is close to the boundary of a dwelling at number 84. A private drive/pathway serving land at the rear separates number 84 from the appeal site.
5. The proposal is to erect a free-standing illuminated display measuring 2.4m high and 1.23m wide on the forecourt frontage, close to the front boundary of the site. The rear of the display structure would abut the private drive/pathway, referred to above.
6. The Council points to the site being in a position where “the commercial area transitions to a predominantly residential area, where digital advertisements would appear uncharacteristic and obtrusive.” It also points to consent for two “similar” digital advertisements near to the appeal site. These were granted under references ADV/2021/3599 and ADV/2022/0327. The Council contends that the proposal would result in an excessive number of such displays, which would be detrimental to the visual amenity and character of the streetscene.
7. The proposed display would be viewed separately from other advertisements on Jubilee Crescent given the site’s position at one end of the Crescent. However, the site itself still appears as part of the commercial centre and the proposed display would be viewed in the context of the existing petrol filling station and its associated signage and paraphernalia. The display would be separated from the dwelling at number 84 by the intervening driveway/path and the rear of the unit would be blank. As a result, I am not persuaded that it would be unacceptably harmful to the visual amenity of the streetscene or the living conditions/amenity of the occupants of the dwelling.

Conditions

8. Consent for the display of advertisements is subject to five standard conditions. The Council has also suggested additional conditions, that would control the intensity of illumination, the time period between displays and a restriction on moving images. In my opinion, these are reasonable and are in the interests of both amenity and public safety and. Therefore, I have imposed these in my decision.

Conclusion

9. For the reasons given above, the appeal is allowed.

Ian McHugh

INSPECTOR