
Appeal Decision

Site visit made on 21 January 2026

by **G Sibley MPLAN MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 9 February 2026

Appeal Ref: APP/U4610/Z/25/3375729

Footpath Outside 422 Foleshill Road, Coventry CV6 5JX

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) against a refusal to grant express consent.
 - The appeal is made by BT Group PLC against the decision of Coventry City Council.
 - The application Ref is PL/2025/0001692/ADV.
 - The advertisement proposed is Installation of 1No. BT Street Hub Unit and associated advertisement panels on either side of the unit.
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Decision

1. The appeal is allowed and express consent is granted for the display of the 1No. BT Street Hub Unit and associated advertisement panels on either side of the unit at footpath outside 422 Foleshill Road, Coventry CV6 5JX in accordance with the terms of the application, Ref PL/2025/0001692/ADV, dated 17 October 2025. 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 conditions in the attached schedule.

Preliminary Matter

2. The Regulations require that decisions are made only in the interests of amenity and public safety, taking account of any material factors. The National Planning Policy Framework (the Framework) and the Planning Practice Guidance (the PPG) confirm this approach. I have taken account of the provisions of the development plan insofar as they are material. The Council determined that the development would not harm amenity subject to the imposition of conditions, and based on the information before me, I find no reason to conclude otherwise.

Main Issue

3. The main issue relevant to the appeal is the effect of the proposal on public safety.

Reasons

4. The appeal site is located on a pavement adjacent to a signalised crossroads. Two existing telephone kiosks are situated close to the site and would be replaced by the proposed Street Hub (the hub), for which planning permission has already been granted by the Council. The surrounding area is predominantly commercial in character, with shops and other commercial uses occupying the ground floors of buildings along Foleshill Road, above which fascia advertisements are displayed. The street scene includes a range of street furniture, such as streetlights, bollards, bus stops, traffic signals, signage and bins. Advertisements are currently displayed

on the sides of the existing phone boxes, including those to be removed, as well as on nearby bus shelters. In this context, advertisements are a common feature of the area and include taller displays comparable to that proposed.

5. When approaching the crossroads from Coventry city centre, the nearest relevant traffic signals are located on the same side of the road as the driver and on the opposite side of the carriageway from the approved hub. As a result, the advertisements on this hub would not obstruct the drivers' view of the traffic signals. There is a second set of lights on the opposite side of the crossroads on the same side of the road as the hub. However, given the siting of the proposed advertisements on the hub, the drivers' view of this would not be blocked by the hub itself. Therefore, from this direction the advertisements would not fall within the drivers' direct lines of sight to the traffic signals.
6. When approaching the junction from the opposite direction, the advertisements would fall within the general field of view of drivers travelling towards Coventry city centre. However, the traffic signals in this direction are located in front of the proposed advertisements and would therefore remain more visually prominent. In addition, the traffic signals are taller than the proposed advertisement and, due to the siting of the hub, the advertisements would not be positioned directly behind the signals when viewed from a driver's perspective.
7. The advertisement would be visible in the vicinity of pedestrian crossing points at the crossroads. Nevertheless, it would be lower than the traffic signals and would not be positioned directly behind them when viewed by pedestrians using the crossings. Owing to its scale and siting, the advertisement would also not be located in front of, or directly behind, other nearby traffic signs when viewed by either drivers or pedestrians. For these reasons, the proposal would not hinder the ready interpretation of traffic signals or other highway signage by road users.
8. The proposed advertisement would broadly occupy the same location as the existing advertisements on the telephone boxes and, although larger, would not be significantly greater in scale. Unlike the existing advertisements, the proposed displays would be illuminated. However, conditions controlling brightness levels and image-change frequency would ensure that the advertisements would be no more distracting than the existing displays on site, which have not, to my knowledge, resulted in public safety concerns. Furthermore, there is a concentration of advertisements at street level in the surrounding area. Viewed in this context, the proposed advertisements would be unlikely to draw undue attention or distract drivers from the carriageway or pedestrians using the crossing points. Accordingly, the proposal would not result in confusion or distraction to road users.
9. Therefore, for the reasons given above, the proposed advertisement would not cause harm to public safety. Insofar as it is material to the proposal, the scheme would accord with Policy AC2 of the Coventry Local Plan which expects developments, amongst other matters, to not cause highway safety problems.

Conditions

10. The scheme is subject to the five standard conditions set out in the Regulations. Additionally, to prevent the advertisements from appearing overly distracting in the interests of public safety I have attached conditions relating to the display and transition of images, as well as freezing the image in the event of a malfunction

which the appellant suggested in their evidence. The brightness would also be limited to 280 candela per square metre (cd/m²) during periods of darkness as recommended in the Planning Statement in the interests of public safety and amenity.

Conclusion

11. For the reasons given above, I conclude that the appeal should be allowed.

G Sibley

INSPECTOR

Schedule of Conditions

1. The minimum display time for any advertisement shall be 10 seconds and the change between advertisement images shall take place over a period of no more than one second with no sequencing, fading, swiping or merging of images.
2. The advertisements shall only display static images and shall not display any moving images, animation, intermittent or full motion video images.
3. A mechanism shall be in place so that if the installation breaks down it freezes the image to avoid any flashing error messages or pixilation.
4. The intensity of the illumination of the advertising unit and display permitted by this consent shall be no greater than 280 cd/m² between the hours of dusk (local sunset time) and dawn (local sunrise time).