
Appeal Decision

Site visit made on 28 November 2025

by Lewis Condé BSc, MSc, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 19 December 2025

Appeal Ref: APP/U4610/Z/25/3373600

Texaco, Black Prince Avenue, Coventry CV3 5JE

- 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 Limited against the decision of Coventry City Council.
 - The application Ref is PL/2025/0001300/ADV.
 - The advertisement proposed is erection of two D6 small format advertising displays.
-

Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertising displays on the visual amenity of the area.

Reasons

3. The appeal site is a petrol filling station (PFS) in a prominent corner location and on a busy road. Aside from the PFS, the surrounding area is almost entirely residential in character.
4. The PFS already displays a significant number of signs/advertisements, several of which are sizeable and some of which are illuminated. These include commercial branding on the PFS canopy, a large totem sign displaying fuel prices, a shop fascia sign, as well as an array of other signage. The existing adverts though are typical of those associated with a PFS use and are predominantly located near the station's forecourt and paying station/shop. Many of the signs are also rather unassuming in appearance.
5. In contrast the proposed display would be a strident feature at the edge of the PFS site, in very close proximity to the public highway, and set some distance from the main forecourt area and most of the existing signage.
6. Despite its setting within the grounds of the PFS, the appeal proposal would be a striking and dominant feature within the streetscene. This is due to a combination of its design, size, illumination and proposed positioning, notably its separation from other signage at the site and its close relationship with the pedestrian footway. Indeed, even accounting for the existing PFS signage, I consider it would be a visually discordant feature to the detriment of the character and amenity of the area.

7. The proposal would replace an existing sign at the edge of the site, however, one that is of a much smaller scale and discrete nature. The appellant has also referred to the potential removal of other signage. However, there is a lack of specific details as to what this would entail or how it could be appropriately secured, including whether the advertisements to be removed have an existing consent or could be reinstated under deemed consent.
8. Even if the proposed advertisement displays are to be introduced for only a temporary period, its harmful impact would still be detrimental to the visual amenity of the area. Additionally, I do not consider that the use of conditions, such as, restrictions on illumination levels below industry guidelines, or the nature and transition of imagery to be featured on the displays, would alleviate the above identified harm.
9. Bringing the above together, I find that the proposed advertising displays would cause harm to the visual amenity of the area. In so far as it is material¹, the proposal is also contrary to Policy DE1 of the Coventry Local Plan 2017. This policy seeks to ensure a high-quality of design in new developments that respects and enhances its surroundings.

Other Matters

10. Environmental Health Officers (EHO) are concerned with the protection of public health and the avoidance of statutory nuisances, including by enforcing regulations. The fact that the Council's EHO did not object to the proposal therefore does not equate to the appeal scheme being acceptable in planning terms. Meanwhile, the lack of public safety issues is a neutral matter in this decision.
11. Various socio-economic benefits associated with the use of digital advertising displays have been identified by the appellant. For example, potential uplifts in rent and business rates payable to the Council, as well as the opportunity for displays to be utilised for emergency messaging or by local community groups. Based on the scale of the proposal and the evidence before me, I consider that such benefits would be modest. Similarly, potential environmental benefits associated with the use of digital displays over traditional forms of advertisements are likely to be limited. Nor has any robust evidence been presented to demonstrate the proposal would result in bio-diversity enhancements. The benefits of the appeal scheme, taken together, therefore do not overcome my above concerns.

Conclusion

12. For the reasons given above the appeal scheme is dismissed.

Lewis Condé

INSPECTOR

¹ As per Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).