
Appeal Decision

Site visit made on 21 October 2025

by **S Sharp BSc(Hons) BA(Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 10 December 2025

Appeal Ref: APP/T3725/Z/25/3373158

Racing Club FC, Hampton Road, Warwick, Warwickshire CV34 6JP

- 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 Graeme Hughes of Alight Media against the decision of Warwick District Council.
 - The application reference is W/25/0721.
 - The advertisement proposed is the installation of 1 x 48 sheet freestanding LED illuminated advertising display unit, measuring 6.4m in width x 3.4m in height and comprising a pressed metal frame and sealed LED screen.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) 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 – December 2024 (the Framework) and the Planning Practice Guidance (the PPG) confirm this approach. The Council has referred to policies in the Warwick District Local Plan 2017 in its decision. These policies relate to development proposals and advertisements fall outside the definition of development.

Main Issue

3. The main issue is the effect of the advertisement on the visual amenity of the area with particular regard to the character and appearance of the Warwick Conservation Area (WCA).

Reasons

4. The appeal site is located on the northwestern side of Hampton Road, close to the entrance of Racing Club Warwick Football Club (RCWFC). This side of the road lies within the WCA and provides a predominantly green and open setting to Warwick's historic townscape and Warwick Castle which also fall within the designation. This setting contributes to the overall character and appearance of the WCA. In accordance with the statutory duty set out in section (72)1 of the Planning (Listed Buildings and Conservation Areas) Act 1990, I have paid special regard to the desirability of preserving or enhancing its character or appearance.

5. On the opposite side of Hampton Road to the appeal site, and outside of the WCA, is an established, residential area, suburban in character and appearance. It includes a wide verge adjoining Hampton Road which complements the greenery on the appeal site side.
6. A freestanding illuminated advertisement panel is proposed close to the entrance to RCWFC, which would be observed against a backdrop of greenery and would be visible to highway traffic leaving the town. The panel would comprise a digital LED panel showing displays which would be static but change frequently.
7. The proposal, due to its scale, design, positioning and horizontal emphasis would appear intrusive and incongruous in the above context where advertisements are predominantly confined to non-illuminated boards relating to commercial, recreational and sports club uses. The only exception to this is a small, illuminated panel on a bus shelter. Whilst light levels emitted would or could be reduced overnight, it would nevertheless be a bright feature in the streetscape.
8. The relatively straight nature of the road at this point would mean that the panel would be visible for a lengthy period when travelling along the road, particularly during nighttime hours. Furthermore, the residential character of the opposite side of the road is clearly evident and would be visible in the same context as the advertisement panel. This would compound its incongruity and would introduce a form of signage which would be alien to its surroundings.
9. For the reasons set out above, the proposal would be unacceptable in visual amenity terms. Whilst I acknowledge that the advertisement would not be attached to a listed building and there are no other listed buildings close by, the harm to the heritage asset in this case would be WCA itself.
10. The visual harm leads me to conclude that the proposal would neither preserve or enhance the character or appearance of the WCA. As such it would conflict with the provisions of the Framework which advise that the quality and character of places can suffer when advertisements are poorly sited and designed.

Other Matters

11. The Council has not raised any objection to the proposal in terms of public safety, and I have no reason to disagree. I note the benefits of the appeal proposal put forward by the appellant in terms of efficiency, sustainability and economic development. Whilst I acknowledge these would be benefits relating to the proposal, they do not outweigh the harm that I have identified. In any event my considerations are confined to those relating to amenity and public safety as stipulated by the Regulations.
12. The appellant has drawn my attention to a number of other similar illuminated advertisements within the district and elsewhere. Whilst these appear to be predominately viewed against backdrops of vegetation, and some may be located in Conservation Areas, I cannot be certain that they are entirely comparable to the appeal proposal, both in terms of immediate context or their effect on the character and appearance of the Conservation Area. The existence of other similar displays does not, in any event, equate to the acceptability of an advertisement hoarding in the location before me and none of the examples persuade me that the proposal is appropriate for this location.

Conclusion

13. I conclude that, for the reasons set out above, the advertisement would not preserve or enhance the character or appearance of the conservation area. Therefore, the appeal is dismissed

S Sharp

INSPECTOR