



Appeal Decision

Site visit made on 16 February 2026

by K Craddock BA (Hons) MAUD MRTPI

an Inspector appointed by the Secretary of State

Decision date: 17 March 2026

Appeal Ref: APP/T2405/Z/25/3375928

6 Croft Road, Cosby, Leicestershire LE9 1RE

- 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 One Stop Stores Ltd against the decision of Blaby District Council.
 - The application reference is 25/0690/ADV.
 - The advertisement is 2no. externally illuminated fascia signs, 1no. Post Office window graphic and 5no. framed ACM graphic panels.
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Decision

1. The appeal is dismissed.

Procedural Matters

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 identifies that the power to control advertisements may be exercised only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. Therefore, while I have taken account of the policies that the Council considers to be relevant, these have not been decisive in my determination of this appeal.
3. At the time of my site visit the works had already been carried out and I have taken this into consideration in my decision.
4. The non-designated heritage asset (NDHA) adjacent to the appeal site is referred to by several names within the evidence. For purposes of clarity, I refer to it as Cosby Community Church (CCC).

Main Issue

5. The main issue is the effect of the advertisement upon the character and appearance of the area, with regard to the site's village location and the setting of CCC.

Reasons

6. The appeal site is a dual aspect shopfront on a convenience store located within Cosby village at the head of a prominent junction where Park Road meets Croft Road. The building is situated back of pavement with the adjacent residential property to the east, No 4, being set back behind a short front garden and CCC to the west being set back further from the highway. This building arrangement increases the visual prominence of the appeal property within the streetscene. As a result, the front and side elevations are highly visible within the immediate

environs of Park Road and Croft Road, with the side elevation also visible from the Cosby Conservation Area (CA) when approached along Croft Road from the east. A second convenience store is located opposite the site with a similar display of advertisements to the appeal site.

7. The site lies a short distance from the village centre, which includes a number of shops, businesses and community facilities in amongst the residential properties. These non-residential uses display advertisement signage in varying colours but all within a muted palette, contributing to the harmonious visual character of the area. The area surrounding the village centre is predominantly residential with a mix of architectural styles, although Croft Road in the vicinity of the appeal site has a more consistent appearance featuring a prevailing continuity of building type, material and form.
8. It was evident from my site visit that the bold red colour of the advertisement is strident within the streetscene. This would be exacerbated by the external illumination at nighttime. The five graphic panels would be brightly coloured and busy in appearance, given their scale and the amount of front and side elevation they cover. When the development is viewed as a whole, the resulting effect is an unsightly proliferation of signage formed of colours that do not contribute positively to the character and appearance of the streetscene. As such, I find that the advertisement detracts from the visual amenity of the site's village location and is harmful to the setting of the adjacent CCC.
9. The appellant has drawn my attention to the previous advertisement at the appeal site as well as the convenience store located opposite and the comparable advertisements on display there. However, the evidence before me from the Council advises none of these advertisements have benefitted from planning permission and they are all unauthorised. Therefore, I have not taken them into account in the determination of this appeal.
10. As such, whilst it is not determinative, I find conflict with policies CS2 and CS20 of the Blaby District Local Plan (Core Strategy) Development Plan Document (2013), policies DM1, DM12 and DM16 of the Blaby District Local Plan (Delivery) Development Plan Document (2019) and policy CNDP2 of the Cosby Neighbourhood Plan (2022), which seek, amongst other matters, to improve the design quality of all new developments and contribute positively to local distinctiveness by preserving and enhancing the setting of heritage assets.
11. I have also taken into account paragraph 141 of the National Planning Policy Framework, which explains that advertisements which are poorly designed and sited can have a negative impact on the appearance of the quality and character of places. For the reasons given above, I conclude that the advertisements demonstrate a detrimental effect on the visual amenity of the NDHA and the wider area and, as such, the proposal conflicts with paragraph 141 of the Framework.

Other Matters

12. Whilst the advertisements are visible from the CA, they are located a sufficient distance away to have a neutral effect on its character and appearance.

Conclusion

13. The advertisements do not accord with the development plan as a whole and there are no other considerations, including the Framework, that indicate I should take a different decision other than in accordance with this.
14. For the reasons outlined above, I conclude the appeal should be dismissed.

K Craddock

INSPECTOR