
Appeal Decision

Site visit made on 11 November 2025

by Gary Deane BSc (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 12 November 2025

Appeal Ref: APP/U4610/Z/25/3371012
356 Foleshill Road, Coventry CV6 5AN

- 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 Mr Mushaheer Ahmed Nazir against the decision of Coventry City Council.
 - The application reference is PL/2025/0000973/ADV.
 - The advertisement proposed is an LED advertising display.
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Decision

1. The appeal is dismissed.

Procedural matter

2. The appellant has suggested at the appeal stage that the size of the new display could be reduced, if necessary, to address its visual impact. However, there are no drawings of the revised scheme before me nor has the Council or others had the opportunity to formally consider this alternative proposal. I have, therefore, determined the appeal based on the original plans.

Main Issue

3. The main issue is the effect of the proposed advertisement on the amenity of the local area, which includes the setting of a listed building.

Reasons

4. The proposal is an internally illuminated LED digital display on the upper gable wall of the appeal property, which is an end terrace building that faces Foleshill Road. It falls within an area of mixed character that includes shops, commercial premises, residential properties and places of worship. From what I saw, advertisements within the local area were plentiful and varied although most were modest in size and primarily associated with ground floor retail and commercial premises.
5. Notwithstanding its urban street lit context, the proposal, due to its size, prominent siting, and illuminated and frequently changing display, would introduce a large and visually dominant feature within the local street scene. The introduction of a relatively bright, frequently changing digital image in this context would draw the eye, creating an intrusive element that would contrast markedly with the modest presence of existing advertisement displays in the local area. As the only obvious example of a large internally illuminated digital display in the vicinity of the site, the proposal would be a discordant addition to the local area.

6. That impression would be most evident from two public vantage points. Firstly, from Foleshill Road on the northeast bound approach to the site, the new advertisement would be a substantial feature in the street scene due to its size and high-level position. Its illumination and changing display would cause the new display to be obtrusive, projecting above the commercial frontages of the premises nearby. Secondly, the frequently changing and illuminated display would be highly conspicuous along Webster Road, given that views would be from close range.
7. Although the site is not within a conservation area, the Church of St Pauls on Foleshill Road is close-by, which is a Grade II listed building. The significance of this building as a designated heritage asset is derived primarily from its high architectural quality. It also has historical importance as Coventry's first fully rebuilt church after the second world war, incorporating remnants of the original building that dates from 1841. I have paid special attention to the desirability of preserving the listed building or its setting¹.
8. In views from a short stretch of Foleshill Road on the immediate approach to the site, the proposal would be evident beyond the main tower of the Church, which is a distinctive feature of this listed building. While only part of the new display would be visible given the presence of other buildings in the foreground, the illumination and changing display of the proposal would attract undue attention. In these views, the new advertisement would visually compete with, and thus detract from, the setting of the Church. As a result, the significance of this building as a designated heritage asset would be significantly diminished.
9. The harm caused by the proposal would be localised and so the effect on the setting of the Church of St Paul would be less than substantial. In those circumstances, the National Planning Policy Framework (the Framework) states that the harm should be weighed against the public benefits of the scheme. In this case, the proposal would support local businesses, and it could lead to an increase in custom and footfall, thereby boosting the local economy. However, these public benefits do not outweigh the identified harm.
10. Being noticeable reflects the main purpose of the advertisement, which is to attract attention and potential custom. In doing so, I have little doubt that the new advertisement would be effective given its prominence to Foleshill Road, which is a busy route along which some signage is an expected feature. However, an appropriate balance needs to be struck between allowing businesses to engage with and inform prospective customers and safeguarding the visual amenity of the area and the setting of its buildings, especially where they have heritage value.
11. Overall, I conclude on the main issue that the proposal would be detrimental to the interests of amenity, including the setting of a listed building.
12. In reaching this conclusion, I have had regard to the guidelines and conditions suggested by the appellant including those to control the images shown and the brightness of the new display. I have noted the option to restrict the operation of the advertisement during nighttime hours, if needed. However, these restrictions would not overcome the visual prominence of the proposal and the changing display that would draw the eye outside of these hours.

¹ As required by section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended.

13. I note that the site has had static banners advertising information for a long period of time. At the time of the site visit, a static banner was in place that was externally illuminated. However, the Council has indicated that the existing banner is unauthorised, and that previous paper billboards were removed some time ago. On that basis, the current and historic use of the appeal property for advertising does not lend support for the appellant's case.
14. Reference is made to various planning policies and guidance, to which I have had regard as relevant considerations. Powers under the Regulations to control advertisements may only be exercised in the interests of amenity and public safety, taking account of any material factors. In my determination of the appeal, the planning policies and guidance have not therefore by themselves been decisive.
15. The Council raises no issue in relation to public safety. From the submitted evidence, I have no reason to disagree with that finding. Nevertheless, for the reasons given, I conclude that the appeal should be dismissed.

Gary Deane

INSPECTOR